



# FORT VALLEY STATE UNIVERSITY™

A State and Land-Grant Institution • University System of Georgia

## Guidelines for Photo and Video on the Fort Valley State University Campus

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This policy applies to any type of photography — stills, video and film — to print and broadcast reporters with cameras and to commercial photographers and videographers.

### **UNAUTHORIZED USE**

Unauthorized use of the university's names and the campus names, unofficial seals, or trademarks, or uses contrary to this policy, will be investigated and the restrictions set forth in this policy will be enforced by all reasonable and legal means by responsible campus officials.

**COMMERCIAL PROJECTS** require special permission from Pamela Berry-Johnson, Director of Marketing and Communications, 478-825-6319, [johnsonp01@fvsu.edu](mailto:johnsonp01@fvsu.edu)

See detailed guidelines below.

Commercial photographers who wish to take and sell photos or video of campus landmarks and buildings must be licensed by the university. Contact the Director of Marketing and Communications.

Political advertisements may not imply endorsement by Fort Valley State University. Therefore, FVSU's landmarks, buildings, grounds, mascot and/or logos may not be used in any political advertisement.

Photographs and videos, which use FVSU's name, buildings, landmarks or other indicia shall not be used in advertising which promotes candidates or parties.

### **NEWS PHOTOGRAPHY/VIDEO**

**OUTDOORS ON CAMPUS.** News photography and videotaping is generally permitted in outdoor, public areas of campus as long as the story pertains to or involves the university or a member of the university community.

Special permission to film for daily news stories and events is not typically required in common outdoor areas on campus.

FVSU maintains a variety of outdoor research facilities and laboratories on campus and in other locations throughout the state. Prior authorization to film at these locations is always required.

**INTERIOR SPACES ON CAMPUS.** Permission to shoot in interior spaces is required in all circumstances. This includes residence halls, dining areas, classrooms, laboratories, administration buildings and other facilities.

In the event of a critical incident or emergency requiring police or fire response, access to areas usually open to media may be limited to allow emergency personnel to ensure safety and security. In those instances, media should follow guidelines provided at the site of the incident.

**Classrooms** generally are not open to the public or to the media while class is in session. Individual professors may grant media access to class sessions.

**In order to obtain permission to videotape in special locations, such as the residence halls or dining areas, please contact Marketing and Communications.**

**SPECIAL EVENTS** – While permission is generally provided to shoot/videotape at special events on the university's campus, including Commencement, Homecoming activities and sporting events, photographers and videographers must adhere to the advised decorum of the event, including acceptable attire, maintaining an agreed upon buffer from subjects participating in the events, and avoiding interference in the official filming and photography of the event by authorized university personnel.

### **COMMERCIAL USE - COMMERCIAL PHOTOGRAPHY/VIDEOGRAPHY**

Advertising that displays or lists Fort Valley State University as a user of any product or service or as the source of research information on which a commercial product, program or publication is based is prohibited. This prohibition extends to advertising using any name, picture, landmark, building or other indicia.

Approval of an exception to this policy may be granted only in writing by the 1) Vice President for Business and Finance 2) Director of Communications and Marketing for goodwill advertising in the best interests of the university.

All commercial use of campus names and trademarks, including the manufacture and distribution of all commercial and consumer products (e.g., clothing, souvenir items, gifts, printed matter, and other emblematic merchandise), or services, bearing the Campus Trademarks, is permitted only by license or authorization from the director of licensing.

All such licensed or authorized products must be distributed through the campus stores or by authorized licensees of the university.

### **CAMPUS RESOURCES**

Digital and printed photos of campus scenes and events, faculty, and historic shots are available from Marketing and Communications, 478-825-6319.

Media needing assistance with setting up photo, film or video shots may contact Marketing and Communications, 478-825-6319.

**Video/photography access on campus is contingent upon acceptance of the terms of this policy.**