

Arkansas State University - Jonesboro

Effective Date: 07/01/91

Number: 06-20

Section: University Advancement

Subject: Taping/Filming of Movies, Commercials and Documentaries

In order to protect the interests of Arkansas State University and the taxpayers of the State of Arkansas, ASU's policy is to provide an orderly method of working with tape/film production companies.

APPROVAL

The subject matter of any commercially-oriented production must be approved by the vice president for university advancement. A copy of the script must be provided in advance to avoid substantive conflicts between the content and the university's image, and to ensure that no endorsement by the university is stated or implied.

LOGISTICS

The producer must provide to the director of university communications the specific dates, times and locations for taping/filming, the number of crew members and actors, and the number of vehicles and/or heavy equipment units to be used.

Interruption of classes will not be tolerated without obtaining prior approval by the instructor(s) and the academic department chairman. The chairman also should notify the dean of the college. The producer must advise the university of all possible sources of disruptions, such as generator trucks, live animals, or large casts.

Where possible, productions should be scheduled during breaks between regular terms, or during the summer months, to minimize effects on the regular university operation.

FACILITIES

All modifications to campus facilities must be approved in advance by the director of facilities management and the vice president for finance and administration. After the production is completed, all modified facilities must be returned to their original condition, except for improvements or additions that ASU might wish to retain.

EXPENSES AND FEES

All expenses incurred by the university, such as electricity, building and grounds workers, security personnel, etc., must be reimbursed by the production company. The vice chancellor for finance and administration will determine the costs to be reimbursed.

Expenses for damages or modifications to any campus facilities or landscape will be reimbursed by the producer.

Fees for the privilege of using campus facilities and/or use of the university's name in production or screen credits may be negotiated, with the vice chancellor for finance and administration and the vice president for university advancement.

To protect the university's interests, a cash deposit may be required in advance of production, with the amount to be determined by the vice president for finance and administration. The amount of deposit required may be increased as expenses of production increase. The deposit will be returned to the producer after all campus facilities are returned to their normal condition, and after all fees and expenses are deducted.

USE OF PERSONNEL AND STUDENTS

The producer is responsible for obtaining permission for taping/filming of occupants of all university housing facilities.

Faculty, staff and students who agree to serve as "extras" or in other positions must negotiate their own agreements with the production company. The university cannot assume responsibility for wages, missed classes, or other problems these persons may incur.

Student athletes may not appear in any commercial advertisement promoting a particular product. Arrangements for use of athletic teams or facilities must be made through the director of athletics.

INSURANCE

The producer must provide proof of appropriate and sufficient liability insurance to cover university personnel and property during the use of the campus and facilities.