



## Standard Operating Procedure

Subject: Publication Release Forms	Effective Date: March 2011
Responsibility: Headquarters	Revision Date: March 2019
To: Operational/Program Managers	SOP No.: COMM - 002

### Purpose:

To protect KRA, its agents, representatives, and assignees from any claim or cause of action, now known or later discovered, for, among other things, invasion of privacy, right of publicity, and defamation by an individual connected to a KRA program, except employees, arising from the use of photographs, videos, and/or testimonials released through internal and/or external KRA outlets.

### Definition:

“Release” is defined as the distribution and/or publication of an individual’s testimonial, photo, video, and/or related informational and/or promotional materials via internal (e.g. KRA Newsletters), and/or external (e.g., KRA Website and/or Corporate Social Media Sites), and/or any other significant form of distribution and/or publication (e.g. Corporate Collateral, Press Releases, et al.)

### Procedure:

Prior to *each* release, the staff member (e.g. Career Agent, BSR, et al) responsible for initiating the distribution and/or publication of the information must obtain a signed Publication Release Form. In the event the individual is a minor (under 18 in most states), a parent or legal guardian must sign a Publication Release Form on his/her behalf. All Forms must be maintained in the individual’s case file for the current retention period of 5 years.

### Attachments:

A - Publication Release Form

B - Publication Release Form - Minor



## SOP Attachment A - Publication Release Form

For valuable consideration received, I irrevocably grant to KRA Corporation, of Maple Lawn Corporate Center, 11830 West Market Place, Suite M, Fulton, Maryland 20759 (“Owner”), the right to distribute, transmit, publish, copy, or otherwise utilize, either in whole or in part, either digitally or in any other medium now known or later discovered, my **photograph, video, and/or testimonial** may be used by Owner, with or without identifying me as their subject.

I **release** and discharge Owner and its agents, representatives, and assignees from any claim or cause of action, now known or later discovered, for, among other things, invasion of privacy, right of publicity, and defamation arising out of the use of my **photograph, video, and/or my testimonial**.

I represent and warrant that I am over the age of 18 years.

Signature & Date: \_\_\_\_\_

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

Witness Signature & Date: \_\_\_\_\_

Witness, Print Name: \_\_\_\_\_



## Attachment B - Publication Release Form - Minor

For valuable consideration received, I/We, the parent(s) or legal guardian(s) of:

(Name of Minor)

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irrevocably grant to KRA Corporation, of Maple Lawn Corporate Center, 11830 West Market Place, Suite M, Fulton, Maryland 20759 ("Owner"), the right to distribute, transmit, publish, copy, or otherwise utilize, either in whole or in part, either digitally or in any other medium now known or later discovered, his/her photograph, video, and/or testimonial be used by Owner, with or without identifying him/her as the subject.

I/we release and discharge Owner and its agents, representatives, and assignees from any claim or cause of action, now known or later discovered, for, among other things, invasion of privacy, right of publicity, and defamation arising out of the use of his/her photographs, video, and/or testimonial.

I represent and warrant that I am over the age of 18 years.

Signature & Date: \_\_\_\_\_

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

Witness Signature & Date: \_\_\_\_\_

Witness, Print Name: \_\_\_\_\_