



## On-Campus Filming and Photography Guidelines

### I. Statement

With prior approval and in accordance with University of Oklahoma policies, filming and photography may be permitted on The University of Oklahoma campuses or other property owned or leased by OU. The activity must not interfere with the educational and normal functions or previously scheduled events of the University and must not pose a security or safety risk. In addition, the use or re-use of the filmed or photographed material must not violate OU policies.

### II. Definitions

The following terms shall be used for the purposes of this policy:

- a. **Campus Image:** A still or moving image of OU property that can be identified by the public as OU property. Images can include, but are not limited to, architecture, landmarks, signage or the presence of prominent individuals.
- b. **Filming:** The capturing of moving or still images of OU property by any media now known or that may be invented in the future, including, but not limited to, film, video, Internet, digital or any electronic transmission of another medium.
- c. **Photography:** The capturing of still images onto any medium, or posting to the Internet, by any means or devices now known or that may be invented in the future, including, but not limited to, film cameras, digital cameras, electronic devices, mobile phones, PDAs, etc.
- d. **Licensed Material:** Licensed Material includes names, trademarks, logos, team names, uniforms and other indicia owned by OU.

### III. Film and Photography Purposes

- a. **External Use Filming or Photography**
  - i. Examples include theatrical release; broadcast or print media; industrial use (e.g., trade show); editorial use; public service announcements; non-OU student filming; and documentary.
  - ii. Permit and permit fee will be required.
- b. **Internal Use Filming or Photography**
  - i. Examples include broadcast or print media primarily for OU use, OU student non-media filming and OU academic or departmental broadcast.
  - ii. Permit will be required. Permit fee will be considered on a case-by-case basis.
- c. **News Reporting**

- i. Permit and permit fee will be waived, however news organizations must obtain prior permission from Public Affairs.

IV. OU Identification and Use of Campus Images

- a. Campus Images are owned by The Board of Regents of the University of Oklahoma.
- b. No identification of OU as the location of External Use Filming or Photography will be permitted, unless it is approved in advance by the Director of Licensing. The Director of Licensing will refer requests that propose the identification of OU to General Counsel, Public Affairs or any other related department. The request may be approved when the proposed identification is deemed to be in the University's interests. Such requests for OU identification should clearly specify how the identification will be made and in what subject matter context.
- c. If OU is identified in External Use Filming or Photography, Licensed Material cannot be used in connection with characters who engage in:
  - i. Any non-consensual sexual activity
  - ii. Any felony crime
  - iii. Use of illegal drugs and/or alcohol abuse

V. Approval Process

- a. Permit requests for External Use Filming or Photography or Internal Use Filming or Photography must be referred to the Director of Licensing. Information required to apply for a permit includes:
  - i. Purpose of the project
  - ii. Requested location for project
  - iii. Campus service requirements
  - iv. Production company name and names of representatives
  - v. Date(s) requested for campus access
- b. Permit requests will be evaluated based on factors including, but not limited to, appropriateness of project, logistics, potential safety or security risks, facility availability, etc. Reasonable efforts will be made to grant permits for dates and times requested, however OU reserves the right to grant permits for days and times that do not conflict with previously scheduled campus events.
- c. Permit fees will be assessed based on length of permit and campus service requirements.
- d. Applicant will be required to sign OU's production release agreement.
- e. An on-site OU contact will be assigned to applicant's project. This individual must be present while applicant is on campus to capture material.
- f. Depending on the nature of the project, OU reserves the right to require approval of the finished material.
- g. For External Use Filming or Photography projects, OU reserves the right to require a rights fee.