FILMING / PHOTOGRAPHY ON CAMPUS

Policy Statement

Commercial photography, videotaping, digital imaging or filming will be permitted on the campuses of The University of Southern Mississippi or property leased by the University in accordance with this Policy provided that such activity does not interfere with the educational and research mission and normal operations of the University. Additionally, such activity must not pose a security or safety risk. The use or re-use of the filming or photography must be consistent with the interests of the University and must not violate the policies of the University. The Office of University Communications must approve all requests for commercial photography, videotaping, digital imaging or filming on the campuses of the University.

Reason for Policy/Purpose

This policy is intended to clarify under what circumstances filming and photography on The University of Southern Mississippi campuses and its properties may be allowed, including when a permit is required and whether fees will be assessed.

Who Needs to Know This Policy

The University community and anyone desiring to film or photograph on the University campuses.

Website Address for this Policy

www.usm.edu/institutional-policies/policy-pres-uc-001
Definitions

The following terms shall be used in the context and for the purposes of this Policy only:

Commercial shoot: any film or photography production that will be distributed for commercial use, including retail sales, advertiser-supported programs, educational programs, feature films or commercial advertisements.

Filming: the capturing of moving or still images of University property by any means on any media now known or that may be invented in the future including, but not limited to, film, videotape, digital imaging, digital disk or any electronic transmission to another medium or to the Internet.

News Reporting: live filming or photography and transmission (with or without audio recording) as “active” or “breaking” news, by a qualified news reporting service.

Photography: the capturing of still images onto any compatible medium, or posting to the Internet, by any means or devices now known or that may be invented in the future including, but not limited to, film cameras, digital cameras, electronic devices such as personal computers, mobile phones, personal digital assistants, smart phones, etc.

Policy/Procedures

1.0 Commercial Filming and Photography

1.1 Commercial photography, videotaping, digital imaging or filming will be permitted on the campuses of The University of Southern Mississippi or property leased by the University in accordance with this Policy provided that such activity does not interfere with the educational and research mission and normal operations of the University. Additionally, such activity must not pose a security or safety risk. Furthermore, the use or re-use of the filming or photography must be consistent with the interests of the University and must not violate the policies of the University.

1.2 Commercial filming or photography requests to use the campus (including property, buildings or facilities) as a location as well as news reports that require access to non-public areas, shall be submitted to the Office of University Communications for consideration on a case by case basis.

1.3 In determining whether to grant a commercial filming or photography request, a commercial production will be evaluated in terms of the following:
   a. the safety of students, faculty, and staff;
   b. the potential for damage to buildings, facilities, or property;
   c. the potential for disruption of academic and administrative programs or other scheduled activities;
   d. the size and complexity of the production;
e. the subject matter of the production; and
f. the way the University is portrayed.

1.4 Commercial productions are required to meet the University’s requirements for indemnification and insurance. The University also reserves the right to require production companies to make a damage deposit prior to the arrival of any production vehicles on campus.

1.5 Each production company will be charged a location fee, which will be determined on a case-by-case basis.

1.6 If a request is approved, the University encourages the use of students as extras and production assistants for on-campus productions. The University also encourages representatives of production companies to make themselves available for discussion of their work with professors and students.

2.0 News Reporting

2.1 No permit is required and no location fees will be charged for news reporting of University events or activities.

2.2 At the discretion of the University, a commercial shoot may be designated as a news shoot. This is entirely at the discretion of the University and is designed to aid productions that may be of use to the University and/or its mission.

3.0 Incidental, Non-commercial Filming or Photography

3.1 No permit is required for the incidental filming or photography by University faculty, staff, or students creating work to be used for non-commercial, educational or administrative purposes provided such incidental filming or photography can be done unobtrusively without interrupting campus programs, classes or activities and will not require any special campus services (University police, parking management, etc.).

3.2 In addition, no permit is required for the incidental, unobtrusive non-commercial filming or photography by visitors or tourists to the campus. Any such filming or photography may not be used for commercial purposes at any time without the express written permission of the Office of University Communications.

4.0 Dates and locations

4.1 Whenever possible, commercial filming or photography on campus should be scheduled on weekends and during vacation periods.
5.0 Use of University Images, Trademarks, Symbols, Locations

5.1 The University’s name, trademarks, logos, official seals, licensed music, and other indicia may not be filmed in any form without the written permission of the University. Written permission is also required for the use of University-logo clothing, flags, pennants, etc., for use as costumes and set dressing.

5.2 No identification of The University of Southern Mississippi as the site of commercial filming will be permitted, whether for television commercials, movies, theatrical films, or still photography without prior written authorization from the Office of University Communications. The Chief Communication Officer or his designee may approve such a request when the proposed identification is determined to be in the University’s interests. Such requests for The University of Southern Mississippi identification should clearly specify how the identification would be made and in what subject matter context.

5.3 No trademarked icons, widely recognizable landmarks or highly sensitive locations of the University shall be filmed, photographed, or otherwise reproduced for any commercial purposes now or in the future, including but not limited to University landmark signs, M.M. Roberts Stadium, Reed Green Coliseum, Lucas Administration Building, the President's residence, Danforth Chapel, the Payne Center, and inside the residence halls. Portions of these landmarks and any other locations may be utilized at the discretion of the Office of University Communications.

5.4 No written signs or any other evidence will be permitted to be filmed or photographed that, directly or indirectly, identifies the University or any building name without prior written authorization from the Office of University Communications. This includes:

a. use of the University’s name or the name of any building owned by, or found on The University of Southern Mississippi campuses, in spoken word or in written manner;
b. the use of words “Southern Miss,” “Southern Mississippi,” “USM,” “Golden Eagles,” “Eagles,” or any variation thereof used in the fictitious school’s name or when referencing the school;
c. reference to the fictitious school being located in Hattiesburg;
d. use of the black and gold together or any shade of shade of yellow and black together as the fictitious school colors; and
e. use of a school mascot that resembles a Golden Eagle, an eagle, or other identifiable indicia of USM or the use of the name “Seymour” to refer to the school mascot.

5.5 University buildings, statuary, or landmarks may not be used in any commercial advertisement in a way that suggests the University’s involvement with, or support,
promotion, or endorsement of any product or service without the approval of the President.

6.0 Filming Works of Art

There are many sculptures or other works of art located throughout the University campuses that are on loan to the University. The University does not hold or own any copyrights related thereto. Parties desiring to film on campus must obtain the advance consent of the individual artist and/or copyright holder prior to filming, taping, recording or photographing any work of art exhibited on University property.

7.0 Script Approval

7.1 Before granting permission for commercial filming or photography, the University reserves the right to examine a copy of the script, treatment, proposal or text of the project in advance to ensure that it contains no inaccurate or misleading references to the University. The University further reserves the right to deny use of its facilities in cases where it considers the overall content of the film, advertisement, or project inconsistent with the University’s goals and ideals. Scripts can be rejected on the basis of drug usage, excessive violence, rape, excessive obscene language, gratuitous nudity or sexually explicit scenes or anything that The University of Southern Mississippi finds to denigrate education, faculty, staff or students.

7.2 If requested, a copy of the final script or storyboard must be submitted to the Office of University Communications for review. The review process may take up to 10 working days and therefore should be submitted at least 30 days before the shoot date. Any changes or revisions in the script following submission must be brought to the attention of the Office of University Communications. Substantive changes in the script may cause the University to withdraw permission for use of its locations. A permit cannot be issued if no script or storyboard is available.

7.3 No script is expected or required of bona fide news media.

8.0 Sound Conflicts

8.1 As The University of Southern Mississippi is an active, working university, there may be unforeseen sound conflicts on campus that may not be able to be stopped, despite the University’s best efforts to ensure as quiet a location as is feasible. These conflicts may include, but are not limited to, construction, traffic and campus activities.

9.0 University Personnel

9.1 If the University or a specific venue requires its personnel to be present as a condition of use, personnel must be scheduled in advance of the film shoot. Personnel include, but are not limited to, event services, custodial or grounds staff,
physical plant personnel, University police, and parking management. Unless requested by the film company, the Chief of the University Police Department or his/her designee will determine the presence of uniformed police officers.

10.0 Parking

10.1 All parking on campus is by permit only. Arrangements for cast, crew and productions vehicles must be made a minimum of 72 hours in advance of shoot. Parking for trucks and trailers is extremely limited on campus. Transportation captains of large companies should visit the campus at least five (5) working days prior to the day(s) of filming to finalize special arrangements.

10.2 Parking fees are based on the number of parking spaces occupied by the company, staffing & labor.

10.3 All production vehicles must be in place and parked by 7:30 am Monday - Friday.

10.4 Parking in “disabled” spaces is not permitted Monday - Friday and exceptions are strictly case-by-case at all other times.

11.0 Fees

11.1 Payment of a location fee is required to conduct commercial filming or photography on campus, including set up and wrap activity. All location fees are due on or prior to the first day of the filming or photography activity.

11.2 Additional fees for University services requested or required in connection with filming or photography activities, such as police, grounds restoration, traffic control, parking, and any other University services rendered shall also be charged to the user.

11.3 The above fees will be determined within 14 days of the submission of the Film/Photo Shoot Questionnaire (See Appendix A).

12.0 Insurance

12.1 Parties desiring to engage in commercial filming or photography on campus must maintain and provide evidence of adequate insurance coverage. Such parties must file with the Office of University Communications at least 14 days prior to the first set-up day, a certificate of insurance for commercial general liability insurance, including property damage, in an amount of a minimum of $1 million with a company rated B+ or better with A.M. Best. This certificate of insurance must name The University of Southern Mississippi, its officers, directors, employees, representatives and agents as additional insureds. The certificate shall contain a statement that the policy shall not be allowed to lapse or be canceled without notification of the University at least thirty (30) days prior to the effective date of cancellation.
12.2. The limits of coverage may be modified based on the nature and extent of activities to be conducted and the facilities to be used in the commercial production.

12.3 In addition, the company desiring to photograph and/or film and its subcontractors must furnish proof of workers’ compensation insurance, if applicable.

13.0 Damage Deposit

13.1 The University reserves the right to require production companies to make a damage deposit prior to the arrival of any production vehicles on campus. The damage deposit will be refunded in full when the shooting locations are inspected by University officials and found to be in satisfactory condition. Special arrangements can be made for small productions.

14.0 Damages

14.1 The expectation is that University property will be unchanged in any permanent way. Any significant temporary changes to physical property must be approved by the unit responsible for that property and by the Office of University Communications. All locations must be restored to their previous state.

14.2 Should any property be damaged during production, the parties filming / photographing on campus agree to have it repaired or replaced, or to pay the University to repair or replace, as determined solely by the University.

15.0 Ordinances, Regulations, and University Policies

15.1 The film and production crews must comply with all applicable local, county, and state building and safety codes, ordinances and regulations. Likewise, the parties should abide by all University policies during filming on campus. Should production efforts prove exceptionally disruptive to the functions of the University, the University has the authority to rescind the license and terminate the agreement with no liability to the University.

16.0 Indemnification

16.1 Parties desiring to commercially photograph or film on campus agree to indemnify and hold harmless and defend the University of Southern Mississippi, its respective trustees, officers, directors, employees, and agents, from any and all liability, claims, actions, damages, and expenses, including reasonable attorney’s fees, arising out of the exercise of the license and from and against any orders, judgments, or decrees which may be entered thereto, and from and against all costs, attorney’s fees, expenses, and liabilities incurred in or by reason of the defense for any such claim, suit or action and the investigation thereof.
17.0 No Joint Venture

17.1 By making the University premises available for commercial filming, the University is not entering into any type of joint venture agreement with such parties nor is it acting as an agent of or for any such parties.

18.0 Procedure for Approval

18.1 Commercial productions for film or photography must submit to the Office of University Communications detailed information about the proposed project in writing on the Film/Photography Shoot Questionnaire (See Appendix A) at least 30 days prior to the commercial shoot. Such information will include locations; days and hours of shooting; number of people involved in each day’s shooting; type of activity to be filmed; list of equipment and vehicles used in connection with the filming; and number, size, and composition of structures involved. This requirement may be waived for smaller productions, or for still photographers, at the discretion of the University.

18.2 Within 14 days of the submission of the Film/Photography Shoot Questionnaire, the amount of the fees for access and use of the campus areas will be determined.

18.3 A script must be submitted to the Office of University Communications for review and approval at least 30 days prior to filming and/or photographing. This requirement may be waived for smaller productions, or for still photographers, at the discretion of the University.

18.4 A walk-through of all proposed shooting locations must be conducted with an appropriate University representative at least 10 days in advance for a commercial shoot. After locations are given tentative approval, the production company must take part in an initial meeting with representatives of all University departments involved. This requirement can be waived at the sole discretion of the University approver.

18.5 If the request is approved, the parties must sign the University’s Film/Photography Location Agreement which will set forth the details of the shoots, insurance requirements, costs and other terms and conditions.

18.6 The Office of University Communications must have the production company’s insurance certificates, damage deposit (if required), check for the full amount of location fees, any additional fees for University services requested or required in connection with filming/photography activities, and a signed University Film/Photography Location Agreement at least 24 hours before set-up begins.

18.7 The Office of University Communications and/or its designees are responsible for all arrangements pertaining to filming on campus. The Office of University Communications and/or its designees will screen requests and make arrangements
with other University offices, such as parking and public safety, that may need to be involved in a particular project.

19.0 Cancellation

19.1 Cancellation of an approved film / photography permit must be received no less than two business days prior to scheduled start of filming. The permittee is responsible for any labor or direct University costs accrued at the time of cancellation.

Review

The Chief Communication Officer will review this policy at a minimum of every four years.

Forms/Instructions

Appendices

Appendix A – University Film / Photography Shoot Questionnaire

Related Information

History

Amendments: Month, Day, Year – summary of changes

Authorization

RECOMMENDED BY:

Responsible University Administrator

Date

Chief Communication Officer

Date 5-14-13
REVIEWED BY:

J. Paul Walters  
Director of Compliance  

Office of General Counsel  

APPROVED:

[Signature]  
President  

[Signature]  
Date: 5/14/13  
Date: 5/15/13  
Date: 5/16/13