

## POLICY

Filming and photography may be permitted on the Ocean County College campus, the Southern Education Center, and other College locations provided that such activity does not interfere with educational and operational functions or previously scheduled events; is not in violation of College policies; does not pose a security or safety risk to the College, its employees, or its students; and is consistent with the mission and values of Ocean County College.

Prior to filming or photography, a Request for Filming and Photography Authorization form <https://www.ocean.edu/about-us/facility-rentals/> must be submitted to the Executive Director of College Relations, who will make a determination on the appropriateness of the request, in conjunction with the Director of College Safety and Security when needed. If authorized, IDs will be issued by the Office of College Relations. The IDs must be visible while filming and photographing on campus.

The Executive Director of College Relations and the Director of College Safety and Security may deny access to the campus and other College locations for filming and photography if it is deemed not to be in the best interest of the College.

Fees may be charged for College services requested or required in connection with filming and photography activities, such as security, grounds restoration, traffic control, parking, and any other College services rendered. The Executive Director of College Relations may determine that a Film Location Manager is required to provide oversight during the filming activities.

ADOPTED: August 24, 2017

Revised: July 28, 2022

## PROCEDURE

### **Public Relations**

All media requests and actions flow through the College Relations Department for three reasons:

1. To ensure consistency in messaging from all areas of the College with news media.
2. To maintain a high level of credibility with the media.
3. To protect the reputation of the College, its students, and its employees.

### **I. Event Coverage**

- News releases/briefs and media advisories for events are prepared in advance when events are open to the public or open to news coverage.
- College employees are encouraged to provide the College Relations staff with three to four weeks advance notice of events. This allows ample time to research, interview, and disseminate the event information to the news media to garner interest and coverage.

### **II. Contact with the Media and Preparing for Interviews**

Opportunities may arise for members of the College community, including students, faculty, and staff, to be interviewed and tell a story of Ocean County College. Employees must refer all media requests to College Relations, which will be the conduit between staff and/or students for interactions with reporters.

#### **Things to know**

If a reporter contacts an employee directly, the employee should direct the reporter to the Executive Director of College Relations. Arrangements will be made for the appropriate staff or student to interview at a mutually agreeable time. Employees should avoid talking "off the record." Even though employees or students can ask that what is said not be used, and even if a reporter agrees, that information may still turn up in print or on-air.

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Employees should be wary of video cameras or photographers on campus who do not display IDs issued by OCC.

### **III. Filming and Photography on Campus**

#### **a. External Use Filming or Photography**

External use shall include filming or photography on campus for commercial or non-commercial purposes and for which Ocean County College will not own the copyright to the work created. No campus images may be used without prior written authorization from the College Relations Department. This includes drone footage, video footage, still photography, other device or otherwise produced images used to create images of the College campus, facilities, or brand marks.

#### **b. Ocean County College Identification and Appropriate Use of Campus Images**

The identification of Ocean County College as the location of filming or photography to be used externally, must be approved in writing in advance by College Relations.

No trademarked icons, images, logos, or widely recognizable landmarks or highly sensitive locations of the College shall be filmed, photographed, or otherwise reproduced without permission for any commercial purposes now or in the future.

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