



## Maryville College Professional Photography Policy

This information governs the policies for commercial photographers on Maryville College-owned property by non-campus individuals or companies. For convenience, the word “photography” has been used throughout this document to represent any of the following: still photography, digital imaging, filming, videotaping and motion pictures. “Commercial photographer” and “commercial videographer” are defined as professionals who charge a fee for their services.

All commercial photographers and videographers who are not part of College or Clayton Center for the Arts (CCA) operations and wish to use the College’s and/or CCA’s premises for business purposes must have prior permission from the College. Requests should be made online via the form below which will be submitted to the College’s Office of Corporate Sales and Events. All requests must be made at least 10 business days in advance of the proposed shoot date.

The College’s Office of Corporate Sales and Events is responsible for coordinating the appropriate date, time and location of commercial photography, taking into account other College and CCA events such as Homecoming and Commencement, and booked events such as conferences and weddings. Commercial photography cannot interfere with or disrupt such events.

The staff of the Corporate Sales and Events office will inform the Office of Campus Safety and Security when commercial photography has been approved, sharing the time, date, location, duration and purpose of such activity. Depending on the scope and duration of the shoot, Corporate Sales and Events may also provide a staff escort for the photographer or videographer.

### **Still photography and digital imaging**

Photography and video of iconic and identifying College and CCA venues and locations that is intended for use in advertisements and materials promoting external businesses and organizations are prohibited unless first approved by the College’s Office of Marketing and Communications.

Faculty, staff, students (including student-athletes) and visitors may not be used as models or subjects, unless the appropriate rights release is obtained. Copies of pertinent documents must be submitted for review and approval by the College’s Office of Marketing and Communications before shooting begins.

Professional photographers who wish to use the buildings and grounds of Maryville College, including the Clayton Center for the Arts, regularly for the purposes of portrait, nature or other commercial photography are encouraged to become Preferred Photographers of Maryville College by signing an agreement; providing a certificate of insurance that names Maryville College as additionally insured during the use; providing a copy of their business license; and paying a minimum of \$500 to the College annually. These funds support the maintenance and upkeep of the campus and buildings.

Preferred Photographers are required to book their shoots through the College’s Office of Corporate Sales and Events but receive 5 two-hour sessions as part of their agreement with the College. As another benefit, these photographers may have their name and contact information listed on the Maryville College website. Preferred Photographers are issued ID cards with lanyards from the Office of Corporate Sales and Events that should be worn at all times when working with clients on the campus.

Photographers who do not wish to become Preferred Photographers are required to schedule photo shoots through the College’s Corporate Sales and Events Office, show proof of insurance and pay the hourly rental cost of the spaces they are utilizing.

Any commercial photographer who does not show appropriate permission, identification and/or credentials may be asked to leave the campus immediately by Campus Safety and Security.

## **Videography, Film and Motion Pictures**

The content of video and film shoots should not negatively impact the reputation and branding of Maryville College and its educational mission, history, values and standards. The College reserves the right to review all scripts, storyboards and other content pertaining to on-campus shoots.

Videographers and film crews are required to book their shoots through the College's Office of Corporate Sales and Events and pay a fee that is determined by location(s), scope and duration of the shoot. These professionals must also provide proof of insurance and a business license.

Any commercial videographer who does not show appropriate permission, identification and/or credentials may be asked to leave the campus immediately.

### **Additional information**

None of the above policies are intended to prohibit or hinder Maryville College faculty, staff, students, alumni or members of the general public from photographing or videotaping campus activities for their personal use, so long as doing so does not interfere with campus activities or personnel.

Maryville College reserves the right to deny, for any reason, access to campus buildings and grounds for filming purposes. While as a matter of tradition and custom the Maryville College campus has been open to the public throughout its history, it must be recognized that the college campus is private property and individuals found to be in violation of Maryville College policies and rules can be requested to depart the premises should they refuse to comply.