



Policy UCM004: Filming and Photography

Recommended for Approval by:

A handwritten signature in blue ink that reads "Kelly Repinski".

Kelly Repinski
Vice President for Communications and Marketing

Approved by:

A handwritten signature in blue ink that reads "Jon Anderson".

Jon Anderson, Ph.D.
President

Effective Date:

April 17, 2025

A. Intent

This policy establishes guidelines for photography and videography on PennWest properties, balancing external filming benefits with maintaining a safe and productive environment.

B. Definition(s)

Facility Use Agreement (FUA): A formal contract that outlines the terms and conditions under which an individual or organization is permitted to use a specific facility for a designated purpose and time.

C. Policy

1. Personal Photos and Videos

Students, faculty, staff, alumni, and visitors may take personal, non-commercial photos/videos as long as they comply with PennWest policies and do not interfere with normal operations.

2. News-Related Filming and Photography

PennWest accommodates reasonable requests for journalistic, news-related, non-commercial shooting by members of the media, including newspapers, magazines, newsletters, online publications, broadcast television, and radio.

D. Procedure(s)

1. Non-News and Commercial Filming Approval Process and Responsibilities

All non-news and commercial filming requests must be submitted in writing to the Office of University Marketing and Communications at least 15 days before the proposed shoot by emailing communciations@pennwest.edu.

Required Information:

- Organization/individual name and description
- Contact details of the PennWest affiliate involved
- Project description
- Proposed dates, times, and duration of setup, filming, and breakdown
- Requested filming locations

University Communications and Marketing and Event Services reviews all requests. Applicants will be notified by Event Services one the request is approved or denied.

PennWest Event Services handles facility agreements, insurance, and fees. Once location permissions are secured for the specified dates and times, Event Services will execute a Facility Use Agreement (FUA). The FUA is a contractual document that must be processed through Event Services.

Before the FUA can be signed, the production company must provide proof of liability insurance as outlined in the agreement. The ULA follows a standard contract format, and any modifications require additional approval. Any additional agreements or releases proposed by the production company must be submitted for review and approval. Legal Counsel must approve any modifications to standard contracts.

2. Filming Guidelines

The following guidelines apply to all film shoots on campus:

- Filming must not disrupt academic instruction, student activities, or normal university operations.
- Commercial productions featuring the university's name, logos, or other trademarked images must obtain a license from the university for their use.
- The production company is responsible for restoring all filming locations to their original condition.
- Drone use is strictly regulated and requires additional approval from the university, as well as compliance with FAA regulations.
- The university reserves the right to have a representative present during filming.
- Filming in classrooms, residence halls, or restricted areas is prohibited without special approval.

- The university does not endorse any product, service, or viewpoint depicted in external productions.
- Event Services is available to scout PennWest locations for non-news or commercial film requests.
- The university reserves the right to revoke filming permissions at any time.

E. Related Policies

UCM001: Licensing, Trademarks, and Logos

UCM003: News Media Policy

F. Contact Information

University Communications and Marketing

Communications@pennwest.edu

G. Policy Review Schedule

All policies will be reviewed every two years or on an as needed basis if a change in BOG, PASSHE or Pennsylvania law would create the need for an immediate change.