

Photography/Videography Request Policy for Faculty and Staff

1. Purpose

This policy provides guidelines for university faculty and staff who request photography and videography services through the Stetson University Creative Services Department. It aims to ensure efficient, ethical, and effective use of these services for official university purposes.

2. Scope

This policy applies to all faculty and staff requesting photography and videography services for university-related events, projects, and promotional activities.

3. Request Process

Submission: All requests for photography and videography services must be **submitted via the official request form**, available on the Creative Services Department's website [here](#). Requests should be made at least **3 weeks before** the desired photo/video shoot date to ensure availability.

Details Required: To complete the request form, please have the following information:

- The event or project name
- Preferred Date, time, and location of the shoot
- Purpose and intended use of the photos/videos
- Specific shots or scenes required
- Estimated duration of the shoot
- Contact person for coordination

Approval: All requests are subject to approval by the Marketing and Enrollment Management Department. Priority will be given to requests that align with recruitment and retention efforts and the university's strategic goals and marketing objectives. The department may suggest changes or alternative arrangements based on availability or suitability.

4. Guidelines for Use

Purpose: Photography and videography services are for official Stetson University use only, such as promotional materials, websites, social media, newsletters, and other communication platforms.

Content: Faculty and staff should ensure that the content of the shoot aligns with Stetson University's values and mission. Requests for content that is

promotional, educational, or related to university events are appropriate. Personal or non-university-related projects will not be supported.

Permissions and Consent:

- Faculty and staff are responsible for ensuring that all participants consent to be photographed or filmed, particularly in cases where individuals are prominently featured. Faculty and staff must ensure this [model release form](#) is completed by all student participants prior to filming.
- Faculty and staff should share the following information with students prior to filming to ensure we do not capture logos we do not have the rights to use:

Graphic t-shirts and apparel displaying logos other than Stetson-branded items are not permitted. Stetson apparel, athletic wear, and Greek life graphics are acceptable. Images or footage of individuals adhering to these guidelines may be utilized on our website and social media platforms.

- For events involving minors, written consent from parents or guardians must be obtained and submitted along with the request.
- For events taking place at external venues, such as performance halls or sporting events, faculty and staff are responsible for ensuring the University has permission to, not only film in the space, but use the footage in future marketing and social media content.

Post-Shoot Review: Faculty and staff may request a review of the captured images or footage before final editing or publication. However, the Marketing and Enrollment Management Department retains final editorial control to ensure consistency with branding and quality standards.

5. Scheduling and Availability

Scheduling: The availability of photography/videography services is subject to the Marketing Department's schedule and resources. Large events or high-demand periods may require additional lead time.

Cancellations: If the requestor needs to cancel or reschedule a shoot, they must notify the Marketing Department as soon as possible, ideally no less than two (2) hours before the scheduled time. Repeated cancellations may affect future service requests.

6. Costs and Budgeting

Internal Services: Photography and videography services provided by the University Marketing Department are typically covered by the department's budget. However, faculty and staff should confirm this when submitting a request.

The University Marketing Department provides basic photography and videography coverage. A requestor with an event that requires numerous cameras, dark venue/nighttime photography, audio recording, or video recordings over one hour may need to engage an external vendor to supplement services.

External Services: If the project requires specialized equipment, external vendors, or additional resources, the requesting department may be responsible for these costs. Any associated costs should be discussed and agreed upon before services are rendered.

7. Use and Distribution of Materials

Ownership: The university retains ownership and copyright of all images and videos produced by or for the Marketing Department. These materials may be used for future marketing or promotional efforts.

Distribution: Faculty and staff may request copies of photos or videos for use within their departments. However, any distribution outside the university (e.g., to external partners, media, etc.) must be approved by the Marketing and Enrollment Management Department.

Archiving: The Creative Services Department will archive all final images and videos. Faculty and staff should coordinate with the department to access archived materials.

8. Compliance and Responsibilities

Adherence to Policy: Faculty and staff must adhere to this policy when requesting and utilizing photography/videography services.

Coordination: A designated contact person from the requesting department must be available to coordinate with the photographer/videographer during the shoot to ensure all required content is captured.

9. Review and Updates

Policy Review: This policy will be reviewed by the Marketing and Enrollment Management Department annually to ensure it remains current and effective.

Feedback: Faculty and staff are encouraged to provide feedback on the photography/videography services and this policy to help improve future processes.

10. Contact Information

For questions or assistance with photography/videography requests, please submit a request form [here](#) and an individual from the Creative Services Department will contact you.

Effective Date: 9/10/2024

Review Date: 9/10/2025