CALIFORNIA STATE UNIVERSITY, SACRAMENTO

POLICY AND PROCEDURES FOR VISUAL AND SOUND PRODUCTIONS ON PROPERTY OWNED, LEASED AND/OR CONTROLLED BY THE UNIVERSITY

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 on property owned, leased and/or controlled by California State University, Sacramento (“Sacramento State” or “University”).

B. “Commercial Production”- A Production for commercial purposes.

C. “Location(s)” - Specific area or areas on premises owned, leased and/or controlled by Sacramento State to be used in the Production.

II. General Rules:

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 a Production is a dramatic re-enactment, or Productions otherwise place at risk the University’s normal operations and/or the safety of the University community, 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.

E. Students, staff or faculty appearing on camera, whether a featured role or in the background, must sign a release form acknowledging that they have given permission to be photographed and/or recorded.

F. The logos or other marks of the California State University as well as Sacramento State or any other identifier of the University cannot be included in any Production without the written consent of the University. (Cal. Education Code section 89005.5).

G. Any individual or group seeking to engage in a Production within a building must be eligible to and secure a reservation with Space Management.

H. Productions must not violate any state or federal law or University policy.
I. Productions may not include the use of any pyrotechnics without approval of the University Police Department, Environmental Health and Safety, and Risk Management.

J. University Advancement must be notified when engaging in any indoor or outdoor Production that may:
1. Conflict with the normal use of outdoor space;
2. Cause a distraction or disruption to other individuals on campus; and/or
3. Include any depiction of violence; nudity, whether total or partial; actual or simulated sexual acts; implied or actual alcohol, tobacco or drug use; conduct that violates University policy. (e.g., sexual harassment); any activity involving a weapon (including, but not limited to, guns or knives).

III. PRODUCTION FOR NEWS OR DOCUMENTARY PURPOSES (NON-COMMERCIAL)

A. When administrators, faculty or staff, receive requests from television news or documentary crews to videotape them and their work, they should inform University Advancement which can:
1. Prepare a location release form, as necessary; 1
2. Help the producers with logistics in setting up the interviews and visual elements, in order for Sacramento State to get the most out of the story;
3. Offer campus footage (exteriors, classes, laboratories), which can improve the story;
4. Assess the producers’ level of professionalism and their intended use of the video; and/or
5. Help professors and researchers prepare for interviews (i.e., give tips on the key messages they’d like to convey and presentation techniques, inquire about possible Locations, visual elements).

IV. COMMERCIAL VISUAL AND SOUND PRODUCTIONS

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

A. General: When approving Locations for Commercial Productions, the University must take into consideration Sacramento State’s primary mission and academic priorities. First consideration will be given to those Commercial Productions which best showcase Sacramento State’s role as California’s capital university.

1 Location Release Forms: For long-form news magazine shows and documentaries, the University may require producers to sign a location release, giving them permission to videotape the subject within a stated time-frame, at the stated location, to be used for the stated show.
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. Productions done by the College of Continuing Education, University Advancement, and/or Academic Technology & Creative Services do not fall within this policy, unless the Production is being done for an outside entity that is a for-profit entity.

**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 Advancement or designee prior to production. Requests and a script must be submitted to University Advancement no later than sixty (60) days prior to the anticipated date of the Commercial Production. University Advancement 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 Advancement 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 Advancement, must accompany the crew at all times.

**D. Script Review and Prohibited Elements:**
1. A copy of the final script or storyboard for the Production must be submitted to the University for Review prior to approval. Any script changes or additions must be approved by University Advancement prior to filming or recording. Substantive changes to the script may cause the University to withdraw permission for use of its Locations.
2. Productions must be consistent with the interests of the University. 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. This includes unacceptable language or thematic elements that could bring the University into disrepute.

3. The following types of content require the 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);
   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 Advancement. 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 Sac State shall be filmed or otherwise reproduced for any commercial purposes, unless approved in advance by University Advancement.

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:
Sacramento State typically charges a standard daily rate or hourly rate with a six hour minimum although the rate may vary. For current rates see: http://www.csus.edu/aba/space/rental_fees.html

1. The above charges apply to campus access only and do not include “hard costs,” which will be outlined in the Agreement between the University and the Production Company and billed separately. These 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.

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

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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 the Sacramento State Office of University Communications at (916) 278-6156. Upon receipt of your request, we will contact you to schedule a walk-through and follow-up meeting.

Thank you,
University Communications
(916) 278-6156

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<tr>
<th>PRODUCTION COMPANY INFORMATION</th>
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<tr>
<td>Project Title:</td>
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<tr>
<td>Company Name:</td>
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<td>Main Phone Number:</td>
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<td>Main Fax:</td>
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<tr>
<td>What type of project is this? (i.e. feature film, documentary, sound production):</td>
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<td>Brief description of the project:</td>
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<td>Assistant Director:</td>
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<td>Location Manager:</td>
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<td>Total # of crew:</td>
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<td>Describe types of vehicles and how many:</td>
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<td>What Locations would you like to use, when would you like to use them and for how long?</td>
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<td>Number of Sound Packages:</td>
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<td>Type of Grip Equipment:</td>
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