

Policy on Photographing of and Videotaping Virginia Union University Programs and Events (including Athletics)

General Campus and Event Photography

Virginia Union University (VUU) is located on private property; thus, any professional photographers or videographers who are NOT members of the university community (students, faculty and staff) may obtain photos/video on VUU property ONLY with permission from the Division of University Relations.

Commercial photographers wishing to do business with Virginia Union University must first execute a **Photographic Services Agreement with the Division of University Relations, (257-5856)**. The agreement recognizes the university's sole ownership of resulting photographic materials (negatives, slides, prints, digital images, etc.); the photographer's inability to use any resulting images, or portions of images, without the express written consent of the university; and the photographer's obligation to surrender all resulting photographic materials to University Relations.

The photographer must submit an estimate prior to the work and an itemized invoice for services after the work is completed to the Division of University Relations.

Advanced permission is required for non-contractual photographers seeking to photograph university programs, athletic events, etc. In the case of athletic events, permission should be obtained from the Athletics Department; for all other University events, a request should be made to the Division of University Relations – (804) 257-5856 or slcrittendon@vuu.edu

Amateur photography by members of the university community (students, faculty/staff) and alumni, guests/visitors at university events is generally allowed, provided the photographer has permission of photo subjects or is photographing general crowd shots of an event considered open to the public. Use of the images from amateur photographs for financial gain is prohibited and a violation of the University's federal and state trademarks laws, subject to legal ramifications. If any photography is deemed disruptive, intrusive or out of compliance with university policies, Virginia Union administrators, faculty, staff or campus police are empowered to restrict and/or forbid photography anywhere on campus.

Photographers who capture public events on the campus are prohibited from using the photography for personal financial gain.

Generally, photography or videotaping which is carried out by the university or its schools or an educational or non-profit entity and is intended for educational or public affairs use will be permitted (subject to logistical and security concerns detailed below). Similarly, photography or videotaping which is carried out by a commercial or entertainment entity designed primarily for entertainment or commercial use will generally **not** be permitted.

Videotaping or photography for advertising or promotion of commercial products or services is not allowed. Access to the University's campus for videotaping or photography by the news media will be at the discretion of the Director of Public Relations and the Office of the President.

Because of the trademark implications, any photography or videotaping (with the exception of that by press invited in to cover University events) which portrays official signs, insignia or emblems of Virginia Union University (e.g. clearly identifiable banners, diplomas, shields) needs advance permission from the University Relations Office.

When permission is granted, the individual or entity engaging in the videotaping or photography must agree to (a) pay any location fee assessed by Virginia Union University, (b) indemnify the University against any loss resulting from the activities, (c) compensate the University for any costs or damage, (d) agree to any other terms or limitations, including specific ones to minimize disruption or security risks.

Students may not engage in videotaping or photography on university property intended for commercial distribution or public dissemination without advance permission as described above. Any student video or photography project using university facilities must comply with the University Use of Name policy.

When rooms or facilities are rented to, or otherwise used by, third-parties not affiliated with the University, they must agree to be bound by these rules, as well as the University policy on the use of Virginia Union's name. Local units that rent or donate space for outside use should include these rules in any agreements with the third-parties, or otherwise ensure notification and compliance.

Questions - Questions on the application and interpretation of this policy should go to the Director of Public Relations or his/her designee (804/257-5856).

The restrictions in this policy are not intended to limit photography or videotaping by official university representatives or students for university purposes.

Media photography must be cleared by the Division of University Relations and the Division **MUST BE NOTIFIED** in the event news media will be on campus.