

## Tips For Working With Models

Photographers, advertising professionals, magazine editors, and others who work with models should take precautions to avoid ending up in legal squabbles down the road. This is especially true in the digital age where, often to models' dismay, their images may end up on Internet sites the models did not anticipate.

- Before a photo shoot, ask models to sign a release that's worded as broadly as circumstances will allow. It should cover not only your immediate intentions for the photos but also plausible uses by those to whom you may later wish to market the images.
- Make sure the model knows what particular benefit he or she is getting in exchange for granting the release of publicity rights. The benefit could be free or lower-rate photography services to the model, higher modeling fees, special publicity, or other compensation, depending on the circumstances.
- Explain the release and offer to provide a copy for the model to keep.
- Keep a well-organized file of releases for yourself, so that you can quickly find a release years later if the need should arise.
- Make sure the terms of the model release are not contradicted by another signed document, such as a model-agency voucher, in a way that might legally compromise the model release.
- If the model is under age 18, make sure a parent or legal guardian also reads and signs the release.
- Build a reputation as a models' ally, rather than an adversary or opportunist. And at all times, keep the relationship with a model strictly professional, never social.

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