

Policy Title: Visual and Sound Productions on Property Owned, Leased, and/or Controlled by the University for Third-Party and External Production, Commercial, and News Entities

Policy Statement: This policy clarifies the circumstances under which photography, film, visual, sound, and/or recording productions may take place on property owned, leased and/or controlled by California State University, Sacramento by externally operated or owned commercial, non-commercial, and news organizations.

Who the Policy applies to: Externally operated or owned commercial, non-commercial, and news organizations engaging in filming, photography, and/or recording production on property owned, leased, and/or controlled by the University by any means on any media now known or that may be invented in the future including, but not limited to, videotape, digital disk, film, or electronic transmission to the Internet or other mediums.

Why the Policy is necessary: The purpose of the policy is to minimize disruption, promote the safety of the University community, and determine when and how the University's premises may be used for filming, photography, and productions on property owned, leased, and/or controlled by the University by externally operated or owned commercial, non-commercial, and news organizations.

Responsibilities: University Communications maintains oversight of this policy. To ensure policy procedures are adhered to, University Communications will work in conjunction with campus departments, including, but not limited to: Risk Management Services, Sacramento State Police Department, Space Management, University Counsel, and the Office of the President.

I. DEFINITIONS:

- A. "Production"- The act of photographing, filming, videoing, digital imaging, or the transmission of visual or audio signals in any form or format now known or hereafter developed, whether for live or delayed broadcast, electronic transmission, or streaming or posting to monetized websites or social media on property owned, leased and/or controlled by California State University, Sacramento ("Sacramento State" or "University").
- B. "Location(s)"- Specific area or areas on premises owned, leased and/or controlled by Sacramento State to be used in the Production.
- C. "Commercial Production"- A Production for commercial or revenue-generating purposes.

II. NEWS PRODUCTIONS

- A. When administrators, faculty, or staff receive requests from external television news or documentary crews to record them and their work, they should inform University Communications which can:

1. Help the producers with logistics in setting up the interviews and visual elements;
2. Offer campus footage (exteriors, classes, laboratories); and
3. Help the interviewee prepare for the interview.

B. Any disputes should be referred to the Director of News and Communications.

III. COMMERCIAL VISUAL AND SOUND PRODUCTIONS

Please note that all commercial requests require 60 days advance notice.

A. General:

1. Sacramento State's primary mission and academic priorities are taken into consideration when approving Locations for Commercial Productions:
 - a. Productions shall not interfere with the normal operations of Sacramento State.
 - b. Productions shall not place the safety of the campus community at risk.
 - c. Whenever possible, Productions shall be scheduled on weekends and during vacation periods to minimize disruption to normal campus activities.
 - d. In situations in which there is a risk that a passerby may not understand is a dramatic re-enactment, or Productions otherwise place the University's normal operations and/or the safety of the University community at risk, Sacramento State reserves the right to limit the Production to controlled interior spaces (e.g., a staged fight) or to request other steps be taken to minimize any impact.
2. The University reserves the right to deny a request for any Commercial Production for any reason. Persons approved to engage in Commercial Production at University ("Production Companies") are responsible for meeting the requirements of University policy and fulfilling all relevant legal obligations and requirements.
3. Productions by University entities, students, or auxiliaries do not fall within this policy, unless the Production is for an outside for-profit entity.
4. Any individual or group seeking to engage in a Production must secure a reservation with the Office of Space Management.
5. Productions must not violate any local, state, or federal law or University policy.

B. Production Company Information:

Sacramento State requires communication with an authorized representative from the Production Company. This person must be able to make decisions for the company and will be held accountable for compliance with University requirements.

C. Production Approval Process and Timeline:

1. Anyone planning a Commercial Production that seeks to utilize a Location should complete the Production Request form, attached to this policy in order to obtain written permission from University Communications or designee prior to production. Requests and a script must be submitted to University Communications no later than sixty (60) days prior to the anticipated date of the Commercial Production. University Communications will work with the Office of Space Management to reserve University facilities, confirm that plans do not conflict with other activities on campus, and advise relevant campus service departments of the Production and coordinate associated billing. University Communications has primary responsibility for approving any requests in coordination with other University units.
2. Requests should include information regarding locations, days and hours of work, number of people involved in each day's work, type of activity to be included, list of equipment and vehicles used in connection with the work, and number, and size and composition of any structures involved. Production staff must display official credentials, approved in advance by the University, at all times while working on campus. (See Attachment A which outlines the information to be provided with the request).
3. A University representative, designated by University Communications, must accompany the crew at all times.
4. Students, staff, or faculty appearing on camera, whether in a featured role or in the background, must sign a release form acknowledging that they have given permission to be photographed and/or recorded.

D. Script Review and Prohibited Elements:

1. A copy of the final script or storyboard for the Production must be submitted to University Communications no later than sixty (60) days prior to the anticipated date of the Commercial Production. Any script changes or additions must be approved by University Communications prior to filming or recording. Substantive changes to the script may cause the University to withdraw permission for use of its Locations.
2. Productions may not include implied or actual campus endorsement of products, candidates, causes or concerns, or representations which could be seen as derogatory or defamatory toward the University.
3. The following types of content require the written approval of the University Police Department, Risk Management, University Counsel, and the University President. If it is discovered that they are included in the Production without prior approval, the University will consider the violation to be grounds for immediate withdrawal of permission to film:
 - a. depiction of nudity, whether total or partial;
 - b. depiction of actual or simulated sexual acts;

- c. implied or actual alcohol, tobacco or drug use;
 - d. depiction of violence or other conduct that violates University policy. (e.g., sexual harassment or assault);
 - e. pyrotechnics; and/or
 - f. activities involving a weapon (including, but not limited to, guns or knives)
4. Productions may not include any recognizable person or voice without the subject's written consent.
 5. Any identification of the University as the location of the Production must be approved in advance by University Communications. Requests for the University identification should describe how the identification will be made and in what subject matter context. No trademarked icons or widely recognizable landmarks of Sacramento State shall be filmed or otherwise reproduced for any commercial purposes, unless approved in advance by University Communications.
 6. Any use of the names, marks, logos or trademarks of the University is governed by the policies and executive orders of the Trustees of the California State University and by California and Federal law, and may not be used without written permission.

E. Campus Access:

Driving on campus is restricted to campus roadways and parking facilities. Driving is prohibited on sidewalks, special access roads, and landscaped areas unless special permission is obtained. Loading zones are available on campus, and can be used for such purposes. Any exceptions must be approved by the University Police Department and University Transportation and Parking.

F. Charges:

1. Charges include, but are not limited to, facilities rental charges, police, parking, liaison assistance, and power. Production Companies will also be charged for all necessary repairs and replacements resulting from their activities. For current facility rental rates see http://www.csus.edu/aba/space/rental_fees.html.
2. No outside Production security will be allowed without approval of the University Police Department; otherwise, required security will be provided by University Police and the cost for such security will be the responsibility of the Production company/individual.

G. Alterations to Property:

Production Companies may not make alterations, place or attach any fixtures, signs, or equipment in, about or upon University property unless approved in advance. After a Production is completed, Production Companies must renew or restore property to its prior condition. Any damage to University property caused by the activities of the Production Company shall be paid for by the Production Company upon a presentation of an invoice from the University.

H. Storage:

Production Companies assume responsibility for all equipment, supplies, or other materials brought to the University by, or on, their behalf. The University shall assume no liability for event-related equipment, supplies or other materials.

I. Safety:

The University requires compliance with all federal and state laws regarding safety (including compliance with Title 19 of the California Code of Regulation concerning special effects) and all CSU policies governing use of the premises.

J. Student Involvement:

Prior to having students appear on camera, whether a featured role or in the background, the Production company/ individual must sign a release form from each student acknowledging that they have given permission to be photographed and/or recorded. The University must receive a copy of any and all release forms signed before the production commences.

K. Agreement:

Once the Production is approved, the Production Company and the University will enter into a written Agreement outlining the terms under which the Production will occur. The agreement will be prepared and executed by Procurement and Contract Services upon the request from Space Management.

L. Insurance Requirements:

The Production Company shall procure, and maintain for the duration of the contract, insurance against claims for injuries to persons or damages to property which may arise from or in connection with the Production by the Production Company, its agents, representatives, employees or subcontractors. The insurance will be issued by an insurance company or be provided through partial or total self-insurance acceptable to the University.

The Minimum Scope of Insurance for is available here:

<http://www.csus.edu/aba/risk-management/insurance/insurance-requirements.html>

**ATTACHMENT A
REQUEST TO ENGAGE IN PRODUCTION AT SACRAMENTO STATE**

Please include in your request to engage in Production at Sacramento State, the following information. This information can be forwarded to Sacramento State University Communications:

California State University, Sacramento
University Communications
Sacramento Hall 116
6000 J Street
Sacramento, CA 95819-6072
P: (916) 278-6156

Upon receipt of your request, we will contact you to schedule a walk-through and follow-up meeting.

PRODUCTION COMPANY INFORMATION	
Project Title:	
Company Name:	
Company Address:	
Main Phone Number:	
Main Fax:	
What type of project is this? (i.e. feature film, documentary, sound production):	
Brief description of the project:	
ACCESS DATES	
Arrival:	Departure:
PERSONNEL	
Producer:	Phone:
Director:	Phone:
Assistant Director:	Phone:
Location Manager:	Phone:
Total # of crew:	Total cast:
VEHICLES	
Describe types of vehicles and how many:	
What Locations would you like to use, when would you like to use them and for how long?	
EQUIPMENT	
Number of Cameras:	
Number of Props:	
Number of Sound Packages:	
Type of Grip Equipment:	