



02.550 UNIVERSITY PHOTOGRAPHY AND VIDEOGRAPHY USE POLICY

Authority:	Chancellor
History:	Established August 1, 2013; updated May 2019
Source of Authority:	UNC Code 502

Responsible Office: University Relations

I. Purpose

This policy clarifies the permissible use and restrictions on use of the university's photography and videography.

II. Scope

This policy applies to all university employees and students. Filmmaking activities on university owned or leased property conducted by external persons/entities resulting in product to which the university will not own the copyright are governed by [Policy 05.380 Filming on University Property](#). Departments/units working with students/student groups/student organizations on filmmaking and photography projects intended for external promotional purposes should contact OUR's media production director for guidance on copyright permission, subject permission and related best practices and protocols.

III. Policy

A. Ownership and Use

All photographs and videos taken by the Office of University Relations staff or their designees, whether in print, analog, or digital format ("university photography" or "university videography," respectively) are the property of the University of North Carolina Wilmington and are available for non-commercial use by the university's faculty and staff concurrent with their job duties, and, with prior approval by the Office of University Relations, off-campus media outlets and publications. University photography cannot be used for commercial gain, sold in part or in total, or used/licensed as stock photography. University photography is available for all UNCW faculty and staff for use in all communications materials via the UNCW Photo Archive Database.

B. Subject Permission

By enrolling or registering at, visiting or being employed by the University of North Carolina Wilmington and being present in campus public settings, all persons authorize the use and reproduction by the university, or anyone authorized by the university, of any photographs and/or video footage taken while at the University of North Carolina Wilmington without compensation.

1. If the subject is under 18 years of age, a consent form must be signed by the child's parent or guardian and secured before any photography or video recording can take place. Signed releases are filed in the Office of University Relations. It is the responsibility of campus departments/units requesting photography/videography to inform OUR if individuals under 18 years of age are likely to be present when photos/videos are obtained.
2. University units hosting on- or off-campus events not open to the public must include photo/video consent waiver or consent forms in their pre-registration packets for both minor and adult participants.

C. Approvals

1. The university's chief communications officer or his/her designee reserves the right to remove photographs or video from any design project or website under the following circumstances:
 - a. Any implication or indication of university endorsement, support, favor of, association with, or opposition to any activity, program, event, policy and/or political and/or social and/or religious movement, business, product, service, candidate for political office or the like; or
 - b. Any implication of violating the university brand standards. These guidelines can be found in the UNCW Brand Identity Guide (www.uncw.edu/BIG).
2. Off-campus media outlets and publications may use university photography and/or videography only with the prior consent of the UNCW's chief communications officer or his/her designee. Images and/or video used by off-campus media outlets and publications must assign credit with "UNCW/[photographer's name]" in print, TV and on electronic platforms.
3. Prior approval from the chief communications officer or his/her designee is required in the following circumstances:

- a. Use by off-campus media outlets and publications;
- b. Contractual agreements with external photographers or video or film companies (a list of university-approved photographers is available through UNCW Photo Services); or
- c. Any digital alterations of university photography or videography by on-campus departments or off-campus vendors in a manner that changes its editorial representation. Digitally altered photos must also be clearly identified as “photo illustrations.”

IV. Procedure for Photography/Videography Services

Any request for university photography or videography services must be submitted using the “Need OUR Help?” portal at www.uncw.edu/our. Submission of this request does not guarantee services. Availability is based upon university photographer’s/videographer’s schedule, nature of the shoot, intended use of the photos/video and alignment with strategic goals for UNCW and the Office of University Relations.