MOTION PICTURE/VIDEO/FILM/DIGITAL IMAGING PRODUCTION ON THE CAMPUS

SLT 7.3

Date of Last Update:
January 04, 2013

Approved By:

- Senior Leadership Team

Responsible Office:
University Communications

POLICY STATEMENT

GVSU understands the importance of the film industry to the local economy and the benefit it can provide to our students interested in a career in film and film production. However, film production on campus is permitted only if it does not interfere with normal University business and/or previously scheduled events. A Location Permit is required to film on campus. The Location Permit can be approved only when all of the appropriate procedures and requirements have been met. Use of any location can only be approved with the consent of the impacted University units or buildings and consideration of the impact on surrounding areas and activities. Scheduled University events, regardless of size, take precedence over film shoots in determining location availability.

PROCEDURES

Requests for Permits

Requestors for a Location Permit must complete the appropriate application. This application and complete script (if applicable) shall be submitted to University Communications. Upon receipt, the completed application and script will be forwarded to a core committee that will include a representation of affected units or buildings for review and project approval.

Fees & Costs

Location fees and operational costs will be charged and are based on a number of variables. The length of the shoot, locations involved, and types of GVSU services needed are all considered in determining the total operational costs. In certain limited instances fees and

costs may be waived for uses such as public service announcements. Other forms of media may be subject to this fee and will be handled on a case-by-case basis.

Alterations to Premises

Production companies may not make any alterations to the University Premises (either temporary or permanent), including trimming, cutting or removing natural features such as trees and shrubs, without the express written approval of the University. Production companies will leave the University Premises and all property of any kind located therein in as good order and condition as they were immediately prior to production. Production companies will be responsible for paying for any expenses to restore the University's Premises to its original condition.

Code of Conduct

While filming on our campus production companies and their employees are guests of the University and should treat this location and campus community with respect and courtesy. The production company, cast, crew and all others associated with the project are expected to comply fully with University Policies. They will be expected to adhere to the Filmmaker's Code of Professional Responsibility, which is Attachment A to the Guidelines and Procedures for this policy.

University Identification and Appropriate Use of Campus Images

No identification of GVSU as a location is permitted, except in rare instances and only when the specific use is submitted for prior approval University Communications. The request will only be approved when it is deemed to be in the University's best interests.

Identification includes but is not limited to trademarks, icons, recognizable University landmarks, and the use of merchandise containing trademarked images/logos (i.e. flags, apparel, posters, miscellaneous items containing logo, etc.). Identification also includes verbal references on film.

Filming and Athletics

Under no circumstances is the production company to film or use any information images/names/biographical information pertaining to any current university intercollegiate athlete for any purpose. Appearing in a commercial production that identifies them as university intercollegiate athletes will jeopardize their NCAA eligibility.

Cancellation

If written notice of cancellation for an approved location permit is received before the production begins, then the production is liable for any actual costs incurred by the University

as of the receipt of the cancellation notice. University shall have the right of cancellation if the Agreement holder is deemed insolvent or, in the University's sole opinion, shall fail to perform any material term in the Agreement after having received written notice from the University to do so.

Exceptions to Policy

Student projects are subject to School of Communication requirements and procedures and do not require a permit. Incidental filming that includes uses such as: filming for non-commercial or internal use, class projects, or personal use. This filming requires no special services and does not in any way disrupt the normal functioning of the University. This filming cannot be used for commercial purposes after the fact without written permission from Grand Valley State University.