



University Operating Procedure

Filming on Campus

Overview

This Procedure outlines the circumstances under which filming on the University campus may be allowed. It applies to UVM students, faculty and staff, affiliates, members of the public, and nonprofit and for-profit entities, including the media.

Filming will be permitted on campus if it does not (1) interfere with customary University business or otherwise scheduled events or (2) present an unreasonable safety hazard to those filming or in the vicinity. An advance permit is required for filming unless an exception applies.

No permit is required for incidental filming by a UVM student or faculty or staff member, 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 and will not require any special campus services. In addition, no permit is required for incidental, unobtrusive non-commercial filming by visitors to the campus. Filming or videotaping that may be required as a reasonable accommodation for a disability is not subject to this Operating Procedure; requests for such filming should follow general procedures for determination of reasonable accommodation.

The permit requirement is designed to protect the safety of persons participating in the filming or who are in the vicinity; safeguard University assets; 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.

Procedures

Permission

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

A permit must be requested from the Office of the Vice President for University Relations and Administration for all non-incidental use filming by students, faculty, staff, UVM-recognized internal groups and organizations, and external UVM-affiliated

organizations. Examples of internal use include student productions (a project being filmed as part of a class assignment); academic or administrative unit videos or broadcasts; webcasts of athletic events.

When engaged in filming activities, University students, faculty and staff, UVM-recognized groups and organizations, and UVM-affiliated organizations remain subject to applicable University policies, 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 UVM Office of 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 Communications will accompany television 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 film-making on campus must seek a permit. For purposes of this procedure, a commercial shoot involves a production that will be distributed commercially *or* that is conducted or commissioned by a for-profit or nonprofit third party for fundraising, self-promotion, a public service announcement, or editorial use.

Commercial shoots will be charged a permit fee and a location management fee that relates to the length of time of the project and the amount of University resources and/or supervision that will be required. Certain filming may be granted a waiver of the permit fee, such as public service announcements.

4. Photography

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

Safety

Each project is subject to a safety review conducted at the direction of the Vice President for University Relations and Administration. 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 and all environmental and occupational safety and health rules.

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 location fees for commercial shoots. Fees shall be set in the discretion of the University, considering factors including (without limitation), the nature and extent of the use of the campus and/or its facilities and the impact on University operations and/or resources. Usage fees guidelines will be established and maintained by the Office of the Vice President for University Relations and Administration, and will cover fees for services the project manager requests or that are deemed necessary by the Vice President for University Relations and Administration for safety purposes, such as police and/or fire services, grounds preparation and restoration, traffic control, facilities or equipment use, and the like.

Indemnification

Persons filming at UVM venues must agree to indemnify and hold harmless the University, its officers, employees and agents from and against any and all liability or loss to persons or property arising out of the temporary occupancy and use of UVM facilities for filming except to the extent of the University's gross negligence.

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. The project manager may seek a trademark use license from the Office of the Assistant Vice President of Marketing & Business, UVM Athletics.

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 President of the University, and must be delivered to the Office of the President in writing within five (5) business days of the denial.

Violations

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

Summary of Duties of the Responsible Official

The Vice President for University Relations and Administration will:

- Maintain this procedure and its related forms and fee schedule, and revise them periodically in light of experience gained;
- Evaluate applications for filming for safety, use of resources and logistical considerations;
- Determine the appropriate facility and services usage and obtain the approval of the University official in direct charge of the facility and/or services requested before issuing any permit for a specific facility or service;
- Resolve whether there is a need to assign a UVM film location manager;
- Address trademark use issues with the assistance of the Assistant Vice President of Marketing & Business; and
- Provide coordination with other campus departments and services as necessary

Definitions

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 Procedure, “filming” includes photography.

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-incident filming on campus for non-commercial use by a UVM student or faculty or staff member, and a University-recognized group or organization.

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.

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.

Forms

Request for Filming Application
Usage Fees Guidelines

Contacts/Responsible Official

Questions related to the daily operational interpretation of this University Operating Procedure should be directed to the UVM Office of the Vice President for University Relations and Administration.

Office of the Vice President for University Relations and Administration
300 Waterman
(802) 656-2992

University Communications
86 South Williams Street
Burlington, VT 05401
(802) 656-2005

Trademarks
Office of the Assistant Vice President of Marketing & Business, UVM Athletics
97 Spear Street, Patrick Gymnasium
(802) 656-7728

The Vice President for University Relations and Administration is the official responsible for the interpretation of this Procedure.

Related Documents/Policies

Facilities and Grounds Use Policy
<http://www.uvm.edu/policies/facil/facsched.pdf>
No-Trespass Notices Procedure
http://www.uvm.edu/policies/general_html/notrespass.pdf
Temporary Structures Procedure
http://www.uvm.edu/policies/facil/temp_structure.pdf
Trademarks Policy
http://www.uvm.edu/policies/general_html/trademark.pdf

Effective Date

Approved by the Vice President for University Relations and Administration June 19, 2014