



East Central University

Filming, Photography & Media Policy

Purpose

This policy establishes guidelines for filming and photography on the East Central University (ECU) campus to ensure activities support the university's mission, protect the ECU brand, and do not disrupt campus operations.

ECU encourages departments, faculty, staff, and student organizations to share the story of campus life. This policy is designed to support those efforts while providing appropriate oversight for external and high-impact productions.

Scope

This policy applies to:

- ECU faculty, staff, and students
- Student organizations
- External photographers, videographers, media, and production companies
- Any filming or photography conducted on ECU property or representing ECU

Routine Internal Photography & Video

Faculty, staff, and student organizations may capture photos and video for routine, non-commercial purposes (e.g., events, social media, classroom use) without prior approval, provided that:

- Content reflects ECU in a professional and appropriate manner
- ECU branding and logos are used in accordance with Identity Standards
- Filming does not take place in restricted or sensitive areas
- Privacy rights of individuals are respected

This policy is not intended to limit everyday campus storytelling or departmental communications.

Commercial Use & External Filming

Use of university property, facilities, or identifiable institutional assets for commercial, promotional, or revenue-generating purposes is not permitted without prior approval from the Office of Marketing and Communications.

Departments may conduct their own filming for internal purposes; however, any use of external photographers, videographers, contractors, or production crews on campus must be coordinated in advance through the Office of Marketing and Communications.

All external media and production requests must be coordinated through the Office of Marketing and Communications.

Depending on the scope of the project, the university may require:

- A formal agreement or location release
- Proof of insurance
- Defined filming schedule and locations
- Supervision or coordination with university staff

The university reserves the right to approve, deny, or limit external filming requests.

When Approval Is Required

Approval from the Office of Marketing and Communications is required in the following situations:

- External individuals or organizations are on campus for filming or photography
- Filming or photography is intended for commercial, promotional, or public distribution
- Specialized equipment is used (e.g., drones, lighting rigs, large-scale setups)
- Content represents ECU in an official, institutional, or branded capacity
- Filming is proposed in restricted or sensitive areas

The Office of Marketing and Communications may require a university representative to be present during approved activities.

Requests should be submitted at least three (3) business days in advance. Larger or more complex projects may require additional lead time.

Academic & Student Affairs Notification

For any filming or photography involving academic spaces, classrooms, laboratories, student services, or other areas under Academic and Student Affairs, the Provost and Vice President for Academic and Student Affairs (or designee) will be notified in advance by the Office of Marketing and Communications.

Name, Image, and Likeness (NIL) Activities

ECU permits student-athletes to engage in Name, Image, and Likeness (NIL) activities in accordance with applicable laws, NCAA guidance, and Great American Conference policies.

NIL activities must be conducted independently and may not use or reference university property, facilities, or identifiable institutional assets, nor imply university endorsement or affiliation. Student-athletes are responsible for ensuring compliance with all applicable requirements, and the university reserves the right to address activities that misrepresent or conflict with institutional standards.

Footage captured on ECU property under approval is authorized solely for the project described and may not be reused, repurposed, edited into, or distributed as part of NIL, endorsement, sponsorship, or other commercial promotional content involving ECU student-athletes or ECU athletics without prior written approval from the Office of Communications & Marketing.

Political Activity & Campaign Filming

University facilities and property may not be used for campaign-related filming or photography on behalf of political candidates, campaigns, or partisan political organizations.

Filming intended to support, promote, or oppose a political candidate or ballot initiative is not permitted on university property.

This restriction does not apply to:

- Legitimate news coverage
- Academic instruction
- University-sponsored, nonpartisan events

Identity Standards | ECU Branding

All content representing ECU must adhere to established identity standards.

- Official logos, marks, and colors must be used in accordance with ECU Identity Standards
- Altered or non-approved logos are not permitted
- Content must be accurate, professional, and aligned with ECU's mission

The Office of Marketing and Communications may request edits or removal of content that does not meet these standards.

Privacy & Permissions

All filming and photography must comply with applicable privacy laws and university policies. Additionally, this policy is not intended to limit individuals from taking graduation or other special event photographs on campus, so long as the general provisions of this policy are adhered to. If an individual anticipates using specialized equipment for such photographs, bringing large entourages onto campus, or some other extraordinary circumstance exists, approval is required (see When Approval Is Required).

- Individuals should provide consent when they are the primary subject
- FERPA guidelines must be followed
- Filming in classrooms requires appropriate approval

Operational Guidelines

Filming and photography must not interfere with normal university operations.

- Do not block access points or disrupt campus activities
- Equipment must be used safely
- Filming should not occur in restricted or sensitive areas

Ownership & Use of Content

ECU reserves the right to request copies of content captured on campus for institutional use unless otherwise agreed upon in writing.

Enforcement

Failure to comply with this policy may result in:

- Immediate cessation of filming or photography
- Removal of published content
- Loss of future filming privileges
- Additional action as appropriate under university policies or applicable law