

## **UNIVERSITY OF WYOMING FILM AND PHOTOGRAPHY POLICY**

### **I. STATEMENT**

Filming and photography are permitted on the University of Wyoming campus and its properties in accordance with this policy.

### **II. FILM AND PHOTOGRAPHY PURPOSES**

#### **A. Incidental, Non-Commercial Filming or Photography in Public Places**

1. Incidental filming or photography of public areas by University faculty, staff, students, visitors or tourists to be used for non-commercial, educational, administrative or personal purposes is permitted with no approval process, provided such incidental filming or photography will be done unobtrusively without interrupting campus programs, classes or activities and will not require any special campus services (University police or other personnel, traffic control, parking, etc.).
2. Any such incidental filming or photography by faculty, staff, students, visitors or tourists shall not be used or reused for commercial purposes at any time without the express written permission of the University
3. Incidental filming or photography of non-public areas as defined in Section VII must follow the approval process set forth in section IV.

#### **B. Internal University Filming or Photography**

1. Internal use refers to all non-incident, non-commercial filming or photography:
  - a) By University faculty, staff or students or
  - b) Contracted for by a University department or unit over which the University has artistic and creative control.
2. Internal use does not include filming or photography conducted by the University's Institutional Photographers or UW TV.
3. Examples of internal use include:
  - a) Broadcast or print media primarily for University use
  - b) University student filming
  - c) University academic or departmental broadcast
4. Requests for internal filming or photography shall follow the approval process set forth in section IV.
5. Departments that engage services of non-University staff (e.g., a commercial photographer or film company) for any internal use of filming or photography must:
  - a) Ensure that terms governing the use and reuse of any campus images are clearly stated in the agreement; and

- b) Seek to obtain all copyright to works being created in a “work made for hire” copyright agreement pursuant to U.S. copyright law which vests in the University all ownership rights and interests in the work created.

**C. Commercial Use**

- 1. Commercial filming and photography include, but are not limited to:
  - a) Theatrical release, broadcast or print media
  - b) Public service announcements
  - c) Non-UW student filming
  - d) Industrial use (e.g., trade show, intra-company or intra-industry use)
  - e) Photographs for calendars, athletic schedule cards, works of art or other commercial products
  - f) Documentary media
- 2. Requests for commercial filming and photography must follow the approval process set forth in section IV.

**D. News Reporting**

All requests for news reporting should be referred to the Associate Vice President for Institutional Communications and Marketing.

**E. Athletics Facilities**

Requests to film or photograph in University athletics facilities or at University sports events should be directed to the University’s Athletic Communications and Media Relations Department. For further information please contact [wynosid@uwyo.edu](mailto:wynosid@uwyo.edu).

**F. Weddings**

- 1. Weddings may be scheduled for most facilities on campus through Central Scheduling. For further information please contact [centeralscheduling@uwyo.edu](mailto:centeralscheduling@uwyo.edu). To schedule weddings at the Marian H. Rochelle Gateway Center or the University of Wyoming Conference Center, please contact UW Catering at [catering@uwyo.edu](mailto:catering@uwyo.edu).
- 2. Photography or filming contemporaneous with the event is allowed without an additional permit, including commercial photography or videography, so long as it is consistent with all other aspects of University policies and regulations and used solely for the wedding party’s personal use.

**G. University of Wyoming Photographer's Images**

- 1. Many images captured by the University’s Institutional Photographers or other members of the campus community located in the University Photo Database ([uwmktg@uwyo.edu](mailto:uwmktg@uwyo.edu)) are available to University students or employees for use only in University publications, promotional materials and websites.

2. In addition to the photo database Institutional Marketing provides various photography services to UW personnel and departments, many free of charge. Those interested in University Institutional Photography services may contact Institutional Marketing at [uwmtg@uwyo.edu](mailto:uwmtg@uwyo.edu).

### **III. RESTRICTIONS ON USE OF UNIVERSITY IMAGES, TRADEMARKS, SYMBOLS AND LOCATIONS**

- A. 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 unless there is an applicable exemption under Federal law to obtaining such permission, e.g. news reporting, criticism and commentary and parody or satire. Written permission is also required for the use of University logos on costumes and set dressings. These permissions are in addition to the approval process set forth in Section IV. Please contact the Trademark Licensing Manager at [trademrk@uwyo.edu](mailto:trademrk@uwyo.edu) or the Brand Strategist at [uwmtg@uwyo.edu](mailto:uwmtg@uwyo.edu) for any requests under this section prior to following the approval process in Section IV.
- B. No identification of the University as the site of commercial filming will be permitted without prior written authorization from the University. The University through the Vice President of Administration or designee may approve such a request when the proposed identification is determined to be in the University's best interest. Such requests for University identification should clearly specify how the identification would be made and in what subject matter context.
- C. 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, service, or political party or candidate without the written approval of the Vice President for Administration.

### **IV. APPROVAL PROCESS**

- A. Requests for commercial or internal use filming or photography shall be submitted to the University's Central Scheduling department.
- B. Applicants must complete the required application forms at least 30 days prior to the date requested. The application can be found at [Central Scheduling](#) or obtained by request through email at [centeralscheduling@uwyo.edu](mailto:centeralscheduling@uwyo.edu).
- C. Central Scheduling will:
  1. Evaluate all proposals for filming and photography on campus and review potential logistics problems;
  2. Determine the appropriate facility and services usage;
  3. Obtain approval of the authority in direct charge of the requested facility;
  4. Determine the need for assigning an on-site campus staff person for filming activities;
  5. Ensure that proposed filming or photography does not include campus images without proper authorization;
  6. Coordinate specific dates and times of the request so as not to conflict with scheduled campus events or academic programming;

7. Provide coordination with and notification of other campus entities and services, as necessary; and
  8. Obtain approval from the Vice President for Administration if the following signs/areas will be used:
    - a) University of Wyoming landmark signs
    - b) Student residence and dining halls
    - c) Faculty residential housing
    - d) The University of Wyoming Laboratory School
    - e) The Student Health Services building or any University of Wyoming family medical residency centers
    - f) Research laboratories, including University field stations and Research and Education Centers
    - g) The President's residence
- D.** In determining whether a request for filming or photography will be granted, the University will take into consideration all relevant factors, including but not limited to: the safety of students, faculty and staff; the potential for damage to buildings or property; availability of the facilities; the size and complexity of the production; how the University is portrayed; and the subject matter of the production.
- E.** Upon approval by Central Scheduling, and the Vice President of Administration, as applicable, the University shall require the following agreements/permits which can be found at [Central Scheduling](#) or obtained by request through email at [centralscheduling@uwyo.edu](mailto:centralscheduling@uwyo.edu)
1. Commercial photography and filming: Location Agreement
  2. Internal use photography and filming: Facilities Use Permit

**V. FEES**

- A.** Internal use photography and filming will not be subject to a location fee, but the University may charge fees for services including University police, University personnel, traffic control, parking, grounds restoration and cost recovery on a case-by-case basis.
- B.** Commercial photography and filming will be subject to the following fees, unless waived or reduced by the Vice President of Administration or designee:
1. Independent films/documentaries: \$500 per day
  2. Commercial films/television: \$600 half day; \$1,200 full day
  3. Commercial photography: \$250 half day; \$500 full day
- C.** The University may charge additional fees for services including University police, University personnel, traffic control, parking, grounds restoration and cost recovery on a case-by-case basis.

**VI. ADMINISTRATION**

- A.** The Vice President for Administration, or designee, is the University administrative officer responsible for the implementation of this Regulation.

**VII. DEFINITIONS**

- A.** Filming: The capturing of moving or still images of University property by any means on any media, including all forms of digital media, now in use or that may be invented in the future including, but not limited to, film, videotape, digital disk, or any electronic transmission to another medium or to the internet.
- B.** Photography: The capturing of still images onto any compatible medium, or posting to the internet, by any means or devices now in use 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, or personal digital devices.
- C.** News Reporting: Live filming or photography for transmission by a news reporting service.
- D.** Non-public areas: University facilities not generally open to the public, including but not limited to: classrooms; laboratories; research areas; gymnasias; physical education or intercollegiate athletic exercise areas; child day care areas; faculty, administrative staff, or student offices; conference rooms; seminar rooms; lounges; storage areas; parking facilities; or other similar areas restricted to specified University faculty, staff or students.