

## **MEDIA PRODUCTION ON CAMPUS PROCEDURES AND ADMINISTRATIVE GUIDELINES**

### **A. PURPOSE**

These Procedures implement the Media Production on Campus Policy and establish the process for requesting, reviewing, approving, and administering media production activities on University Property.

### **B. ADMINISTRATION**

University Communications is responsible for administering these Procedures and coordinating review of media production requests.

The Vice President and Chief Public Affairs and Communications Officer, or designee, serves as the approving authority for Location Permits.

### **C. LOCATION PERMIT APPLICATIONS**

#### **1. Permit Required**

Unless specifically exempted by policy, a Location Permit is required before any commercial media production may occur on University Property.

#### **2. Application Submission**

Applicants must submit:

- A completed Location Permit Application;
- A proposed production schedule;
- A script, storyboard, treatment, shooting outline, or project description, as applicable;
- Proposed filming locations;
- Insurance documentation, if required;
- Any additional information requested by the University.

Applications should be submitted at least fifteen (15) calendar days before the proposed filming date.

Submission of an application does not guarantee approval. Applications that are incomplete may be returned without review.

### **D. REVIEW PROCESS**

University Communications shall coordinate review with affected University offices and departments as appropriate.

Review may include consideration of:

1. Operational impact;

2. Safety and security concerns;
3. Academic and research activities (in conjunction with the Office of Sponsored Programs);
4. Facility availability;
5. Parking and traffic impacts;
6. Reputational considerations;
7. Compliance with University policies and applicable law.

The University reserves the right to approve, deny, limit, suspend, or revoke any permit request.

#### **E. FEES AND COST RECOVERY**

Applicants are responsible for all costs associated with approved productions.

Charges may include, but are not limited to:

- Permit fees;
- Location fees;
- Security costs;
- Parking costs;
- Custodial services;
- Grounds services;
- Technical support;
- Utilities;
- Restoration costs;
- Administrative costs.

University Communications shall maintain a fee schedule that may be revised periodically.

#### **F. INSURANCE REQUIREMENTS**

Commercial productions may be required to provide:

- Commercial General Liability Insurance;
- Automobile Liability Insurance;
- Workers' Compensation Insurance;
- Additional coverages deemed necessary by Risk Management.

The University may require Grand Valley State University, its Board of Trustees, officers, employees, and agents to be named as additional insureds.

#### **G. CAMPUS RESTRICTIONS**

Filming may be restricted or prohibited during:

- Academic semesters;
- Examination periods;
- Orientation programs;

- Commencement activities;
- Athletic events;
- Major University events;
- Periods of significant construction or maintenance.

#### **H. SITE VISITS**

Applicants may request scout visits through University Communications. Approval of a scout visit does not constitute approval of filming.

#### **I. UNIVERSITY REPRESENTATIVES**

The University may require one or more University representatives to be present during production activities. Applicants shall comply with all reasonable directions provided by authorized University representatives during production activities.

#### **J. CANCELLATION**

Applicants shall promptly notify University Communications if production plans change. The University may recover actual costs incurred before cancellation.

The University may cancel or suspend a permit if:

- Permit conditions are violated;
- Safety concerns arise;
- Material information was omitted or misrepresented;
- Operational needs require cancellation.

#### **K. RESTORATION OF PROPERTY**

Applicants are responsible for restoring all locations to their original condition and reimbursing the University for any damage, repairs, or cleanup costs.