

Oregon Tourism Commission Visual Image Lending Policy

Thank you for your request for one or more of our Oregon images and/or video.

In order to maintain the contractual obligation we have with our photographers and videographers, you must agree to comply with our policy for image/video use. Please read the policy below. If you believe your use of our image(s) and/or video would comply, complete the *Visual Media Loan Request Form* (link below) and submit it for consideration.

If you have questions regarding the policy or the request form, please contact:

Allison Keeney at allison@traveloregon.com or Gabriella Linqvist at gabriellal@traveloregon.com.

The Oregon Tourism Commission (OTC) is a semi-independent public agency. There are some restrictions as to how our photographic images and video may be used. By submitting the *Visual Media Loan Request Form*, the requestor acknowledges having read this policy and agrees to comply fully with the terms of the OTC Visual Media Lending Policy.

Upon request, the OTC Visual Media Lending Policy and the *Visual Media Loan Request Form* will be distributed by an authorized OTC staff member. You must submit your request online at <https://traveloregon.barberstock.com>.

Your request will be reviewed for compliance with this policy and a decision will be determined as soon as possible.

GENERAL USAGE GUIDELINES

1. The photographic images and video in OTC's photo library are used to establish Oregon's brand image at home and abroad. To protect the integrity of this image, OTC reserves the right to reject any request for photographic images. (See approved uses and restrictions to follow.)
2. Loaned images may not be redistributed, loaned, sold or altered.
3. Any photographic images and video loaned by OTC and used for publication or broadcast, **credit must be given to the photographer/videographer and/or TravelOregon.com**. It is requested, but not required, that the Oregon Tourism website, TravelOregon.com be listed where appropriate.

APPROVED IMAGE USES

State and local government agencies and industry partners who promote Oregon tourism (including media, tour operators & meeting planners) are entitled to use OTC photographic images only within these established guidelines, unless specifically approved in writing.

MEDIA

- Newspaper/magazine/online/broadcast stories on Oregon with a travel focus
- Travel websites with Oregon as a travel destination
- Guidebooks and travel trade articles
- PSA's

TOUR OPERATORS & MEETING PLANNERS

- Presentations, videos and materials promoting specific Oregon-based tours and meetings; related magazine and online articles

SPECIFIC RESTRICTIONS

Photographic images and videos will **not** be loaned to commercial-based Websites created to promote a business, group of businesses, or an individual unless that business or individual can prove a quantifiable, positive economic impact on the overall Oregon tourism industry as a direct result of the loan.

DISCLAIMER: The non-approved use of OTC images may leave both the borrower and OTC exposed to potential litigation by photographers and videographers. For this reason, no images or videos will be loaned without the completed and signed usage request form. This policy is firm and enforced.

Domestic Media Contact:

Allison Keeney, Global Communications Manager
Oregon Tourism Commission / Travel Oregon
allison@traveloregon.com

International Media and Travel Trade Contact:

Gabriella Linqvist, Global Sales Account Manager
Oregon Tourism Commission / Travel Oregon
gabriellal@traveloregon.com