

**30.0 - SOCIAL MEDIA POLICY**

**30.1 – General Policy Statement** - The City recognizes that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and, therefore, carries with it certain responsibilities. To assist you in making responsible decisions about your personal use of social media, we have established this Social Media Policy for appropriate use of social media.

**30.2 – Guidelines** - In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal website, social networking or affinity website, web bulletin board or a chat room, whether or not associated or affiliated with the City, as well as any other form of electronic communication. Examples of social media websites include, but are not limited to, Twitter, Plurk, Tumblr, Facebook, LinkedIn, Instagram, Pinterest, YouTube, Flickr and Google+. The absence of, or lack of explicit reference to a specific site does not limit the extent of application of this policy.

The same principles and guidelines found in the other City rules and regulations apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow employees or otherwise adversely affects people who work on behalf of the City may result in disciplinary action up to and including termination.

**30.3 - Using Social Media At Work** - Unless specifically authorized by the City to do so as part of an employee's position, employees are not permitted to blog or use other forms of social media during those periods of the day that they are required to perform their work tasks. Employees are prohibited from using a City e-mail address on their personal blogs, social media sites or pages, or any other personal internet account (such as accounts for on-line news, retail, entertainment or sports).

Unless specifically authorized by the City, employees are not permitted to blog or engage in social media use using any City computers or City-supplied electronic resources or other devices (except for City-issued cell/smart phones approved for employee personal use). In addition, employees may not use the City's facilities to develop, design or maintain their personal blogs or social media site or page, and are prohibited from linking their blog or social media page or site to the City's website.

**30.4 - Know and Follow the Rules** - Employee blogging and social media use is subject to the City's Internet and E-mail Acceptable Use Agreement (signed by employees) and the City's "Equal Employment Opportunity and Affirmative Action; Prohibition Against Discrimination and Harassment, Including Sexual Harassment," "Americans with Disabilities Act," "Email and Internet", and "Workplace Violence" policies and any other applicable policies in the City's Personnel Rules and Regulations. Inappropriate postings include, for example, discriminatory

remarks, harassment based on a protected class, threats of violence or other similar inappropriate or unlawful conduct. Violation of the above-listed agreement and policies, or other inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination from employment.

**30.5 - Be Conscious When Mixing Business and Personal Lives** - Online, your personal and work personas are likely to intersect. The City respects the free speech rights of all its employees, including the right to speak publicly as private citizens on matters of public concern, but you must remember that coworkers, supervisors and members of the public often have access to the online content you post. Keep this in mind when publishing information that can be seen by more than family and friends, and remember that information originally intended just for friends and family can be forwarded on.

**30.5.1 – City Subject of Content** - If the City is a subject of the content you are creating on your personal blog or social media site/page, or on the blog or social media site/page of another individual or entity (other than the City), express only your personal opinions and never represent yourself as a spokesperson for the City. Make it clear to the readers that the views expressed are yours alone and that they do not reflect the views of the City, by stating, for example, *“The views expressed in this blog [or blog posting] are my own”* or *“I am not a spokesperson for the City”* or *“My views do not represent those of the City.”*

**30.5.2 – Required Consent** - You may not post anything on your personal blog or social media site/page, or on the blog or social media site/page of another individual or entity (other than the City), in the name of the City or in a manner that could reasonably be attributed as the official position of the City without prior written authorization from the City Manager or his/her designee (as to all matters) and the City Attorney (as to legal matters).

**30.5.3 – Confidential Information** - Do not disclose any confidential information regarding on-going law enforcement investigations or any information exempt from disclosure under Florida’s public records law on your personal blog or social media site/page, or on the blog or social media site/page of another individual or entity (other than the City).

**30.5.4 – Intellectual Property** - You may not use the City’s logo, seal, slogan or trademarks on your personal blog or social media site or page in a manner that suggests that your posts express the opinions of the City. Also, you may not use the City’s trademarks as part of your personal social media usernames or handles.

Remember to respect the laws governing copyrights, fair use of copyrighted materials, trademarks and other intellectual property, rights of publicity, and other third-party rights in the online social media space.

**30.5.5 – Protected Activity** - Nothing in this policy is intended to prohibit or discourage employees from engaging in speech as citizens on matters of public concern, or to prohibit or discourage employees from engaging in any protected activities under the Public Employee Relations Act (F.S. Chapter 447, Part II), including discussing their wages, benefits, hours or working conditions.

**30.6 - Work-Related Complaints** - The City encourages employees to resolve work-related complaints by speaking directly with co-workers, supervisors, managers, Department Directors or the Human Resources Department rather than by posting those complaints in a blog or on a social media site. If an employee, nonetheless, decides to post personal complaints or criticism concerning the City, its officers or employees, employees are prohibited from doing so in a way that is defamatory, slanderous, or that might be construed as threatening, intimidating or unlawful discrimination or harassment in violation of the policies listed in section 30.4 above.

**30.7 - Retaliation Is Prohibited** - The City prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation may be subject to disciplinary action, up to and including termination.

**CITY OF CORAL GABLES**

**Communications and**

**Social Media Policies and Guidelines**

## **PURPOSE**

The following Communications and Social Media Policies and Guidelines have been created to govern the official communications of the City of Coral Gables. Open, effective and up-to-date communication is a basic obligation of government and an integral part of achieving success in almost every City of Coral Gables project. Communication with citizens is a sound investment of resources and deserves a place among the City's primary functions. As such, the City should not rely on anyone else to speak for it. The City of Coral Gables should tell its own story, continuously, comprehensively and enthusiastically. The following Policies and Guidelines have been crafted to achieve the above goal in a manner consistent with the City's high standards.

The City has a business need to augment traditional communication methods with the use of social media channels. In general, the City supports the secure use of social media technology to enhance communication, collaboration, the exchange of information and to streamline processes and foster productivity improvements. However, their application must not compromise data confidentiality and the City's integrity.

## **APPLICABILITY**

These Policies and Guidelines apply to all City departments and all City employees, contractors and consultants who use social media tools and/or publish content in any form on behalf of the City, with certain exceptions outlined herein for the Police and Fire Departments. The term "employees" does not include elected or appointed officials. All preexisting and proposed social media websites and online community accounts created by City employees on behalf of the City during the course and scope of their employment are subject to these Policies and Guidelines. The same standards of conduct, principles, and guidelines that apply to City employees in the performance of their assigned duties apply to employee social media use during the course and scope of their employment.

## **CONTENT GUIDELINES**

### **AP Style**

All City written communications should conform to the Associated Press (AP) Stylebook.

### **Open and Transparent Communications**

The City of Coral Gables is committed to open, transparent and honest communications and to establishing mechanisms for soliciting and responding to public and employee feedback. Information about City programs, services, events and issues should be open to all and easily accessible.

### **Endorsements**

The City will not publish content that endorses a specific candidate in a local, state or federal election.

No advertisement or commercial message by outside entities should suggest endorsement by or association with the City, unless specifically approved by the City Commission, City Manager or subject to an approved sponsorship. An advertisement in a City publication, on the City's website, in a City facility, on City property, or the City's sponsorship of an event does not constitute endorsement of any company, product or service by the City, its officers or employees. The City may choose to add or include the words "No advertisement shall suggest endorsement by or association with the City" or "A paid advertisement" to any commercial messages or advertisements that, in the sole opinion of the City, might be confused with editorial matter.

### **Advertising in Publications**

Brochures, magazines, flyers, booklets and other printed documents produced by the City of Coral Gables may contain advertisements or promote a sponsor of the printed document to offset the costs of the publication. All advertisements must be approved by the City Manager or designee prior to publication. Advertisements shall be in accordance with the advertising standards and guidelines listed herein. The size and quantity of advertisements contained within a publication should be in proportion to the size of the publication, and shall not diminish the purpose of the publication or hinder the reader's ability to determine that the publication is a service of the City of Coral Gables.

## **Event Advertising**

On occasions where it is in the best interest of the City to allow an entity holding an event within the City to advertise the event on City property, subject to approval by the City Manager or designee. The City shall establish the amount of advertising, placement and duration based upon the type and size of the event, and the projected attendance. The entity will be responsible for the cost of installing, repairing, or replacing the advertisement and for the cost of any resulting damage to City property.

## **PUBLICITY GUIDELINES GENERALLY**

All publicity for the City of Coral Gables, including but not limited to requests for interviews and news releases, must be coordinated through the City Manager's Office. Certain exceptions apply to the Police Department, Fire Department and City Attorney's Office. Newsworthy information can be issued through a news release, calendar of events, e-News, web-site, CGTV coverage or other appropriate method or outlet. Department Directors or designees are responsible for notifying the Communications Division of significant events or news that may be of interest to the general public or media. The Communications Division will obtain approval from the City Manager or designee prior to publishing any content. When applicable, the news release or other communication may be translated into Spanish or another language as appropriate.

### **FIRE DEPARTMENT AND POLICE DEPARTMENT PUBLICITY GUIDELINES**

#### **Direct Distribution**

The Police and Fire Departments, through their Public Information Officers (PIOs) or in accordance with departmental standard operating procedures, may release and report information directly to the media regarding topics such as:

- Police incidents, reports
- Fire incidents, reports
- Criminal investigations
- On-the-scene accidents
- Protest, civil unrest
- Sexual predator notification (to media and residents)
- Spontaneous responses on time-sensitive information on Police or Fire related issues

The assigned PIOs, when applicable, will distribute the information to the media and copy the City Manager's Office.

#### **Combined Efforts**

The Police and Fire Departments will coordinate, through the City Manager's Office, the publicity of outreach programs such as:

- Crime and fire prevention programs,
- Special events and programs,
- Awards and special recognition for Police or Fire Department personnel, and
- General outreach programs on Police or Fire related issues.

Assigned Police and Fire personnel will forward a draft of proposed publicity to the City Manager's Office for approval prior to distribution to the media. Once approved, the release may be distributed by approved personnel.

## **WORKING WITH THE MEDIA GUIDELINES**

The media offers one of the most effective tools to disseminate accurate and timely information to the public on City issues, programs, and events. For many citizens, print and television coverage is their only link to City government affairs and decision-making.

The City encourages accurate media coverage of programs, events, and decisions which could interest and impact a significant segment of the community. Therefore, the City and the media have a mutual responsibility to provide accurate and objective information on City affairs to citizens.

### **Responding to Media Inquiries**

Policy Issues: Staff at the Department Director (or designee) level or higher should respond to media inquiries related to policy issues after consulting with the City Manager's Office.

It is the responsibility of the Department Director or designee to ensure that all information released is factual, accurate and timely.

Responses from City Commission: City Commission members respond to the media at their own discretion. City Commission members are encouraged to notify the City Manager's Office when they have had contact with the media.

Responses from Boards and Committee Members: The City of Coral Gables has numerous boards and committees composed of private citizens who act in an advisory or quasi-judicial capacity. Although board/committee members are free to express their personal opinions to the media, they are not a spokesperson for the City and statements made to the media do not necessarily reflect the views of the City of Coral Gables or the board or committee on which that member sits.

In matters where a Board is applying existing law to reach a decision or recommendation that affects a specific person or property (as opposed to recommending new laws or policies), it is likely that the matter is considered quasi-judicial. In these circumstances, Board members are performing a role similar to that of a judge, and therefore should not discuss or provide opinions regarding the matter outside of the public meeting where the matter is being considered. This includes comments to the press or in social media. Any questions in this area should be directed to the City Attorney.

**Spokespersons:** The City Manager for the City and the City's Public Information Officers (PIOs) (including for the Fire and Police Departments) will act as the spokesperson for the City on most matters (except for litigation and legal matters, as set forth below). When appropriate, the City Manager may choose another designee as the media spokesperson as the City Manager believes appropriate for the situation or issue. If such a designation is made, the City Manager will notify staff to forward all inquiries regarding a particular issue to the selected spokesperson. Whenever possible, the selected spokesperson should still consult with the City Manager prior to communicating with the media.

**Litigation and Legal Matters:** The City Attorney (or his/her designee from the City Attorney's Office) will act as the spokesperson for the City on all litigation (pending or threatened) and legal matters. Staff members should not respond to media inquiries regarding an issue involving City litigation or legal matters, and should not offer legal opinions on City policies or activities. Any media inquiry or request for comment from the City regarding litigation or other legal matters should be referred to the City Attorney. The City Attorney shall keep the City Manager apprised of any matters of mutual concern.

**Media Guidelines for Staff:** Unless otherwise provided herein, media inquiries received by staff should be referred to the City Manager or the City Attorney (as to legal matters). It is imperative to respond only if the answer is known; do not speculate. When unsure of a response to an inquiry, staff members should tell the reporter that they will return the call with the correct information.

### **The Interview**

Prior to being interviewed, it is important to determine the focus of the story as well as the specific information desired by the reporter. Whenever possible, a reporter's questions should be submitted in advance for purposes of gathering accurate responsive information.

Staff members who have received a request to be interviewed on camera should notify the City Manager's Office and should bear in mind that the interview will be subject to editing by the media before airing. Once an interview begins, staff members should always assume that all of their statements are quotable.

### **Responding to Aggressive Reporters**

Staff may encounter reporters who have an aggressive style and ask rapid-fire questions. Some important points to keep in mind are to listen carefully to the questions asked, avoid an

argument with the reporter, challenge any effort to put words in your mouth, do not speculate and always answer truthfully. Whenever possible, staff should seek guidance from the City Manager's Office in preparation of an interview or media response.

### **Responding Appropriately to Media**

City staff members generally have the right to speak publicly as private citizens on matters of public concern. However, when responding to the media in their official capacity as City employees, staff members should not make personal judgmental comments regarding the City, City staff, individual Commission members, Commission actions or official City policy. Staff should also refrain from anticipating an action or position that has not formally been taken by the Commission.

Scope of Response: When acting in their official capacity as City employees, staff members should not respond to media inquiries that are not directly related to their professional responsibilities for the City. Staff should assist the media by referring them to the City Manager's Office.

Inaccurate Information: The media should not be intentionally misled or provided with inaccurate or incomplete information by a staff member regarding any City policy or event.

Cone of Silence: Staff members are prohibited from certain oral communications regarding a particular RFP, RFQ or bid during the period the Cone is in effect. All staff must comply with procurement code requirements. Any questions concerning the applicability of exceptions to the Cone should be directed to the City Attorney or the Chief Procurement Officer.

Personnel: Staff members are not permitted to respond to questions about personnel actions. These requests will be handled by the City Attorney's Office or the City Manager's Office.

## **SOCIAL MEDIA GUIDELINES**

Social media is defined as a space where individuals gather, share and communicate about a range of topics using a common medium – in this case the internet – to connect. It is part of the evolution of online content that facilitates interactivity, user-centered design and collaboration.

Within this organization, social media is seen above all as an effective tool for communicating with the public. The City of Coral Gables may use social media to provide accurate, consistent and reliable information about City news, events, programs and initiatives. If a user wishes to contact members of the City Commission or Administration or request City services, he or she should be directed to the City's official website. The City reserves the right to modify any of its content that is inconsistent with this Policy.

### **Police Department Social Media Guidelines**

The Police Department's use of social media may be governed by the department's internal operating procedures as approved by the City Manager. Said procedures should be consistent with the City's policies and designed to accommodate the Police Department's unique social media needs, including investigation, crime prevention and community outreach.

### **Social Media Designees**

Only employees expressly authorized, in writing, by the City Manager may create official City accounts on social networking sites or publish content on behalf of the City. The City Manager will authorize such persons in his or her sole discretion. Any social media accounts opened on behalf of the City shall designate the City as the owner of the account and identify a City e-mail address as the administrative and/or technical contact e-mail.

When engaging in social media on behalf of the City, all employees will maintain a level of professionalism that is consistent with the established personnel policies of the City.

### **Content**

Content published by authorized users should be directly related to the mission, services and objectives of the City. All content regarding City programs, services, events or initiatives on social media sites should point users to the City's web page ([www.coralgables.com](http://www.coralgables.com)) for expanded content.

When posting a link as an authorized publisher on behalf of the City, the link should point either to a City web page or one that provides positive exposure for the City of Coral Gables.

It may be a violation of copyright law to use a person's work without his or her express written consent. If original City artwork, photography or text cannot be obtained, third-party content may be substituted with the express permission of the owner of that intellectual property.

Users and visitors to the City's social media websites shall be notified that the intended purpose of the website or social media page is to serve as a mechanism for communication between the City and the members of the public. The City of Coral Gables, through its social media designee, reserves the right to remove any unsuitable content from authorized City social networking websites. Content, including but not limited to posts, comments, links, video files, audio files, images, profile pictures, avatars, usernames and email addresses, that contain any of the following material may be deemed unsuitable and subject to removal:

- Comments not related to a topic posted by the City;
- Profane or obscene language or content;
- Posts that could be viewed as malicious, obscene, threatening or intimidating;
- Content that promotes, fosters or perpetuates discrimination on the basis of race, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, veteran status, sexual orientation, or any other legally protected status under federal, state or local law;
- Information that may tend to compromise the safety or security of the public;
- Content that violates a copyright, trademark, or other intellectual property law or legal ownership interest;
- Content that violates federal, state, local law or the common law, including Florida's Public Records law; and
- Content that contradicts or encourages the misuse of City of Coral Gables direction, guidance or other official information.

Any content removed on the basis of these guidelines shall be retained including the date, time and identity of the commenter or content poster, when such information is available.

## **Public Record**

The City's social media pages may be subject to Florida's public records law and Sunshine Law. Under the public records law, government entities are required to maintain records of social media content and make them available upon request. Every response, posting and submission to the City's social media websites may be a public record and may be posted for as long as the website administrator allows such item to remain posted. If any submission is removed by the City as allowed by any City policy, please be advised that all such removed submissions must be stored by the City offline and may be considered a public record available for inspection to the extent allowed by Chapter 119, Florida Statutes.

Requests for public records under Chapter 119, Florida Statutes should be referred to the City Attorney's Office (Attention: Assistant City Attorney for Public Records) as expeditiously as possible. Please note that requests for public records may be made verbally or in writing, and the requestor is not required to provide his/her name or other identifying information.

## **Sunshine Law**

Pursuant to Government in the Sunshine, members of City appointed boards/committees or commissions, including City Commission members, are reminded that they cannot use electronic media posts, including but not limited to the "Like" feature on Facebook (or similar electronic stamps of approval), as a means of communicating regarding issues which may come before their respective board/committee or commission.

## **Use of Social Media**

Social media may complement current communication vehicles such as e-News and the City website, reach audiences the City otherwise would not connect with, or partially or fully replace some existing communications tools. It can even help the City gather valuable input from residents about programs and services, or communicate emergency messages.

In accordance with these Policies and Guidelines, the City of Coral Gables may use the following social media tools:

- **Microblogs** such as Twitter work well for taking the pulse of current events such as breaking news and legislative policy issues. Microblogs also work well for sharing emergency notifications and announcements about projects such as a street being closed for resurfacing, alerting residents of rapid traffic closures, and registration opening for parks and recreation programs. The value of microblog comments are

enhanced when links are included to more information about the projects, policies and programs that are already posted on the City website. Microblogs can also work well for getting a snapshot of what people are thinking about at the moment e.g. “trending” topics. Carefully cultivating who the City follows can help increase the visibility of the City of Coral Gables among groups such as the media, business owners and residents.

- **Social networks** such as Facebook or LinkedIn work well as a gathering place for people interested in Coral Gables, and for building affinity for the City. Social networks can serve as a place to post information and pictures of community celebrations, park openings, a project that succeeded because of volunteer efforts, or even of various City staff performing interesting aspects of their jobs. These spaces also could be used to gather input and ideas from residents on projects, services and ordinances.
- **Video sites** such as YouTube allow users to post, rate and comment on videos. Posting videos can be a way to provide a comprehensive picture of a Coral Gables event such as ribbon cutting ceremonies, special events, news information and more.
- **Photo sharing sites** such as Instagram, Flickr and TwitPic allow users to post, rate and comment on photos that can help create a comprehensive picture of a City event, such as the 4<sup>th</sup> of July Fireworks and the Junior Orange Bowl Parade, and can be a virtual way to show residents the range of work done by City staff.

When using social media on behalf of the City, staff should abide by all of the City’s established personnel policies in addition to the following guidelines, which are meant to address the challenges while maximizing the benefits of these developing technologies.

- **Be transparent and truthful** - Your honesty, or dishonesty, will be quickly noticed in the social media environment. Always be careful and considerate. Once the words are out there, you cannot take them back.
- **Be timely** – Designated employees should review each of the City’s social media pages on a regular basis to ensure that comments and content are current and accurate.
- **Be cautious** - Make sure your efforts are transparent and do not publish any material that is confidential or exempt from the public records laws, and comply with all copyright, trademark, and other intellectual property laws. Never comment on anything related to legal matters or personnel issues without first consulting with the City Manager’s Office or the City Attorney’s Office as appropriate. What you publish is widely accessible and will be around for a long time, so consider the content carefully.

- **Do not use third party content.** Do not post photos, artwork or content that was created by someone other than a City employee, without first getting his/her written permission. Do not post any photos or videos of any child without getting the parent's written consent. Do not post any photos or videos of any person without getting his/her written consent. Use the attached photo release (Appendix A) when possible to obtain written consent and keep the signed document on file for future reference.
- **Be judicious** - Use good judgment in responding to a post. Engaging any person posting in an argumentative or offensive manner should be avoided. If such a comment warrants a response, take the conversation off-line. When in doubt, ask your Department/ Division Director, and the City Manager or designee.
- **Be responsible** – What you write is ultimately your responsibility so treat it seriously and with respect. Only post content that is suitable for readers and viewers of all ages.
- **Admit mistakes** - If you make a mistake, admit it, make a timely correction and notify your Department/Division Director and the City Manager.
- **Be thoughtful** - If you are about to publish something that makes you even slightly uncomfortable; take a minute to review these Guidelines. If you are still unsure, consult your Department/ Division Director and the City Manager's Office.

#### **Policies on Use of Social Media in Staff Members' Personal Capacity**

Please refer to the City's Personnel Rules and Regulations No. 30.

PHOTOGRAPH/MODEL RELEASE FORM

For valuable and sufficient consideration, the receipt of which is hereby acknowledged, I, \_\_\_\_\_, with \_\_\_\_\_ an \_\_\_\_\_ address of \_\_\_\_\_ do hereby agree and consent to the following:

- A. I grant City of Coral Gables, its divisions and departments, (“you”), having a business address of 405 Biltmore Way, Coral Gables, FL 33134, and your assigns, licensees, legal representatives, and those acting with your authority and permission, the absolute and irrevocable right and permission to:
- (i) Take photographs, video, or otherwise record my name, alias, nickname, fictional or stage name, voice, likeness, reputation, social media handle, and any pictures, portraits, videos, or photographs of me or in which I may be included, in whole or in part (hereinafter the “Images”);
  - (ii) Take, record, publish or obtain testimonials or other statements from me regarding your products or services including (hereinafter the “Statements”);
  - (iii) Use, copy, modify, adapt, distribute, disseminate, publish, display, exhibit, create derivative works from or otherwise use, in whole or in part, the Images and/or Statements for any purpose including, without limitation, advertising, trade, training, educational, commercial, and any other lawful purpose, in any manner, shape, or form, without restriction as to changes or alterations, in any all media now known or hereinafter discovered, including, without limitation, print, film, videotape, DVD, the Internet, or CD-Rom, or on your website. Notwithstanding the foregoing, you may not make any changes to the Images that may subject me to scandal, indignity, or suggested or actual nudity (whether the nudity is mine or another’s by composite or other technique or effect);
  - (iv) Incorporate and store, in whole or in part, any of the Images or Statements into a computer database for further and continued exploitation; and
  - (v) Seek copyright registration(s) in and to the Images or Statements, and/or any derivative works created therefrom.
- B. I understand and agree that the Images may or may not contain attributions specifically identifying me.
- C. I understand and agree that nothing herein requires you to use, publish, display, or exhibit the Images or Statements.
- D. I hereby waive any right I may have to inspect or approve your uses of the Images, Statements, or any written copy that may be created and appear in connection therewith.
- E. I acknowledge and agree that you are the sole and exclusive owner of all right, title and interest in and to all copyrights, trademark rights, and any and all other intellectual property rights, worldwide, in and to the Images and Statements, and the individual components

thereof, and I shall take no action to challenge or object to the validity of such rights, your ownership, your ability to register your rights therein with the appropriate authorities.

- F. I warrant and represent that I am over the age of eighteen (18) and I can legally enter into this agreement. If I am signing on behalf of a minor, I have indicated so below.
- G. I warrant and represent that I have read this agreement prior to its execution and I am familiar with its contents.
- H. I further acknowledge that I will receive no further compensation from you other than any goodwill and publicity that I may receive relating to the publication, distribution or use of the Images and/or Statements.
- I. I hereby release, discharge, and hold you, your agents, officers, successor and assigns harmless from any and all claims I might have against you relating to the Images and/or Statements including, without limitation, defamation, violation of any moral or artist rights, copyright, and/or any right of privacy or publicity.

**AGREED BY:**

Signed: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

**IF SIGNING FOR A MINOR, PLEASE COMPLETE THE FOLLOWING:**

Minor's Name: \_\_\_\_\_

Minor's Age: \_\_\_\_\_

Relationship to Minor: \_\_\_\_\_

Date: \_\_\_\_\_