



Policy and Procedure

Policy: Filming and Photography Requests

Effective Date: 2/28/2023

Responsible Office: Office of Communication and Marketing

Scope: McDaniel College will consider requests from individuals and organizations who want to film or photograph any of the college's properties and main campus. McDaniel is a private college and its properties, including the main campus, are private property. Those who wish to use McDaniel College premises for the purpose of filming or photography must, in most cases, receive advance permission from the college. This policy applies to the main McDaniel campus and the McDaniel Environmental Center.

Process: To request the opportunity to film or photograph at any college-owned property, the individual or organization must [submit a filming request](#). Requests should be submitted at least 7 business days in advance of the event. Please note that depending on the type of request, location fees and insurance paperwork may be required.

Separately, McDaniel College's Campus Photography & Videography Policy outlines permissions for photography and videography performed by, and on behalf, of the college:

McDaniel College reserves the right to photograph/videotape students, staff or faculty for the purposes of institutional promotion. When possible, McDaniel observes the common practice among colleges of obtaining individual permissions for the use of campus photographs/videos in which individuals are featured prominently as the subject. However, permissions are not obtained for the use of student, staff or faculty images in photographs/videos of public events on campus, such as but not limited to rehearsals, performances, lectures, readings, athletic events, student life events, alumnae/i events, and college ceremonies. Academic departments such as but not limited to theatre, art, and English also reserve the right to photograph/videotape students and their work for institutional use. At any time, photography/videography may be occurring on the McDaniel College campus and incidental footage of individuals who are not McDaniel College students, staff or faculty may be obtained. By entering campus property, individuals grant permission for use to McDaniel College in such circumstances.

Questions about this policy should be directed to ocm@mcdaniel.edu.

Types of Requests:

Commercial Filming/Photography (external use):

Commercial filming/photography includes, but is not limited to, advertising, television or web series, movies, documentaries, public service announcements, and photography by commercial photographers and videographers. Proof of adequate insurance and indemnity will be required for all commercial filming/photography requests.

All commercial film/photography requests will be subject to fees that relate to the length of the project, applicable facility rental fees, and service fees for supervision and support. Standard fees start at \$1,000 per day.

No mention is to be made of, or recognition given, to McDaniel College without permission. This includes identification of iconic locations and buildings that are easily recognized as part of McDaniel, including Ward Memorial Arch, Old Main Bell, and the Caboose; any shot showing the name, logo, or identifiable symbols associated with McDaniel College, including the Green Terror; and any building or campus identification graphics, including signs or maps.

Due to the number of college-related events and activities throughout the academic year, the college may not be able to accommodate all commercial film/photography requests. Requestors are encouraged to consider academic breaks, including the college's January Term and the summer, to increase the likelihood that the request can be accommodated.

Film/Photography requests by other outside entities (non-commercial/non-news):

Non-commercial/non-news film and photography requests featuring the involvement of McDaniel students, faculty or staff, or the creation of television, documentary or educational programs with subject matter related to the college will be considered. When possible, filming and photography should occur during the college's normal business hours. Requests for filming when the college is closed will be on a case-by-case basis.

Please be aware that a campus escort may be required, and although facility rental fees may be waived, other service fees may be applicable depending on the exact needs of the shoot.

Student/Class Film or Photography:

Requests from current McDaniel students for class film or photography projects should be coordinated by the instructor and/or department chair.

Students are required to submit the appropriate space reservations in advance through the 25Live space reservation system for approval by Conference Services.

Students who wish to film or photograph on campus for other purposes, including projects intended for commercial distribution, must follow the procedures for commercial filming requests.

Weddings/personal Photography by Individuals:

The college allows personal photography by individuals if the images are used exclusively for personal, non-commercial purposes.

Personal photo shoots may not interfere with the operations of the college and the privacy of individuals on campus, and all college policies must be adhered to. Advanced approval from Conference Services is required to do shoots that involve interiors of campus buildings. Professional photographers must have proof of adequate insurance coverage and indemnity at the shoot and be prepared to show it upon request.

Drone Usage for Aerial Photography/videography:

In limited circumstances, individuals, including alumni or guests, may host a drone on campus with the approval of the Vice President for Administration and Finance who may consult with others.

Drone operators must provide their own license and insurance prior to approval, as well as follow all Federal Aviation Administration (FAA) Unmanned Aircraft Systems (UAS) regulations.

News Media:

McDaniel College's Office of Communications and Marketing serves as the primary institutional contact with the media. All media inquiries should be coordinated through the office under the direction of the Director of Public Relations. Requests to film or photograph athletic events at McDaniel should be coordinated directly with the Director of Athletic Communications.

Although the submission of a formal filming request is not required for news media, news media who plan to film or photograph on McDaniel's campus are asked to notify the Director of Public Relations or the Director of Athletic Communications in advance. This allows us to help coordinate interviews, if applicable, and assist with other arrangements.

Policy Contact: For questions, please contact the Office of Communication and Marketing at ocm@mcdaniel.edu

History of Revisions: 2/28/2023