



Filming, Photography, and Audio

Policy CR005

Volume 3, Communication and External Relations

Responsible Administrator: Vice President for Communications and External Relations

Responsible Office: Office of Communications and External Relations

Issued: August 2016

Policy Statement

Videography, photography, and audio recordings take place both on and off the FIT campus on a regular basis for a variety of purposes. This policy provides clarification about the procedures that are necessary before filming, photography, or audio recordings take place and during filming, photographing, and audio recording. It also provides clarification about necessary permissions for use of content. Adherence to this policy and any other college policies will ensure that recordings are made with documentable releases and consents by those being filmed, photographed, or spoken to; that secured location agreements protect all parties and are in compliance with legal and liability issues; that ownership and usage rights are clear; that the academic environment is not unduly disrupted; and that the brand and image of both FIT and the creative output of the FIT community are protected.

Employees and students, other college-affiliated individuals, and all external parties, including media, must work directly with Communications and External Relations (CER) in planning, approving and carrying out filming, photography, and audio related to FIT (with the exception of curriculum-based work). Requests need to be submitted in advance, with reasonable time given for information gathering and due consideration.

Reason for the Policy

FIT is committed to protecting the college's mission and brand; the proprietary rights of student and employee works; and the educational goals of the institution, its employees, and its students. While filming and photographing the campus; its programs, projects, and events; and the community are necessary and important for many reasons, it is critical for image-making and audio recording to fall within parameters that benefit, not interfere, with the college's objectives.

Who is Responsible for this Policy

- Division of Communications and External Relations
- Office of Facilities Rental and Special Events

Who is Affected by this Policy

- All members of the FIT community- administrators, faculty, staff, and students
- All external videographers and photographers retained by third parties working with the college

- All third parties making requests to conduct videography and/or photography and/or audio recordings
- FIT and FIT-affiliated faculty, staff, and employees conducting filming, photography, or audio recordings

Definitions

- **Certificate of liability insurance:** General liability insurance that protects the college from liability claims, including but not limited to claims of bodily injury, associated medical costs, and damage to property
- **Commercial shoots:** Movies, television shows, digital content, commercials, advertisements, editorial site locations, and other video or photo shoots that are for commercial purposes, in whole or in part
- **FIT partners:** Any third party with which the college has a relationship, including but not limited to contest sponsors, program, and/or course sponsors, research partners, architects, caterers, contractors, guest lecturers, and performers
- **Identification and establishing shots:** Any interior or exterior image that identifies the college by name, signage, logo, or identifiable building, thereby visually establishing the photograph or video image as located at FIT
- **Institutional shoots:** Videography or photography done on behalf of the college
- **Location agreement:** A legal contract between FIT and a third party outlining the terms and conditions of filming or photographing a project at FIT, including restrictions on the use of FIT property
- **News media:** Journalists, photographers, videographers, and editors who report for media outlets that report news and cover media-worthy event
- **Release:** A legal document, signed and dated, defining and granting use of the image(s). FIT requires that all images of children under age 17 include releases signed by parents or legal guardians.
- **Spokespeople:** Individuals designated by CER to speak on behalf of the college
- **Students' Work:** Work created by students as part of their curricular or FIT-related extracurricular activities
- **Unmanned Aircraft Systems ("UAS"):** Also known as drones, a UAS is any contrivance invented, used, or designed to navigate, or fly in, the air that is operated without the possibility of direct human intervention from within or on the aircraft.

Principles

Professional members in the Division of Communications and External Relations (CER) at FIT represent the college and its community. CER has two separate units that are responsible for different types of media-related work. The Media Relations unit of CER acts as the designated contact point for all external requests for filming, photography and audio recording that is in any way related to the college, its campus, and/or any member of the FIT community as it relates to that person's role at the college. The Communications unit of CER acts as the designated contact point for all internal requests for filming, photography and audio recording related to promoting and marketing FIT's programs, events, or activities. All requests will be reviewed in order to evaluate the benefit to the college and members of its community, prevent the disruption of college operations, and ensure compatibility with FIT's mission.

- **Photo Use Policy**

- **News Media**

Photographs owned by FIT and displayed on the electronic press kit are provided free to media for purposes of news coverage. All other uses are prohibited without express written consent from Media Relations. FIT's granting of access to this site and the images contained on it does not imply unlimited-use permission nor release of copyright restrictions. These images are provided for one-time, short-term, news-related use only. Use of these images in commercial, non-news-related print or digital, or any other use, is prohibited. Appropriate credit must be given.

- **Photographers and Videographers Hired by the college**

FIT hires freelance photographers and videographers to capture images for use on college websites, publications, and social media. FIT has unlimited use of photographs and video on its own properties, such as on FIT websites, official social media channels, and print collateral, and for distribution to the media as stated above. Freelance photographers maintain ownership of the original image. Images taken by FIT personnel on college business are the property of the college. FIT personnel may use images on FIT-related communications channels such as departmental websites or print materials. CER, in coordination with other college divisions that have holdings, is the only unit authorized to release FIT-owned or FIT-licensed images to third parties outside of the college.

- **Personal Use**

No permissions are required by individuals who capture images for non-commercial use.

- **Releases and Permissions**

FIT does not collect photo releases from faculty, staff, students, or visitors to campus who are incidentally included in photos or videos that are taken by college personnel or freelancers hired by CER when they are capturing images of activities, classrooms, events, and the campus environment. When possible and practical, FIT staff photographers or hired freelancers will notify individuals within the photography area that photographs are being taken for college use, and individuals may then choose to exclude themselves. Best efforts will be made to exclude these individuals.

Third parties who require releases and permissions are responsible for obtaining them. Students or college personnel who are photographed on campus in a non-incident setting (i.e., student

working in a lab, faculty member lecturing, etc.) will be notified that photographs are being taken, and individuals may then elect to exclude themselves. Best efforts will be made to exclude these individuals.

FIT reserves the right to use such images as part of its general marketing and communication efforts in publications, on the FIT website, and FIT-related social media. Individuals who see images of themselves that they do not want to be used may contact Communications and External Relations via email to request that these photographs be eliminated from any future use. Releases and permissions are required when photographing, videotaping, or audio taping individuals for use in advertising. Note: Photographs of FIT pre-college students under the age of 17 require release forms signed by a parent or legal guardian.

- **Unmanned Aircraft Systems (Drones)**

Any recordings made via UAS either from or above FIT property must be explicitly approved in writing by CER. All outdoor flights are regulated by the Federal Aviation Administration, and all use of UAS must be operated in compliance with FAA regulations as well as all federal, state, and local laws at all times. Recordings may not be made in a manner that would violate any person's reasonable expectation of privacy. Before recording via UAS can be authorized, the operator must provide FIT with proof of FAA authorization and proof of sufficient liability insurance to cover operations. FIT's Department of Public Safety must be notified in advance of any proposed UAS activity, including the details for the flight.

Responsibilities

- **Oversight and Responsibilities of Media Relations**

The Office of Media Relations is directly responsible for evaluating and overseeing all third party requests for filming, photographing, and audio recording and related responsibilities, including as follows:

- News media filming, photography, videography, and audio, both traditional and nontraditional
- Any commercial shoot in which FIT will be identified, directly or indirectly. (Commercial shoots in which FIT will not be identified are handled by Facilities Rental and Special Events.)
- Locations, including anywhere inside FIT buildings/residence halls; FIT's exterior campus and locations bounded by Seventh Avenue and Eighth Avenue on 27 Street; and the residence hall located on 31 Street and its exterior environs. Additionally, off-campus sites where members of the FIT community and/or FIT-related work are videotaped, photographed, and/or audio taped. (Note: filming and photography are expressly forbidden under any circumstances in locations considered to be private, such as restrooms, locker rooms, and dressing rooms.)
- Identification and designation of spokespeople
- Securing necessary location agreements, certificates of liability insurance, and releases

- **Oversight and Responsibilities of Communications**

The Communications staff is directly responsible for overseeing image capture for use by Media Relations as well as in marketing materials such as publications, advertising, the FIT website, and official social media channels. They oversee the following:

- CER staff assigned to photograph and videotape

- Other units of the college on assignment for FIT
- Freelance photographers and videographers hired by FIT
- Contractors, such as design firms and advertising agencies, retained by FIT to assist in the development and production of marketing/promotional collateral
- Other contractors retained by the college who want to document their work, such as architectural firms.

Procedures

- **Requests by External Parties**

- **Requests Directed to FIT Employees**

Any FIT employee who, in connection with their status as a member of the FIT community, receives a media request from a third party (or who wishes to initiate contact with third-party media) must first coordinate with CER's Office of Media Relations¹.

- **News Media**

Members of the news media who want to film, videotape, audiotape, and/or photograph at FIT and/or interview members of the FIT community who will be identified as such must request access from the Office of Media Relations of CER. Verbal permission is usually sufficient, with no need for releases or permits.

Members of the FIT community who are contacted directly by the media must refer the media to Media Relations. Media cannot gain access without proper credentials and prior approval by an employee of the Media Relations office. No other member of the FIT community can grant access. Members of the media must be accompanied by an FIT employee of the Media Relations office while on campus.

- **Commercial Filming, Videography, Photography, and Audio Taping**

Permission is required for all commercial filming, photography, and audio activity at FIT, including outside production companies, photographers, filmmakers, and others. Photography and filming will be allowed at the sole discretion of CER. It cannot unduly disrupt academic activity, business operations, and student life. Script approval at the college's discretion may be required. FIT support services, such as Public Safety and IT media engineers, will be mandated by the college, in its sole discretion, and paid for by the external party. Cancellation fees will apply. For a fee schedule, visit <http://www.fitnyc.edu/facilitiesrental/rates.php>.

If the college will be identified, all credits and references will be determined by CER/Media Relations and approved or denied in advance of shooting. Review of rough cuts may be required before any consideration. Requests to film or photograph, or

¹ As a college of the State University of New York (SUNY), FIT fully complies with the New York State Freedom of Information Law (FOIL), which was enacted to assure public accountability of state agencies while protecting individuals against unwarranted invasions of personal privacy. Pursuant to SUNY Policy 6601: Compliance with FOIL, FIT's public records are made available through the Office of the General Counsel, and any employee receiving a public records request from the media must direct the request to the Office of the General Counsel and inform CER of the request.

audio tape for commercial purposes at FIT must be submitted in writing. Such requests include:

- Detailed description of the project
 - Company name, address, and contact information
 - Name and contact information for the lead executive
 - Location(s) requested
 - Date(s) and time(s), from arrival to departure
 - Number of people and their roles
 - Whether FIT will be identified as the location
 - Use of images and/or audio
- **FIT Partners/Third-Party Requests**
Any third party with which the college has a relationship, including but not limited to contest sponsors, program and/or course sponsors, research partners, guest lecturers, performers, architects, contractors, and contractors that want to videotape and/or photograph and/or audio tape in relation to their work with FIT, must contact CER/Media Relations for approval. Such requests must include:
- Detailed description of the project
 - Company name, address, and contact information
 - Name and contact information for the lead executive
 - Location(s) requested
 - Date(s) and time(s), from arrival to departure
 - Number of people and their roles
 - Use of images and/or audio tape

Photography, filming, and audio taping will be permitted at the sole discretion of CER and may not unduly disrupt academic activity and student life. Script approval may be required. FIT support services, such as Public Safety and IT media engineers, will be mandated by the college in its discretion and paid for by the outside party. Cancellation fees will apply. For a fee schedule, visit <http://www.fitnyc.edu/facilities-rental/rates.php>. All credits and references to the college will be reviewed by CER/Media Relations and approved or denied in advance of shooting. Review of rough cuts may be required before any consideration.

- **Identification and Designation of Spokespeople**
FIT spokespeople are identified and designated by CER. No person who has not been selected by CER may speak as a representative of the college.
- **Location Agreements, Certificates of Liability Insurance, and Releases**
These documents, which may be required for certain shoots, are coordinated by CER/Media Relations in consultation with the Office of the General Counsel.
- **Requests by Internal Parties**
CER assigns departmental personnel and hires freelance photographers and videographers to capture images of college life, classroom activities, special events, and the campus environment for use in strategic communications, marketing, and media relations. If a request is made to CER for photography/video/audio taping services, the request will be evaluated to determine if the proposed images will support college-level communications and marketing priorities. In this case

CER will retain a photographer at its expense. If the images will not be used by CER in its communications, marketing, or media activities, CER can assist the requester in retaining a photographer at the unit's expense. Note: Members of the FIT community who are approached by the media and any outside parties (or who wish to initiate such contact), including for contests or other affiliations regarding photography and/or videography, and/or audio must contact the Office of Media Relations in CER in advance of interacting with the media or other third parties. The Office of Media Relations reviews and oversees all such requests.

- **FIT Employees (Administration, Faculty, and Staff)²**

FIT employees are permitted to capture images to be used for non-commercial, educational, or administrative purposes without any special permissions. Photography, videography, audio taping must be conducted unobtrusively without interrupting campus programming or activities. Examples of photography and video permitted include image capture for:

 - Documentation of classroom lectures or seminars
 - Documentation of athletic events or student performances
 - Curriculum requirements to include in course materials and teaching
 - Documentation of work students create as part of their curricular or extra-curricular activities with the students' permission and credit
 - Use on FIT-related social media (see Social Media Policy)
 - General use, for example, of the campus environment, of guests and visitors incidentally included at events and when visiting FIT

- **FIT Students**

FIT students are permitted to capture images to be used for non-commercial, educational, or administrative purposes without any special permissions. Photography, videography, and audio taping must be conducted unobtrusively without interrupting campus programming or activities. Examples of photography and video permitted include image capture for:

 - Creating work assigned for a course or project
 - Documentation of athletic events or student performances
 - Use by registered student organizations for purposes of documentation
 - Documentation of classroom lectures or seminars
 - Documentation of work students create as part of their curricular or extra-curricular activities with the students' permission and credit
 - For use on FIT-related social media (see Social Media Policy)
 - General use, for example, of the campus environment, of guests and visitors incidentally included at events and when visiting FIT.

Violations

N/A

² Nothing in this policy restricts or is intended to restrict the rights of any FIT employee or student from recording or photographing at FIT that is done in compliance with law and FIT policy.

Related Policies

- [Blogging](#)
- [Campus Safety and Security](#)
- [Contests and Industry Sponsored Projects](#)
- [Copyright](#)
- [FERPA](#)
- [Fire Safety](#)
- [Social Media](#)

Related Documents

- Electronic Press Kit
- [FOIL](#)
- [Rates and Fees](#)

Contacts

- **Executive Director of Public and Media Relations**
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(212) 217-4700