



UNIVERSITY OPERATING PROCEDURE

Title: Filming on Campus

Overview

This Procedure outlines the circumstances under which filming on the University campus may be allowed.

Applicability of the Procedure

This University Operating Procedure (UOP) applies to all members of the University community, including, without limitation, employees (faculty, staff, temporary employees), students, contractors, consultants, affiliates of the University and the general public.

Definitions

A commercial shoot: involves a production that will be distributed commercially or that is commissioned by a for-profit or nonprofit third party for fundraising, self-promotion, a public service announcement, or editorial use. Neither news shoots nor on-line classes (whether offered live or pre-recorded) are within the scope of this definition.

A news shoot: is filming by an established media organization.

A project manager: is the individual undertaking the filming or responsible for it.

Campus images: are still or moving images of UVM grounds or facilities that readily identify UVM by architecture, landmarks, signage, the appearance of prominent members of the UVM community, or the display of a UVM-registered trademark.

Filming: is the capturing of moving or still objects, including scenery, by any medium to record, use and/or transmit what is captured. For purposes of this UOP, "filming" includes both videography and photography, including broadcast and livestreaming.

Incidental filming: includes uses such as filming for non-commercial or internal use, personal use, or use to promote a UVM-recognized group or organization or its activities and program. This filming requires no special services and does not in any way disrupt the normal functioning of the University. The product of incidental filming cannot be used for commercial purposes after the fact.

Internal use: includes all non-incidenta l filming on campus for non-commercial use by a UVM student or faculty or staff member, and a University-recognized group or organization.

Procedures

Filming will be permitted on campus if it:

- (1) does not interfere with customary University business or otherwise scheduled events,
- (2) does not present an unreasonable safety hazard to those filming or in the vicinity,
- (3) does not violate the privacy of individuals on campus,
- (4) does not inappropriately imply endorsement by the University or infringe on any University owned trademarks,
- (5) is consistent with this UOP and other University Policies and Procedures.

Permits

The permit requirement is designed to protect the safety of persons participating in the filming or who are in the vicinity; safeguard University assets; protect the privacy of members of the University community; and maximize the efficient use of resources. Permits are granted for specific dates and times so as not to conflict with scheduled campus events or academic programming.

1. Students, Faculty and Staff; UVM-Recognized Groups and Organizations and Affiliated Organizations

Unless an exception applies, a permit must be requested from University Communications for all non-incidentual use filming by students, employees, UVM-recognized internal groups and organizations, and external UVM-affiliated organizations.

When engaged in filming activities, University students, employees, UVM-recognized groups and organizations, and UVM-affiliated organizations remain subject to applicable University Policies and UOPs, including those relating to facilities use and rights and responsibilities as to conduct on campus.

2. Media News Shoots

A media news shoot is live filming and transmission or pre-recording for later transmission (with or without audio recording) as "active" or "breaking" news by a qualified news reporting service. All requests to conduct a shoot, as well as to shoot features that do not involve breaking news, should be referred, in advance, and promptly, to the Office of University Communications. A written permit is not required unless special circumstances apply, such as the location of the shoot, in which case the decision to require a permit will be made on a case-by-case basis. No fees will be charged. In most cases, a representative of the Office of University Communications will accompany news film crews on campus. Members of the media are otherwise subject to the same policies and procedures as apply to members of the public with respect to access to, and use of, campus grounds and facilities.

3. Commercial Shoots

Any person or entity seeking to engage in commercial filmmaking on campus must seek a written permit. Permits for commercial shoots will generally be charged a fee. See "Fees" below. Certain filming may be granted a waiver of the fees, such as public service announcements or other projects in the public interest.

4. Photography

Non-incidentual photography, such as photography requiring an elaborate set-up, is covered by this UOP and is subject to the permitting requirement.

Permit Exceptions

A permit is not required for incidental filming by a UVM student or employee, or a University-recognized group or organization creating work for non-commercial, educational or administrative purposes, provided that such filming can be done unobtrusively without interrupting campus programs, classes or activities, will not require any special campus services, and will maintain the privacy of others. In addition, no permit is required for incidental, unobtrusive non-commercial filming by the general public. Filming or videotaping that may be required as a reasonable accommodation for a disability is not subject to this UOP; requests for such filming should follow general procedures for determination of [reasonable accommodation](#).

Safety

Each project is subject to a safety review conducted at the direction of University Communications. The University reserves the right to suspend or cancel a shoot if there is a demonstrated violation of safety standards. A project manager for the entity or group conducting the filming must be designated and is responsible for assuring that the activities in progress comply with all applicable city, state and University codes, statutes, regulations and policies, including fire codes, environmental and occupational safety and health rules, and privacy regulations.

The project manager may be required to show proof of insurance and make a damage deposit to be held in escrow by UVM. Any required deposit should be paid by separate check and will be held until filming is complete. The deposit will be refunded following satisfactory inspection by the University of all locations used for the shoot.

Fees

The University reserves the right to charge fees for filming. Fees shall be set at the discretion of the University, considering such factors as the nature and extent of the use of the campus and/or its facilities and the impact on University operations and/or resources. University Communications, in collaboration with the Office of the Vice President for Operations and Public Safety and University Events Services, will establish usage fees.

Contracting and Protection of University

Persons filming in or on UVM property may be required to enter into an agreement to specify any fees or deposits, to set the condition for filming, and to protect the University, its officers, employees and agents from and against any and all liability or loss to persons or property arising out of the use of UVM space. Office of General Counsel (OGC) is responsible for negotiating such agreements.

Use of University Marks and Campus Images

Filming projects may not use the name of the University or its registered trademarks in any way that infringes on those marks. Use of the University's name and marks requires execution of a licensing agreement in accordance with the University's [Licensing Policy](#).

Filming projects may not use University campus images in a way that implies the endorsement of the University for a product, service or activity.

Appeals

Appeal of a denial of permission to engage in film-making may be made to the [Office of the President](#), and must be delivered in writing within five (5) business days of the denial.

Violations

Violations of this UOP may result in disciplinary action against UVM community members through usual channels. Any persons found in violation of this UOP, regardless of whether University-affiliated, are subject to sanctions including cancellation of current contracts/agreements, revocation of permission to film, prohibition to enter into future contracts/agreements, issuance of a no-trespass order, and/or other appropriate civil or criminal action.

Summary of Duties of the Responsible Official

University Communications will:

- Evaluate applications and grant permits for filming;
- Determine permit fee, in consultation with appropriate University officials and OGC.
- In collaboration with OGC, ensure trademark use issues are addressed through the UVM Licensing Program;
- Coordinate with other campus departments and services as necessary.

Contacts

Questions concerning the daily operational interpretation of this UOP should be directed to the following:	
Title(s)/Department(s):	Contact Information:
Chief Communications Officer	newserv@uvm.edu

Forms/Flowcharts/Diagrams

- Request for Filming Application
- Usage Fees Guidelines

Related Documents/Policies

- [Facilities and Grounds Use Policy](#)
- [Licensing Policy](#)
- [Temporary Structures Procedure](#)

Training/Education

Training will be provided on an as-needed basis as determined by the Approval Authority or the Responsible Official.

About This Procedure

Responsible Official:	Chief Communications Officer	Approval Authority:	Chief Communications Officer
Affiliated Policy Number(s):	None	Effective Date:	June 18, 2014
Revision History:	• Responsible official officially changed from the Vice President for University Relations and Administration to the Chief Communications Officer on October 5, 2020		

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