



Cornell University

University Relations
Brand Communications
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Presidential Photography Code of Conduct

In order to ensure the most respectful, effective, high-yield event photography for all events including President Pollack, University Relations requires that all photographers follow these basic house rules.

Allow the subjects time to mingle

Avoid pulling subjects out of conversations or interrupting guests in order to take a photograph. Events including the president are important relationship-building opportunities—allow subjects the time and space to connect.

Work quickly and transparently

When you stage a shot, work quickly and do not take too much of the subject's time. Provide time and space between shoots to allow the subjects to network and be present in conversations. Do not engage in the conversation that the subjects are having. Avoid too much time spent on adjusting lapels and other possible distractions. If the subjects ask for less interruption, please respect their request and move on to another location.

Follow subject's direction

Be responsive to on-site requests from subjects. They may be struggling with health problems or other factors that limit their participation in the shoot. Strive to capture the best quality photos but never against the requests of the subjects. If there is contention, respectfully recede and maintain a lower profile throughout the event.

Consider the effect of your presence

Think about your presence and how you impact the situation. Modify your appearance and behavior to make the situation more conducive to good photography. No matter how much research or thought you've put into a certain person or event, there's always a lot you don't know—and can't know, for a variety of reasons. Stay flexible with your approach to balance quality photography with a low impact presence.

Defer to University Relations staff photographers on-site

Staff photographers have worked directly with president Pollack since before her installment and have developed a thorough understanding of her on-site preferences. Take advantage of our experience. Contact us at photo@cornell.edu several days in advance of the event to request a short consult with a staff photographer. Also, defer to staff photographer direction during the event when working with the president. This will ensure the best outcomes for both quality photography and effective stakeholder management.