

## Appendix D

### Photographing and Recording On Campus

**General Policy:** Transylvania University is a private university. Transylvania's express permission is required for any recording or photography on Transylvania-owned lands by:

- News professionals
- Professional or commercial photographers, videographers and filmmakers
- Campus visitors taking pictures or filming for commercial purposes or using a commercial or professional photographer or filmmaker
- Anyone taking wedding or portrait photography

Personal photos may be taken by students, parents, faculty, staff, alumni and other campus visitors so long as (i) they are used exclusively for personal non-commercial purposes, (ii) the taking of such photos is consistent with this policy, including the wedding and portrait photography policy below and (iii) they do not interfere with the ongoing operations of the university. Notwithstanding the foregoing, the university reserves the right to prohibit any recording or photography on its lands for any reason, including if the recording or photography creates the potential for: (i) disruption of academic, research, business or student activities; (ii) damage to (or alteration of) university property, educational mission or reputation; (iii) inappropriate use of the Transylvania name, marks or image; (iv) disruption of traffic, parking or pedestrian pathways; (v) other safety hazards; or (vi) violations of the university's privacy policies.

**News-related recording and photography:** Transylvania University's Office of Marketing and Communications accommodates reasonable requests for journalistic, news-related, non-commercial shooting, but reserves the right to deny permission when the request runs contrary to university policies – especially those that ensure student privacy. The subject of all news-related filming or photography must be directly related to the university. General rules for journalists

- Journalists must adhere to the university's privacy policies. No one at Transylvania can be filmed without his or her permission, except at public events to which the public and media have been invited
- Permission to shoot news-related photography or filming in interior spaces is required in all circumstances. This includes administration and office buildings, classrooms, laboratories, dormitories, dining facilities and residences.
- Journalists are prohibited from parking satellite trucks anywhere on campus without permission from the Transylvania's Office of Marketing and Communications for news purposes or Transylvania Athletics for sporting events.
- All journalists working at Transylvania are expected to carry appropriate credentials.

**Non-news recording or photography:** Transylvania prohibits the use of its land and buildings for commercial and marketing-related photography and filming without expressed permission. The use of Transylvania's campus for such purposes is subject to recording/photography fee of \$2,500 for 8 hours of recording/photography and \$1,250 for four hours of recording/photography (lesser hours can be negotiated based upon this rate). Transylvania's Office of Marketing and Communications will consider waiving the fee for recording/photographing that involves, for instance, photography accompanying articles or the creation of not-for-profit television shows, movies, documentaries or educational-related projects, providing the subject matter is related, in some manner, to Transylvania.

Additionally, commercial photography and filming related to the marketing of companies and organizations other than Transylvania is prohibited on university-owned lands. Such activities are incompatible with the university's non-profit status and long-standing policies prohibiting endorsement or the appearance of endorsement.

Non-news related requests should be made in writing at least ten business days in advance by emailing the Vice President for Marketing and Communications at [news@transy.edu](mailto:news@transy.edu). Requests must include the following information:

- Name and description of the organization or individual making the request.
- Name, office and email address of the Transylvania University individual or organization involved in the filming or photography.
- Project description, including the context and way in which Transylvania is to be portrayed and the intended use of the resulting material.
- Date(s) requested.
- Time and duration of proposed shoot.
- Specific site(s) requested. (Requests absent specific locations will not be considered.)
- Number of people and amount and type of equipment involved, including vehicles.
- Potential disruption (sound, light, physical, etc.) of university activities.
- Proof of adequate insurance coverage and indemnity. (Certificates of liability insurance should name Transylvania University, 300 North Broadway, Lexington, KY 40508.)
- Location releases, if necessary, must be submitted for review to Transylvania's Office of Marketing and Communications in advance.

**Sports event photography:** Requests to record or photograph sporting events on Transylvania's campus should be directed to Transylvania's Athletic Department.

**Wedding and portrait photography:** Wedding and portrait photography on Transylvania property is prohibited except for couples being married in Old Morrison Chapel. People with a Transylvania connection—meaning the bride or groom is an alumnus, student, faculty or staff—may request an exception to the policy in order to take wedding or portrait photography on campus by contacting Transylvania's Office of Marketing and Communications.

#### **Additional policies**

- Third parties from outside the Transylvania community are prohibited from flying drones or other unmanned flying vehicles above or from within Transylvania lands without prior permission. Faculty, students, staff and approved vendors are required to obtain advance approval for such flights from Transylvania's Office of Marketing and Communications. For more information regarding the use of drones or unmanned flying devices, please read the University's policy regard this matter.
- Use of Transylvania's name, other trademarks and emblems, or images in connection with any photograph or film is prohibited without written permission by the university.
- Indoor recording at Transylvania is prohibited without permission because it is considered inherently disruptive. Recording in the residence halls, dining halls and classroom buildings is prohibited without expressed permission from Transylvania's Office of Marketing and Communications.
- Recording or photography on Transylvania lands for academic purposes is limited only to Transylvania University students, staff and faculty and others attending Transylvania academic programs, Transylvania sponsored programs and other programs that occur on Transylvania's campus and for which photography is part of the program. The resulting films, videos and photographs may not be used for commercial purposes.
- All professional filmmakers, videographers and photographers working on the Transylvania campus are expected to carry credentials and to have appropriate insurance.
- Recording of b-roll is prohibited at Transylvania University without permission for privacy reasons.
- A member of Transylvania's Office of Marketing and Communications must be present when scouting locations on Transylvania property.

**For more information about this policy, contact Transylvania's Office of Marketing and Communications at 859-233-8120.**