# AHRQ Publishing and Communications Guidelines

# Location Release Form for Video Shoots

## Instructions

This Location Release Form must be completed by the location’s administrative authority (herein called “Administrator”) to verify permission to conduct video recording at a particular location. It does not apply to recordings made on government property, which may require permits.

To ensure that the Agency for Healthcare Research and Quality (AHRQ) has the free and clear right to modify, adjust, or manipulate a setting or location using generative AI (gen AI) or gen AI fill techniques, all necessary permissions must be obtained. These include the right to digitally alter the visual aspects of a location captured during video shoots. Such alterations may include changing the appearance of backgrounds, modifying environmental elements, or enhancing certain visual features to better suit the project’s needs. AHRQ will not alter images in a manner that may be considered disparaging, illegal, or otherwise inappropriate.

By securing these rights, AHRQ and its Contractors can ensure that they have the flexibility to use gen AI technologies to enhance the visual quality and impact of their media productions without legal constraints or the risk of infringing on third-party rights. This proactive approach allows seamless integration of advanced AI techniques, ensuring that the final deliverables meet the highest standards of visual excellence and accessibility.

## Location Release

[Name of LOCATION]

For [Purpose or Name of Event or Project]

The undersigned Administrator hereby grants to the Agency for Healthcare Research and Quality (AHRQ) and [Contractor] (collectively known as the “Producer”) the permission, right, and license to photograph, record, audiotape, and videotape at this location (known as the “Premises”) [be specific if appropriate, such as floor, wing, room] located at [complete address with ZIP Code] for a media production (“Project”) that is tentatively titled [INSERT NAME].

Under the terms of this agreement, Producer is permitted to occupy and use the Premises for the period beginning [date and time period if relevant]. During this period, Producer may place all necessary sets and equipment on the Premises, including possibly blocking some doors (but not emergency exits), and running extension cords through the hallways.

Producer agrees to exercise reasonable care to protect the Premises from damage and to leave the Premises in the condition in which they were found. Producer warrants that it carries liability insurance that covers the presence of production employees and the operation of equipment on the Premises. Producer further warrants that it will hold the Administrator harmless from, and indemnify against, any injury to any person(s) that may occur on the Premises as a result of Producer’s activities [this provision applies only to the Contractor].

Under the terms of this license, unless Administrator has asked for specific exceptions, any pictures or recordings taken of the Premises, including those of any signs that may appear on the property, will become the sole and exclusive property of AHRQ in perpetuity.

AHRQ will retain the full and irrevocable right to produce, copy, adjust, distribute, exhibit, and transmit the pictures and recordings by means of broadcast/cablecast, digital audio or video, DVD, print, internet, or virtually or by any other electronic or mechanical method or medium now known or hereafter invented. This includes the right to use generative AI to digitally alter the visual aspects of a location captured during video shoots. The Administrator’s successors and assigns shall have no right to bring legal action against Producer for any use of the pictures or recordings.

Administrator represents and warrants that Administrator has the full authorization to grant Producer the license and other rights granted herein. Administrator understands that Producer is relying on Administrator’s consent and agreement herein for Producer to proceed with preparation, production, and exhibition of the Project. Administrator agrees to indemnify and hold harmless the Producer, Producer’s employees, agents, assigns, and successors from and against any loss, damage, cost, and liability resulting from any breach by Administrator of any of the terms hereof.

[If there is any fee or other compensation being paid to the location for use of their Premises, it should be spelled out here.]

Nothing in this agreement shall obligate Producer to use the Premises for filming or recording or to include material shot on the Premises in the Project. Producer may at any time cancel this agreement by notifying Administrator in writing of its intent not to use the Premises. [Again, if any compensation is due, spell out what happens in case of cancellation by either side.]

AGREED AND ACCEPTED:

**Administrator:**

Printed Name and Title:

Signature (type name or insert image):

Date:

**Producer:**

Printed Name and Title:

Company Name:

Company Address:

Signature (type name or insert image):

Date: