09.02.99.C0.03 Commercial Filming, Videography, and Photography

Revised: June 17, 2024
Next Scheduled Review: Jue 17, 2029
Revision History

Procedure Summary

Texas A&M University-Corpus Christi (TAMU-CC) reserves the right to restrict commercial filming, videography, photography, or use of any other visuals of any of its facilities by non-university groups. This procedure establishes efficient use of university property under the control of TAMU-CC including all university marks, insignias, and identifying landmarks for commercial filming, videography, and photography.

Procedure

1. GENERAL

1.1. TAMU-CC prohibits its faculty, staff, and students from participating in commercial filming, videography, or photography in any manner that could be construed to represent the university's endorsement of a product or service without prior written approval from the department of Marketing & Communications (MARCOM).

1.2. MARCOM must be contacted for approval prior to any commercial filming, videography, or photography on campus.

1.3. For purposes of this procedure, the term "commercial" includes both for profit and not-for-profit groups and individuals.

1.4. All contracts for commercial filming or videography must be processed in accordance with university procedure *41.01.01.C0.01, Use of University Facilities*.

2. USE OF CAMPUS FACILITIES

TAMU-CC statues or other landmarks may not be used in any commercial advertisement in such a way to represent the university's involvement with, or

support, promotion, or endorsement of any product or service unless permission has been granted in writing through MARCOM.

3. USE OF ASSOCIATED IDENTIFICATION

3.1. The use of closely associated university identification includes, but is not necessarily limited to, all registered marks, official insignia, uniforms, landmarks, still and moving images, or songs that may be reasonably identified with the university. This also includes other identifying marks used in association with any commercial filming, videography, or other forms of photography that involves the endorsement, support, or promotion of a service or product or could reasonably be perceived as such.

3.2. Any TAMU-CC affiliated organization that officially represents the institution, such as athletic teams and student athletes, are prohibited from participating in commercial filming, videography, or other forms of photography in any manner that displays closely associated university identification unless permission has been granted in writing through MARCOM.

3.3. The university may enter into a contract to allow commercial filming, videography, or photography on the university campus. In such cases, the university retains the right to approve the script, approve any changes to the script, and charge a fee to coordinate access to university property.

4. MONITORING

MARCOM will monitor these activities to ensure that they conform to section 3 of this procedure.

Related Statutes, Policies, or Requirements

Tex. Educ. Code § 85.16
System Policy *09.02, Use of System Names and Indicia*
University Rule *07.03.01.C1, Political Campaign Events in University Facilities*
University Procedure *09.02.99.C0.01, University Name and Indicia Usage*
University Procedure *09.02.99.C0.02, Branded Items*
University Procedure *41.01.01.C0.01, Use of University Facilities*
University Procedure *61.99.99.C0.04, Social Media Guidelines*

This procedure supersedes:

- *09.02.99.C0.03, Commercial Filming, Videotaping, and Photography*

Contact Office

Contact for clarification and interpretation:	Executive Director of Marketing 361.825.3020