DePaul University Filming Procedure Summary

DePaul is closed to filming by non-university and commercial entities except in special circumstances.

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.

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.)

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

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 vice president for Public Relations and associate vice president 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.
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 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 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 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 vice president for Public Relations and associate vice president 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 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.