

DePaul University Filming Procedure Summary

DePaul is closed to filming by non-university and commercial entities except in special circumstances. DePaul is open to student and faculty film projects as part of academic courses as well as advertising and promotional projects arranged by university officials for university purposes.

This procedure details the requirements to coordinate approved filming on campus, request an exemption to allow filming by non-university and commercial entities and secure written approval for use of DePaul's name, identity or corporate marks in any film project.

Exemptions for non-university filming and student or faculty film projects that are intended for use outside the classroom setting and include DePaul's name, identity or corporate marks must be approved by the associate vice presidents for Public Relations and for Marketing Communications as well as the university's president prior to filming. This approval process is designed to protect DePaul's image, reputation and corporate marks.

Detailed Procedures

DePaul's campuses are closed to filming of movies, television shows, commercials and other projects by outside entities except under special circumstances. Public Safety is empowered to ask all unapproved film crews to leave campus. Under rare circumstances, an exception may be granted for this type of filming if certain conditions are met. (*See "Requirements for an exception" section.*)

DePaul's campuses are open to student, faculty and staff filming for academic projects intended exclusively for classroom use, projects intended for external distribution, and in certain cases, projects that identify DePaul or use images of its buildings, campuses or corporate marks.

All who engage in filming under this procedure must respect the wishes of anyone on campus who declines to be filmed.

Students, faculty and staff may not use their access to DePaul's facilities by virtue of their enrollment or employment to engage in filming for another entity that does not have such access. If students, faculty or staff seek to film something on campus for an external organization, they must follow the requirements for non-university and commercial filming and qualify for an exception.

DePaul regulates the use of its name, likeness and corporate marks in commercial and other film projects distributed outside the university. Such projects must receive written approval from DePaul's associate vice presidents for Public Relations and for Marketing Communications as well as the university president to use its name, likeness or corporate marks. Because this process takes time, DePaul cannot accommodate last-minute filming requests. (*See Trademarks and Licensing policy at <http://policies.depaul.edu/policy/policy.aspx?pid=29>; Campus Connection login and password required*)

DePaul's status and reputation make it an attractive partner for many organizations and entities, but some uses of DePaul's name may not support the academic purposes of the university. All members of the institution benefit when its name is well used and suffer when it is ill used. The university takes a legitimate interest in the use of its name, likeness and marks for at least three reasons:

1. The university has a responsibility to ensure that any implied association with DePaul is accurate, and that attaching DePaul's name to something clearly indicates the level of accountability the institution has over the body of work that bears its name.
2. The university has a responsibility to ensure that the activities with which it is associated are consistent with its educational purposes and protect DePaul's academic integrity and reputation as an academic institution.
3. The university and its members have a responsibility to protect its assets by seeking a fair share of the economic value that the use of the DePaul name produces.

DePaul should not appear to endorse a project over which the university has no creative or editorial control (see Endorsements policy); DePaul's name and facilities should not appear in storylines that conflict with the university's academic integrity or reputation; the business of the university will not be unduly interrupted by filming; students, faculty, staff and neighbors will not be inconvenienced unnecessarily by non-university projects; and the university will be appropriately compensated for the value of its name, corporate marks and campus images included in film projects.

If an exception is made to allow filming, the university must have a signed contract, appropriately valued insurance bond and any agreed upon payment in hand prior to the start of filming.

A separate procedure governs professional and student news media.

How to Request an Exception

Requirements for an exception to be considered for non-university and commercial filming:

All of the following requirements must be provided to the associate vice president for Public Relations before an exception is considered.

1. A dean or vice president must recommend the exception and designate a member of his/her staff to serve as film coordinator (*see responsibilities below*). The associate vice president for Public Relations also may recommend an exception on behalf of the university when it is determined that the positive public relations and/or marketing value of DePaul's participation merits it.
2. The president must approve DePaul's participation if the university will appear in a major production. The associate vice president for Public Relations may decide if DePaul is to appear in a small scale, limited distribution, trade or student production.
3. The executive submitting the exception request should state the case for granting an exception. Substantial compensation that would enable a department to better achieve its goals may be an acceptable rationale, assuming that the sponsoring department assumes total responsibility for the production and covers all actual costs the university incurs as a result of the filming, such as electricity, security and property damage, among others.
4. The executive requesting the exception must either be the primary user of the space to be filmed or secure the permission of the primary user, i.e., a dean may not approve use of space in another college's facility without their knowledge or permission. Shared facilities would require permission from all deans or vice presidents whose departments use that space regularly.
5. Exemptions for projects that are intended for use outside a classroom setting and include DePaul's name, identity or corporate marks must be approved prior to filming by the associate vice presidents for Public Relations and for Marketing Communications for small scale, limited distribution, trade or student productions. The president must approve major productions prior to filming. This approval process is designed to protect DePaul's image, reputation and corporate marks and ensure the university's association with themes that support its academic mission.

Responsibilities of the Film Coordinator

Responsibilities prior to approval of filming:

1. Serves as the liaison between the university and the film company.
2. Shows the space to the location scout and answers his/her questions.
3. Obtains written approval (e-mail will suffice) from all department heads whose staff may need to be involved, beginning with Public Safety and Facility Operations.
4. Secures from filmmakers on company's official corporate letterhead a summary of the film's storyline; a detailed description of scenes to be filmed on campus that notes if and how DePaul will be portrayed and any references to DePaul; an indication of the project's audience and where it will be shown; anticipated time to be spent on campus, including set-up and break-down; and a detailed description of space needs, number of people the project will bring to campus and volume of equipment to be used (i.e., number of cameras, lights, other equipment, cars, trucks, etc.) The filmmakers must also provide script pages to be filmed on campus for the university to review prior to making a decision to approve filming on DePaul's campus.
6. Shares this information with dean or vice president for review prior to requesting the exception and ensures its inclusion with the exception request.
7. Ensures that all required documents are provided to the appropriate entities.

Responsibilities after approval of filming:

8. Secures a legal agreement with the Office of the General Counsel and ensures that all parties sign it before set-up of equipment or actual filming. The dean or vice president who recommended the exception must sign the contract. The contract must specify the spaces that the film crew is allowed to use; last-minute requests for access to unspecified facilities, rooftops or other non-public locations cannot be accommodated.
9. Consults with Office of Risk Management and Environmental Health & Safety to determine insurance and indemnification terms required and ensures that these conditions are included in the legal agreement prior to its execution.
10. Communicates how much the filmmakers will be charged based on a decision by the dean or vice president submitting the exception request. This cost must be noted in the contract and payment must be made before the start of filming.
11. Notifies people who may be affected, including students, faculty, staff, visitors, and community members, beginning with university officials responsible for these areas, e.g., Community and Government Relations in the case of neighbors. Notification should be given well in advance to give anyone inconvenienced or displaced from a campus facility time to make other arrangements.
12. Alerts the Associate Vice President for Public Relations to final arrangements.
13. Monitors the filming to ensure that the filmmakers adhere to all the stipulations to which they have agreed.

Requirements for student film projects

Coordination procedures for student film projects shot on campus for classroom use:

1. DePaul students working on class projects who plan to film in common areas or non-public areas inside campus facilities are required to obtain permission from the manager of that space preferably three days in advance, but minimally 24 hours in advance. *Permission is not guaranteed. DePaul is unlikely to close off public facilities like restrooms and elevators for filming.*

2. Filming should not interfere with the normal flow of building traffic or campus safety. Exits cannot be obstructed. Equipment should not create tripping hazards.
3. If students plan to film an event, they must get the event sponsor's permission in addition to the space manager's permission preferably three days in advance, but minimally 24 hours in advance for events scheduled 24 or more hours prior to their occurrence. For events scheduled less than 24 hours prior to their occurrence or events that happen spontaneously, students should secure permission from the sponsor prior to filming.
4. If permission is granted, students are required to notify Public Safety on that campus of the time, date and location of their scheduled filming and report who gave them permission to ensure it is a person with the authority to grant it.
5. Students who wish to interview faculty or staff in their campus offices should make prior arrangements by contacting the interviewee to request and arrange interviews, then alert Public Safety, which is responsible for enforcing film procedures, of the time, date and location of the interview.
6. Student film crews should carry their student IDs with them at all times during the shoot so that Public Safety and university administrators can confirm they are DePaul students.
7. Student film crews shall honor the request of any students, faculty, staff or guests who decline to be filmed while on campus.
8. Students should be familiar with and comply with the "Student Film Production Guidelines" on matters of insurance.
9. Students filming outside on public or private property should contact the Chicago Film Office for review. This is not necessary for filming on DePaul's private property if the crew size is five or fewer unless the filming involves weapons or fireworks or could alarm passersby. If a gun or any weapon will be fired or seen in public, arrangements must be made in advance via the film office for a Chicago Police Officer to be on the set. If pyrotechnics of any sort are used, the Chicago Fire Department and possibly police need to be on set. Chicago Film Office, 121 N. LaSalle Street Suite 806, Chicago, IL 60602, Phone: 312.744.6415, Fax: 312.744.1378, Email: filmoffice@cityofchicago.org, URL: www.chicagofilmoffice.us.
10. Students must notify Public Safety in advance if any prop weapons are going to be used or if any activity not normally allowed on campus will be staged, e.g. a fight.
11. If the project causes damage to any DePaul property, it should be reported immediately to the Dean of Students Office at 773/325-7290.
12. Filming in DePaul facilities should take place during normal business hours.
13. Faculty members who assign student film projects are responsible for making students aware of DePaul's procedures for student filming on campus and for ensuring students follow these policies.
14. If, after complying with these requirements, students encounter unreasonable interference to their filming by DePaul employee(s) or fellow student(s), they should contact their professor for assistance.

In the event a student film will be distributed outside DePaul (i.e., presented at an off-campus film festival or competition; on a non-DePaul television station or cable network; or distributed publicly in another manner; including posting on a multi-media sharing Web site such as YouTube or iTunes; or if it becomes a commercial venture, such as being purchased by an outside producer or distributor), the following requirements apply in addition to 1-14 above:

15. If the film project involves no usage of DePaul University's name, identifiable images of its campuses or buildings, or its corporate marks, then distribution may proceed without taking further steps.
16. If the film project includes any use of DePaul's name, identifiable images of its buildings, campuses or corporate marks and is distributed outside the classroom setting, the use of DePaul's name, image and/or corporate marks must be approved by the AVPs for PR and for Marketing Communications and, as appropriate, the university's president prior to filming. This approval process is designed to protect DePaul's image, reputation and logos and ensure the university's association with themes that support its academic integrity and reputation. In rare cases, such as when students seek to

distribute a project outside the classroom that was originally intended solely for internal use, students can seek permission to use DePaul's marks and images after filming is complete.

17. Requests for review should be submitted to the AVP for PR a minimum of one week in advance of a decision.