University Marketing Policy on Photographing of and Videotaping in or around Stetson Buildings and Facilities

Issued September 2012

1. Purpose - As an educational institution, Stetson University seeks to further its mission of education, engagement and public service and to minimize activities that disrupt or are inconsistent with that mission. In furtherance of this, this policy requires advance permission for, and in some cases, limits or does not allow, photography and videotaping of University buildings, facilities and property, with the exception of still photography and video work produced on behalf of Stetson University and its schools.[1]

2. Advance Permission Required - Any individual or organization wanting to engage in photography or video-taping on Stetson property for broadcast or public dissemination of any type needs advance permission.

All requests should go initially to the Office of University Marketing, or to News and Media Relations (386.822.8923) if there are questions about the University policy. In determining whether permission should be granted, the university or local news officer may consult with University Marketing, President and Provost's Office, Dean of the affected school and other university officials who may be appropriate.

3. Criteria and Limits - Generally, photography or videotaping which is carried out by the university or its schools or an educational or non-profit entity and is intended for educational or public affairs use will be permitted (subject to logistical and security concerns detailed below). Similarly, photography or videotaping which is carried out by a commercial or entertainment entity designed primarily for entertainment or commercial use, will generally not be permitted.

For example, the makers of an educational documentary on the life of John B. Stetson might be permitted to video footage of DeLand Hall, while the makers of the video version of a novel about the Stetson Hat Company would not be.

Videotaping or photography for advertising or promotion of commercial products or services is not allowed.[2]

Access to a School's campus or university property for videotaping or photography by the news media will be at the discretion of the Office of University Marketing and of the individual School involved, or the Director of News and Media Relations.

A. In reviewing any request for photography or videotaping, the following will be considered:

Whether the purpose of the photography or videotaping furthers the University's educational mission, as explained above.

The level of potential disruption to students, staff and faculty.

The expense, inconvenience and/or potential damage to property of the University.
The potential for misrepresentation or misunderstanding of university association with the project.

4. Exterior and Interior Videotaping - Generally, permission to photograph or video will be limited to pictures of the exterior of buildings or facilities.

Videotaping of Stetson exteriors from a location not on Stetson property also cannot disrupt University activities. For example, a video crew trying to photograph a scene in Palm Court from a public space on Woodland Avenue cannot cause disruption by, say, placing floodlights in such a way that they disturb students in Elizabeth Hall, or by trying to block pedestrian access through the front entrance of campus.

B. In the exceptional case where videotaping or photography of interior property is permitted (for example, a video or still photographs being produced by Stetson for its own use or in the unusual case of a public panel discussion to be videotaped for later broadcast), a number of special circumstances in addition to the general ones of disruption, etc. listed above need to be considered, including:

Have all the participants (including students or audience members) been notified of and given permission to the videotaping?
Are alternative seats available for any audience member who does not wish to be videotaped?
Have copyright permissions been granted from all potential copyright holders?
Are all representations of Stetson University or its schools consistent with the University Policy on the Use of Stetson's name? (For example, promotional material for a video, even if it is educational, should make sure that any reference to Stetson University is consistent with the policy and has advance permission).

5. Signs or Insignia of the University or its units - Because of the trademark implications, any photography or videotaping (with the exception of that by press invited in to cover University or school events) which portrays official signs, insignia or emblems of Stetson University or its schools (e.g. clearly identifiable banners, diplomas, shields) needs advance permission of the Trademark Program. (Schools may develop with these offices in advance categories of banners, insignia, etc. that will generally be and for which "blanket" pre-approval may be given.)

6. Promoting a Video - The names and trademarks of Stetson University or any of its units may not be used in promoting a video or other project without specific advance permission of the Office of University Marketing, even when permission to photograph or videotape has been given.

7. Compensation and Indemnification - When permission is granted, the individual or entity engaging in the videotaping or photography must agree to (a) pay any location fee assessed by the Office of University Marketing, (b) indemnify the University against any loss resulting from the activities, (c) compensate the University for any costs or damages, (d) agree to any other terms or limitations, including specific ones to minimize disruption or security risks.

8. Individual faculty and students - Individual faculty members with questions should contact their school's Dean. This is not intended to limit current practice of permitting a School or the
University to video educational activities for their own non-commercial use, nor of limiting University Marketing or individual faculty members from permitting limited, non-disruptive videotaping or photography for educational or institutional purposes (such as an interview with a news program or videos and photography for use in university communication) in their offices or other university space.

However, as is also current practice, offices or other university property should not be used for private purposes such as photography which would promote a commercial product, nor should faculty permit the more public videotaping of their classes or other activities in university facilities for broadcast or public dissemination without discussing it with their News and Media Relations Director or the Office of University Marketing.

Students may not engage in videotaping or photography on university property intended for commercial distribution or public dissemination without advance permission as described above. Any student video or photography project using university facilities must comply with Stetson University policy.

9. Third-Parties using University Facilities must follow these rules - When rooms or facilities are rented to, or otherwise used by, third-parties not affiliated with the University, they must agree to be bound by these rules, as well as the University policy on the use of Stetson’s name. Local units that rent or donate space for outside use should include these rules in any agreements with the third-parties, or otherwise ensure notification and compliance.

10. Questions - Questions on the application and interpretation of this policy should go to the Vice President of University Marketing or his/her designee (386.822.8923).

11. Permission/model releases - University Marketing does not regularly use model releases nor seek written permission for most of the photography and/or videos created for both internal and broader university use. Written permission is not required when making photographs or videos of individuals in public settings or using the resulting photographs or videos in news and editorial contexts. However, care should be exercised in subsequent use. Make certain that the published context and the caption do not imply details about an individual that are not known to be true.

Whenever possible, University Marketing photographers/videographers identify themselves and seek verbal permission when making photos. They inform subjects about the potential uses of the photo, such as providing information for a story and/or creating images to more broadly describe the campus, both now and in the future. In instances when an individual asks to not be photographed, University Marketing complies with those wishes.

Written permission is required, however, for photos or videos of children, patients in medical settings, or subjects who are primarily being featured in advertisements in which a person’s name, image and/or likeness are being used in a context that implies endorsement. A sample permission form/model release is available for download.

When photos are supplied by a client, permission to use them is implied, but check with the client to make sure permission has been granted by the creator and the subjects, and that appropriate photo credits are published.
12. Stetson Photo Archives - Photographs created by staff photographers are for the news and editorial needs of the university. News media may use any of the images in the online photo library for news or editorial content, both print and electronic, related to Stetson University. Stetson departments, faculty, staff, students, and alumni may use any of the images in the library for noncommercial communication pieces about the university. The images are not available for generic use unrelated to Stetson.

Published photos must include a credit (“photographer’s name/Stetson University” or “courtesy of ...”). The specific credit and other details are also embedded in the digital file, which can be viewed by using Photoshop and choosing “File Info...” under the File menu.

No images may be modified, altered, or used in any way that changes or misrepresents the photograph’s content or overall context.

[1] This policy is intended to guide university officials in their dealings with outside entities who wish to photograph or videotape on university property. The restrictions in this policy are not intended to limit photography or videotaping by official university representatives, such as the Office of University Marketing, for university purposes. Students involved in non-commercial projects should be guided by their schools (see section 8).

[2] In the case of a request for photography which is connected with a product officially licensed by the University through its Trademark Program, the University Marketing Office and the Trademark Program will work together to determine appropriate permissions and conditions.

[3] Freelance policies and rights: When hiring freelancers or using work created by freelancers, you are often commissioning the “right of use” to that work, you are not buying ownership of the work, unless full ownership is negotiated. Campus departments and units may want to adapt these policies for their publication projects that use freelancers.