

Guidance for Photos of Animals & Human Bodies

In respect of the donors and animals who play an important role in educating our students and reducing undue risk to WSU Spokane or the respective health science colleges (Elson S. Floyd College of Medicine, College of Nursing, and College of Pharmacy and Pharmaceutical Sciences), the following guidelines should be followed when taking photographs or using photographs of animals or human bodies for marketing and communication purposes.

Please note, the following guidelines apply to photos for WSU marketing and communication purposes. Photos or information related to any human or animal patient, cadaver or research subject should never be taken or posted for any personal use, including social media, regardless of permission to do so.

Taking Photos

Humans

- » Photos of the anatomy lab space may be taken with permission from Dr. David Conley and/or John Lagerquist
- » Photos of human organs may only be taken if they will be used for a specific marketing purpose that has been pre-approved by the Office of Communications & Marketing. Permission is also required from Dr. David Conley and/or John Lagerquist.
- » Photos of exposed cadavers are not allowed. If photos are needed while the cadaver tanks are open, permission must be granted by Dr. David Conley. In addition, he must be present to monitor any photo taking and approve any and all photo use.

Animals

- » Photos of animal organs and/or body parts may only be taken if they will be used for a specific marketing purpose that has been pre-approved by the Office of Communications & Marketing. Permission is also required from Dr. John Roll.
- » Photos of labs in which animal research is performed and/or photos of lab animals are **not allowed**. If photos are critical for a very specific study or story, permission must be granted by Dr. John Roll. In addition, he must be present to monitor any photo taking and approve any and all photo use.

Using Photos

Humans

- » Photos of the anatomy lab space may be used in any marketing and communications materials. No further permissions are required.
- » Photos of human organs may be used in specific marketing and communications materials, but extreme care must be taken.
 - Photos of human organs **may not** be used on WSU social media and external-facing channels, whose audience is too broad to be appropriately considered.
 - Human organs should be used to provide context only, such as in a photo of a medical student studying anatomy. It should not be the dominant part of the image.
 - Audience must be considered. If a photo could be perceived as too graphic or gruesome for a range of audiences from child to adult, it should not be used.

- Photos should only be used if they are an important part of the story or message. If it's not necessary, choose another photo.
- Review and approval of the photo and specific marketing and communication piece it will be used in must be received from Dr. David Conley.

Animals

- » Photos of animal organs and/or body parts generally **should be avoided** in marketing and communications materials unless they are critical to the accuracy of the story.
- » If photos must be used, review and approval of the photo and specific story/communication piece it will be used in must be received from Dr. John Roll.

