



# ITS PHOTOGRAPHIC SERVICES OPERATING PROCEDURES

## **AUDIENCE:**

Elected officials, Metro Departments, Metro Employees and/or any eligible entity within Metro requesting the photographic services offered by ITS Photographic Services provided expressly for official Metro Nashville & Davidson County Governmental events and situations requiring still photography.

## **PURPOSE:**

To outline the procedures and policies held by ITS Photographic Services.

## **OUR MISSION:**

Above all, we strive to serve as visual historians, providing quality, informative, captivating, truth-telling images for the citizens of Nashville and Davidson County, that offer a glimpse into our local government and showcase our vibrant growing city, in real time—but beyond that, our work will serve future generations.

## **OVERVIEW:**

### **1. EVENT COVERAGE CRITERIA:**

- a. Events organized by Metro, both internal and public, held in Metro facilities, devoid of political bias or agenda, meet the requirements for photo coverage. Events held outside of Metro facilities also meet the requirements if they are directly related/relevant to Metro and/or have elected official(s) in attendance with an official participatory role in the event.
- b. Events must take place within Davidson County.\*
- c. Event requests require (a minimum) 48-hour advance notice and are subject to photographer availability.

### **2. INELIGIBLE EVENT CATEGORIES:**

- a. Events Outside Davidson County: ITS Photographic Services will not provide coverage for events that occur outside the boundaries of Davidson County. \*Exceptions are considered on a case-by-case basis if the event is Nashville-centric and approved by the division manager and/or photographer.
- b. Mayor/City Council/Elected Official Non-involvement: Events where the mayor, city council or any other elected official is attending a non-Metro event as a guest, holding no official role/capacity in the program, will not be covered by ITS Photographic Services.

- c. Promotional Events: ITS Photographic Services will not provide coverage for events that are primarily promotional in nature and aimed at marketing products and/or services from private businesses unrelated to Metro.
- d. Political Events/Fundraisers: ITS Photographic Services will not provide coverage for partisan events that expressly promote a political agenda.
- e. Ribbon Cuttings at Non-Metro Sites: Photographic Services will not provide coverage for ribbon-cutting events that are not directly related to official Metro business.
- f. Campaign-related Events: ITS Photographic Services will not provide coverage of campaign-related events for any elected official or provide any photography for campaign promotional purposes.

**3. ELIGIBLE EVENT/DOCUMENTARIAN/MISC. CATEGORIES:**

- a. Official Government Functions: Events that are a part of Metro initiatives/programs/public engagement involving Metro employees and/or elected officials that fall within their official civic duties, either internal or public-facing.
- b. Public Service Initiatives: Events related to public service initiatives, such as volunteer programs, community outreach, and public awareness campaigns, that align with official Metro goals.
- c. City Celebrations, Sporting Events and Concerts: Events that celebrate significant milestones, achievements, and cultural events that flaunt Nashville's diversity—as well as select sporting events and concerts that showcase our city.
- d. Civic Engagements: Events that foster civic engagement, collaboration, and interaction with the community, including town hall meetings and public forums related to official Metro matters.
- e. Governmental Partnerships: Events that involve collaborations between the Mayor's Office and other governmental organizations or agencies in pursuit of official Metro business.
- f. Charitable and Humanitarian Efforts: Events aimed at promoting charitable activities, social welfare, and humanitarian causes within Davidson County that are connected to official Metro initiatives.
- g. Headshots: For official Metro use and taken in the ITS Photographic Services Studio in the Historic Court House. We do not offer on-location headshots.
- h. Architectural and Landmark Photography: Upon request, we offer photography of Metro facilities, historical structures/landmarks, parks and/or anything with historical significance within Davidson County.
- i. Dignitary Visits: Photography for visiting dignitaries and politicians, when historically relevant.

- j. Breaking News: Photography for significant news events that impact our community.

**4. COVERAGE REQUEST PROCESS DETAILS AND INFORMATION:**

- a. Event organizers must submit a formal request for coverage to Photographic Services using the provided [Event Coverage Request](#) Form with a minimal notice of 48 hours before the event date. Event coverage is subject to photographer availability.
- b. Requests should include event details, purpose, significance, a ROS, parking information, as well as the expected role of the mayor and/or elected officials in attendance, when applicable.
- c. Event photography is generally available and archived within a few hours of the event, though our policy is to provide a link to access images within 24 hours.
- d. Once archived, all photography becomes public domain (with certain restrictions).

- 5. DISCRETION AND SPECIAL CONSIDERATIONS:** In exceptional cases, where an event may not meet all the criteria outlined above but is deemed to be of significant public interest or importance to official Metro business, the Photographic Services division reserves the right to exercise discretion and provide coverage on a case-by-case basis—subject to approval by the division manager.

**6. IMAGE INTEGRITY & AUTHENTICITY:**

- a. ITS Photographic Services photographers are committed to producing truthful, documentary-style imagery that reflects the authenticity of Metro Nashville & Davidson County events.
- b. Photographers will not use artificial intelligence (AI) or machine-learning technologies to alter, manipulate, or generate content within official images.
- c. Standard professional editing practices such as cropping, color correction, exposure adjustment, and other traditional post-processing techniques are permitted, but these adjustments must never misrepresent the people, events, or context being documented.
- d. This policy ensures that all imagery produced and archived by ITS Photographic Services maintains historical accuracy and public trust.