

I. INTRODUCTION

- A. This Policy sets forth the scope of photography and videography services available to the University and the instances when photographers and videographers working on behalf of the University can take photographs and videos in public with implied consent.
- B. This Policy also sets forth requirements for photography/videography by non-University personnel and by members of the University community for private, non-profit, commercial or newsgathering purposes.

II. POLICY OVERVIEW

- A.

services are:

[Marketing & Communications](#); and
[Digital Media Services](#)

In addition to Marketing and Communications and Digital Media Services, there are several departments (identified in the Resources/University Providers section below) that have dedicated staff photographers and videographers.

4. The University client will be required to pay for: (a) any fees associated with University-provided photography and videography services, (b) freelance charges when applicable, and (c) print processing, delivery and mailing.

B. Permission to Photograph on University Premises

1. The University is located on private property; thus, any photographers or videographers who are NOT members of the University community may obtain photos/video on University Premises ONLY with permission of:
 - a. The subject(s) of their photography/videography;
 - b. The cognizant building/office/department/school administrator; and/or
 - c. The Division of Marketing & Communications.
2. Amateur photography/videography by members of the University community and guests/visitors at University events is generally allowed, provided that the photographer/videographer has permission of photo/video subjects or is photographing/videotaping general crowd shots of an event considered open to the public. Any photography/videography that is disruptive, intrusive or out of compliance with University policies should be reported to Campus Safety.

C. Consent to Photograph/Video Individuals and Groups

1. Implied Consent

Marketing & Communications by emailing marcomm@du.edu. Additional parties may also need to grant permission as noted below.

- b. Conference & Events Services must be notified any time photography/videography will take place in building interiors where classroom or other meeting space must be reserved and paid for through the Conference and Events Services.
 - c. Assets gathered by outside media must be cleared through the DU Media Relations Hotline at 720-608-0240, specifically. In addition, the [Division of Campus Safety](#) may be notified in the event news media will be on campus, and the Division of Marketing & Communications requires support from Campus Safety or believes a general awareness would be pertinent.
- C. All questions or concerns relating to the University's photo/video release policy should be directed to the University's [Office of the General Counsel](#).

II. DEFINITIONS

- A. _____ means broadcast news crews, documentary film crews, photojournalists, authors.
- B. _____ means the action of taking photos/pictures, using digital or traditional means.
- C. _____ includes but is not limited to: administrators; alumni; University student journalists; donors; faculty; guest lecturers; paid contractors; staff; students and their families; and trustees.
- D. "University Premises" includes, but is not limited to, all indoor and outdoor common and educational areas, all University-owned, leased, or operated facilities, University-owned or operated housing (including but not limited to University property leased to University-recognized fraternities and sororities), campus sidewalks, campus parking lots, recreational areas, outdoor stadiums, and University owned or leased vehicles (regardless of location). University Premises does not include municipal property that goes through or is adjacent to campus, such as sidewalks or alleys.
- E. _____ means the action of capturing video.

IV. RESOURCES/UNIVERSITY PROVIDERS

- A. [Marketing and Communications](#)
 - Photography
 - Videography

B. Digital Media Services

<https://www.du.edu/it/services/digital-media-services>

<https://www.du.edu/it/services/digital-media-services/video-capture-production>

<https://www.du.edu/it/services/digital-media-services/video-creation-studio>

<https://www.du.edu/live-video>

C. Athletics and Ritchie Center Events

D. Newman Center for the Performing Arts

Revision Effective Date	Purpose