



Policy for Commercial Filming and Photography on Campus

Effective Date: August, 2019

Office: Office of Marketing and Communications, Office of General Counsel, Office of Risk Management

PURPOSE:

The University of Indianapolis is a private institution and owns the exclusive rights to images of its buildings, grounds, landmarks and other property. This policy outlines how the University will consider requests to film or photograph on campus for commercial purposes.

**REFERENCE DOCUMENTS/
RELATED INFORMATION:** List any other policies or information that should be cross referenced.

[Video Production and Location Agreement](#)

[Filming Request Form](#)

SCOPE:

This policy applies to individuals or entities who seek to film or take photographs on the University of Indianapolis campus for commercial purposes. Requests for media relations activities are excluded from this policy.

Definition:

Commercial refers to filming or photography not affiliated with the University or for any use that could directly generate revenue for a person or entity.

POLICY HISTORY: Include any information about previous versions or whether this replaces an existing policy.

This is a new policy.

POLICY STATEMENT:

The University of Indianapolis is dedicated to learning and the advancement of knowledge. It has an obligation to provide an appropriate campus environment for its students, faculty and staff. The University will consider requests to film or photograph on campus for commercial purposes, as long as those activities do not disrupt academic pursuits, student life or day-to-day university operations.

University employees and students contacted by those who wish to film or photograph on University owned property for commercial purposes must contact the Office of University Communications and Marketing in order to comply with this policy.

Once permission is granted, the Office of Communications and Marketing will oversee the associated activities directly related to the production and coordinate efforts with all appropriate University colleges and departments including when needed, notifying University audiences during production and filming.

PROCEDURES:

Those who wish to film or photograph on campus for commercial purposes must submit, in writing, detailed information about the proposed project in order for the University Office Communications and Marketing to make a determination as to the permissibility of the filming/photography, including:

- Detailed description of the overall project;
- Detailed description of the type of activity proposed to be filmed/photographed;
- A script for the project;
- Locations at the University requested;
- Date and time of proposed filming;
- Length of proposed filming;
- Number of people involved in each day's filming;
- List of all equipment and/or vehicles used in connection with the project;
- Sizes and composition of any structures that will be used in the filming; and
- Any other information reasonably requested by the University in order to make a determination as to permissibility of the proposed filming/photography

Agreement & Fees

The University's Video Production and Location Agreement, which details the filming or photography to take place, must be entered into between the University and the licensee no later than 48 hours prior to the first date of filming. A fee for using and/or filming at the University will be charged, and a damage deposit may be required, at the discretion of the Office of Communications and Marketing. In addition, the group will pay for all expenses in connection with the filming, including without limitation, those for electricians, food services, security,

janitorial services, etc. All fees and deposits described above will be determined on a case-by-case basis and must be paid at least 48 hours prior to the first date of filming/photography.

Insurance

A certificate of insurance from the licensee that meets the requirements of the University's Office of Risk Management is required. This certificate must name the University of Indianapolis as an additional insured, provide comprehensive general liability insurance, including for personal injury and property damage. Additional insurance may be required by the University's Office of Risk Management in the license agreement on a case by case basis, depending on the exact nature of the project. The certificate must be provided at least 48 hours prior to the first date of filming.

Use of University Marks and Campus Images

Filming/photography projects may not use the name of the University or its registered trademarks in any way that infringes on those marks. The licensee may seek a trademark use license. Projects may not use University campus images in a way that implies the endorsement of the University for a product, service or activity.

Students and Commercial Filming/Photography

As a general rule, the University does not permit filming/photography of students such that they are easily identifiable in any finished film or photographic product bearing their images. No licensee may approach any student to request a signed release for filming and/or photography rights without written permission and guidance from the Office of Marketing and Communications.

- Any filming/photography can be suspended – without notice – in the event of a safety concern or an emergency, such as a fire or bomb threat, at or near the filming site. The University of Indianapolis Police Department would make such a determination.

Endorsements

- The University does not endorse candidates for political office.
- The University will not approve filming for any purpose that conveys or implies any endorsement by the university, its faculty, staff or students, as determined by Communications and Marketing.

Athletics

- Any filming/photography or references related to University sports teams or student-athletes must comply with all NCAA regulations and must be approved by the university's Vice President of Intercollegiate Athletics.

Faculty & Staff

- Any University of Indianapolis faculty member or staff member conducting commercial filming or photography on campus is responsible for complying with applicable university intellectual property rules and guidelines, as well as this Policy for Commercial Filming on Campus.