Film and Visual Representation Guidelines

The University of North Carolina at Greensboro
The Division of Continual Learning
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UNCG Division of Continual Learning Film and Visual Representation Guidelines (Including but not limited to Filmmaking, Videotaping, and Still Photography)

Introduction
The following guidelines are instituted by The University of North Carolina at Greensboro (“UNCG” or the “University”) to support filmmaking, videotaping, and still photography (“the Activity”) on the UNCG campus and surrounding areas owned by the University conducted by individuals or groups that are not affiliated with the University. Any Activity to be completed on UNCG-affiliated property, including property owned by off-campus student groups and most fraternities and sororities are outside of the scope of these guidelines and must be arranged directly with the respective property owners.

All Activity requests shall be evaluated and processed through the UNCG Division of Continual Learning pursuant to these guidelines. The specific terms and conditions of each approved Activity will be set forth in a Location and Filming Agreement to be negotiated between the University and the third-party seeking to conduct the Activity (the “Agreement”). These guidelines shall be incorporated into the Agreement as an Addendum.

Request Procedure
All Activity requests must be submitted in writing to the UNCG Division of Continual Learning, which will review all submitted materials to determine the compatibility of the Activity to that of the mission and goals of the University. All Activity requests must be made at least thirty (30) days in advance of proposed shooting dates and must come in a written hardcopy form. Requests must also include a completed location request form and at least three (3) copies of the intended script, detailing the subject of the proposed Activity. The script must be approved prior to the signing of the Agreement between the University and the requesting party. All requests will be processed within ten (10) business days.

The UNCG Division of Continual Learning will review the requests and all other necessary materials and will assist with location scouting, material investigation, and building coordination. The UNCG Division of Continual Learning will also notify the requesting party of any required documentation and/or necessary actions needed upon approval, which must include a walk-through of any and all proposed shooting locations at least ten (10) days in advance of the Activity, and an initial meeting with representatives of all University departments involved.

Approval Criteria
The UNCG Division of Continual Learning will consider all Activity requests, so long as the proposed Activity serves an educational, documentary and/or newsworthy purpose, and proves not to be detrimental to the public perception and/or the integrity of the University. Each request will be evaluated based on how each proposed Activity might offer educational or worthwhile experiences for UNCG students.

The University intends for the Activity to be a worthwhile and educational experience for students at the University of North Carolina at Greensboro. Therefore, the University encourages the use of the local student population as extras and production assistants for on-campus productions. It is deemed worthwhile that the organizations make themselves available

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to discuss with faculty, staff, and students the elements of their work and creative process. Contact with the University’s Department of Theater, Department of Media Studies, and Taylor Theater is highly encouraged.

The UNCG Division of Continual Learning maintains the authority to deny any requests that do not meet the criteria or that reflect the University or the State of North Carolina falsely or in a negative light. The Dean of the UNCG Division of Continual Learning will make all final decisions based on the above criteria and on whether the request can be granted in such a way as to not impair the daily functioning of campus life. UNCG reserves the right to deny approval of any Activity that, in its sole discretion, will adversely impact the good will and reputation of the University, or that fails to comply with applicable federal, state, and local laws.

**Campus Facilities**

The University fully believes in allowing its students to partake in all services and facilities this University has to offer, whenever the campus is deemed open, and not to disrupt those offerings. Therefore, it is extremely important to the University, in conjunction with its mission, that the University community maintains access to all facilities and services during the requested Activity. Permission to use any University classrooms, lectures halls, libraries, laboratories, hallways, corridors (interior and exterior), and community spaces must be in accordance with the UNCG Facility Use Policy and the terms of the separately negotiated Facility Use Agreement.

Production of non-educational or non-documentary projects generally is not permitted near or in residence halls, Walter Clinton Jackson Library, or other communal study areas during mid-term and final exam periods. The use of University health care facilities and University athletic facilities (indoor and outdoor) must be granted prior permission by those facility representatives as well as the Dean of Continual Learning.

To apply for use of UNCG facilities, the requesting party must be registered with the Piedmont Triad Film Commission.

**Releases**

The party conducting the Activity is responsible for obtaining releases from any persons who are filmed as part of the production while on the property of the University, as the University does not have the authority to grant such rights.

**University Identification**

The rights granted to the requesting party do not include signage, maps, building names, seals, watermarks, trademarks, logos, mascots or other items which identify the University without the prior express written permission of the Dean of the Division of Continual Learning. If such identification rights are granted, proper credit shall be given to the University in production credits and/or acknowledgements.

**University Property**

The requesting party shall not have the right to make any alterations to the campus area involved in the Activity (either temporary or permanent), including trimming, cutting or removing natural features such as trees and shrubs, without the prior express written approval of the University.
The requesting party is responsible for any damage to the University’s property caused by the Activity.

**Insurance**
At the time of approval of the Activity, UNCG requires that the requesting party provide a certificate of comprehensive general liability insurance, including bodily injury and property damage, written by a company licensed to do business in the State of North Carolina covering the Activity with combined single limits of no less than $1,000,000 per occurrence and $3,000,000 aggregate, naming The University of North Carolina at Greensboro as an additional insured. The University reserves the right to require the requesting party to provide additional insurance based on the specific nature of the Activity.

**Curtailment**
If the University should be unable to carry out the Agreement by reasons of accident, strike, labor dispute, sickness or death of key personnel, or in the event that the agreed upon premises are destroyed or rendered untenable by fire, storm, or other casualty, the University shall not be liable to the requesting party. However, the requesting party shall be obligated to pay the fees stipulated herein only for those services, activities, and events that shall have occurred prior to said casualty or circumstance.

**Security**
The security for the Activity will be accomplished and supervised by the University Police Department in accordance with the fee schedule set forth in the Agreement. The University Police Department, the Division of Continual Learning, and the requesting party will meet and discuss any and all security issues prior to the beginning of the Activity. The University Police retains the sole authority to increase security personnel and equipment if deemed necessary, at the requesting party’s expense.

**Safety**
Each Activity will be monitored by the UNCG Office of Safety and the City of Greensboro Department of Fire and Emergency Services in accordance with the fee schedule set forth in the Agreement. Any violation of standards set by said offices will result in the immediate withdrawal of approval of the Activity and the forfeiture of fees paid by the requesting party. Activities involving the use of fire, explosive material, etc., will require the prior inspection of a fire inspector. The fire inspector must also be present during the Activity.

**Parking**
Parking arrangements for the Activity will be arranged and coordinated through UNCG Parking Services in accordance with the fee schedule set forth in the Agreement.

**Technical Assistance**
All technical services and electrical work for the Activity that is related to the University structure, grounds, and systems, including housekeeping, groundskeeping, telephone services, and networking assistance, will be accomplished by and supervised by the University Physical Plant Department in accordance with the fee schedule set forth in the Agreement.
**Location Fees**

There is a half-day and a full-day location fee schedule at UNCG in accordance with the following table:

<table>
<thead>
<tr>
<th>Project Type</th>
<th>Interior Facility Fee</th>
<th>Exterior Facility Fee</th>
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</thead>
<tbody>
<tr>
<td>Commercial feature film/television</td>
<td>$3,000/day</td>
<td>$2,000/day</td>
</tr>
<tr>
<td>production</td>
<td>$1,500/half-day</td>
<td>$1,000/half-day</td>
</tr>
<tr>
<td>Television commercials and documentaries</td>
<td>$1,500/day</td>
<td>$1,000/day</td>
</tr>
<tr>
<td>Industrial level film/video productions</td>
<td>$750/half-day</td>
<td>$500/half-day</td>
</tr>
<tr>
<td>Commercial still photography</td>
<td>$1000/day</td>
<td>$750/day</td>
</tr>
<tr>
<td></td>
<td>$500/half-day</td>
<td>$375/half-day</td>
</tr>
<tr>
<td>Non-profit film/video</td>
<td>$750/day</td>
<td>$500/day</td>
</tr>
<tr>
<td></td>
<td>$375/half-day</td>
<td>$250/half-day</td>
</tr>
<tr>
<td>Non-profit still photography</td>
<td>$500/day</td>
<td>$300/day</td>
</tr>
<tr>
<td></td>
<td>$250/half-day</td>
<td>$150/half-day</td>
</tr>
</tbody>
</table>

Half-day fees are based on a four (4) hour workday. Full day fees are based on an eight (8) hour workday. Work hours begin when the first production vehicle arrives and run until the last production vehicle leaves on the day(s) of the Activity. Additional costs may accrue on days when the set is being dressed or struck and no location fee has been paid. Additional hours beyond a full day (8 hours) will be charged at the rate of 12% per hour per day, including but not limited to any additional location or facility setup. All location fees must be paid in full at least five (5) business days before the Activity is scheduled to begin. Any and all additional days must be paid for in advance.

**Other Costs**

All additional fees will be assessed and incorporated into the terms of the Agreement. These fees will include, but are not limited, to the following:

- Facility Rental Costs
- Parking
- Catering Services
- Interdepartmental Costs
- Fire and Emergency Services
- Security
- Administration
- Grounds keeping

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• Housekeeping  
• University Motor pool  
• Electricians  
• Faculty and Staff  
• Equipment  
• Permits  
• And Incidentals  

**Cancellation Fee**  
A fee equal to one (1) day’s average total expense will be charged to the requesting party if the Activity is cancelled after the Agreement has been executed.

**Payments**  
The requesting party shall pay a deposit of 50% of the total estimated costs for the Activity upon execution of the Agreement and will be refunded at the close of the Activity, providing that no damage or incidentals have occurred. All location fees must be paid no later than five (5) business days prior to the beginning of the Activity. Final payment of all remaining costs must be made no later than thirty (30) days after the conclusion of the Activity.

All payments should be made in the form of a check or money order made payable to *The University of North Carolina at Greensboro*. Credit card payments through Visa or MasterCard will also be accepted. All payments will be handled by the UNCG Division of Continual Learning.