



FINAL POLICY

Policy Name	Photography/Videography
Policy Category	Communications
Policy Approved By	Vice President
Responsible Division Head or VP	Vice President for Communications
Responsible Department	Design and Web Services
Responsible AVP or Director	Creative Director
Original Policy Date	12-16-2011
Last Known Revision Date	6-28-2018
Current Policy Effective Date	12/1/2021
Recommended Policy Review Date	12/1/2023
Policy Applies To	Entire Campus
Additional Authority/References	N/A

POLICY PURPOSE

To provide guidance for external organizations requesting to film and/or take photos on the Albright College campus for marketing, news and other promotional purposes.
To provide guidance on the college's use of external freelance photographers and videographers in order to conserve campus resources and to keep brand standards consistent.

BACKGROUND

The Communications Division is responsible for managing photographic services and coordinating the production of images used to market, advertise and promote Albright College. The Communications team does so through the use of external freelance photographers and videographers, Communications staff, and other authorized personnel. In order to be better stewards of our resources and to maintain branding standards, the following policy and accompanying procedures have been established to provide creative oversight and coordination for all campus photography and videography needs used for marketing and promotion of the college. *Please note, this policy does not apply to photography and videography used for academic purposes.*

POLICY TEXT

On-Campus Filming or Photography by External Organizations

As a private college, Albright's permission is required for any filming or photography on the Albright campus by news professionals, professional or commercial photographers and filmmakers, and campus visitors, faculty, staff or students taking pictures or filming for commercial purposes.

Personal photos may be taken by students, parents, faculty, staff, alumni and other campus visitors so long as: 1) they are used exclusively for personal, non-commercial purposes; 2) they do not interfere with the ongoing operations of the college; and 3) they do not interfere with the planning, set-up or implementation of activities or events at the college.

Notwithstanding the foregoing, Albright College reserves the right to prohibit any filming or photography on its campus for any reason, including if the filming or photography creates the potential for: 1) disruption of academic, research, business or student activities; 2) damage to or alteration of college property; 3) inappropriate use of Albright's name, marks or image; 4) disruption of traffic, parking or pedestrian pathways; 5) other safety hazards; or 6) violations of the college's privacy policies.

Photography Produced for Marketing and Promotion

Communications serves as a broker for contracts with freelance photographers, and therefore must be involved prior to an agreement to proceed. Communications maintains a list of approved freelance photographers whose rates vary. These approved vendors meet not only professional standards, but also grant Albright College full ownership of images produced.

All photography produced and delivered by freelance photographers who are paid for their services through Albright accounts must adhere to the procedures attached to this policy, with the exception of departments who require significant photography during the course of a year. These departments may hire approved freelance photographers independently with the express written permission of the Communications Division.

Videography Produced for Marketing and Promotion

In order to better steward our resources and to maintain branding standards, video production projects are coordinated through the Communications Division, which provides oversight to ensure efficient use of limited resources. This impacts two types of video projects:

- **Marketing/Promotion of College Assets to External Audiences**

All videos which are promotional or related to the college's branding, and which target external audiences, must follow the procedures attached to this policy. This includes all videos intended to be shown during any high-profile Albright event.

- **Any Vendor/ Paid Video Production**

All video projects to be recorded and/or edited by videographers who are paid for through Albright accounts must adhere to the procedures attached to this policy. The Communications Division serves as a broker for contracts on such projects, and therefore must be involved prior to an agreement to proceed. Failure to follow the process may result in reimbursements not being approved.

Once a video project is completed:

- All videos must be closed-captioned.

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- All video services paid for by the college are property of the college, and as such, the college should receive a final, complete copy of the work and reserve the right to control its archival home on Albright servers or social media, and when it is released, re-released or archived for historical purposes.
- The above does NOT apply to short videos recorded for social media events on departmental social channels, but those also shall not exceed three minutes in length unless educational or instructional.

ASSOCIATED PROCEDURES LOCATION

Procedures for requesting and scheduling a photo and/or video shoot are posted in the procedures section of the policy website and on the Communications Division’s webpage.

REVISION LOG

DATE OF REVISION	MAJOR CHANGES <i>(Note: electronic copies of the former versions of the policy must be maintained within the unit, department, or division)</i>
12/1/2021	Reviewed through DEI lens; minor edits to clarify that this policy pertains to photos/videos for marketing and promotion only, not for those associated with academic purposes; procedures pulled out into separate document; final policy posted using updated template.
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