



Videography, Photography, and Audio Recording

Policy CR005

Volume 3, Communication and External Relations

Responsible Administrator: Vice President for Communications and External Relations

Responsible Office: Office of Media Relations

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Policy Statement

Videography, photography, and audio recordings (“Recordings”) take place both on and off the FIT campus on a regular basis for a variety of purposes. This policy provides clarification about the procedures that are necessary before Recordings take place and during the Recording process. It also provides clarification about necessary permissions for use of content. Adherence to this policy and any other college policies will ensure that recordings are made with documentable releases and consents by those being recorded; that secured location agreements protect all parties and are in compliance with legal and liability issues; that ownership and usage rights are clear; that the academic environment is not unduly disrupted; and that the FIT brand and creative output of the FIT community are protected.

Employees and students, other college-affiliated individuals, and all external parties, including media, must work directly with Communications and External Relations (CER) in planning, approving and carrying out Recording related to FIT (with the exception of curriculum-based work). Requests need to be submitted in advance, with reasonable time given for information gathering and due consideration.

Reason for the Policy

FIT is committed to protecting the college’s mission and brand; the proprietary rights of student and employee works; and the educational goals of the institution, its employees, and its students. While recording the campus and its programs, projects, events and community are necessary and important for many reasons, it is critical for Recording to fall within parameters that benefit, not interfere, with the college’s objectives.

Who is Responsible for this Policy

- Division of Communications and External Relations (CER)
- Office of Facilities Rental and Special Events

Who is Affected by this Policy

- All members of the FIT community - administrators, faculty, staff, and students

- All external videographers, audiographers, and photographers retained by third parties working with the college or members of the FIT community
- All third parties making requests to conduct Recordings
- FIT and FIT-affiliated faculty, staff, and employees conducting Recordings

Definitions

- **Certificate of liability insurance:** General liability insurance that protects the college from liability claims, including but not limited to claims of bodily injury, associated medical costs, and damage to property.
- **Commercial shoots:** Movies, television shows, digital content, commercials, advertisements, editorial site locations, and other video or photo shoots that are for commercial purposes, in whole or in part.
- **FIT partners:** Any third party with which the college has a relationship, including but not limited to contest sponsors, program, and/or course sponsors, research partners, architects, caterers, contractors, guest lecturers, and performers.
- **Identification and establishing shots:** Any interior or exterior image that identifies the college by name, signage, logo, or identifiable building, thereby visually establishing the photograph or video image as located at FIT.
- **Institutional shoots:** Recordings done on behalf of the college.
- **Location agreement:** A legal contract between FIT and a third party outlining the terms and conditions of filming or photographing a project at FIT, including restrictions on the use of FIT property.
- **News media:** Journalists, photographers, videographers, podcasters, and editors who report for media outlets.
- **Non-commercial:** Content that is not primarily intended for, or directed towards, commercial advantage or monetary compensation by an individual or organization.
- **Recording(s):** All videography, photography, and audio recordings, and any other recording via any technology.
- **Release:** A legal document, signed and dated, defining and granting use of the Recording(s). FIT requires that all Recordings of children under age 17 include releases signed by parents or legal guardians.
- **Spokespeople:** Individuals designated by CER to speak on behalf of the college.
- **Students' Work:** Work created by students as part of their curricular or FIT-related extracurricular activities.

- **Unmanned Aircraft Systems (“UAS”):** Also known as drones, a UAS is any contrivance invented, used, or designed to navigate, or fly in, the air that is operated without the possibility of direct human intervention from within or on the aircraft

Principles

The Division of Communications and External Relations (CER) at FIT represents the college and its community. CER has two separate units that are responsible for different types of media-related work. The Media Relations unit of CER acts as the designated contact point for all external requests for Recordings that are in any way related to the college, its campus, and/or any member of the FIT community as it relates to that person’s role at the college. The Communications unit of CER acts as the designated contact point for all internal requests for Recording related to promoting and marketing FIT’s programs, events, or activities. All requests will be reviewed in order to evaluate the benefit to the college and members of its community, prevent the disruption of college operations, and ensure compatibility with FIT’s mission.

Members of the FIT community who are approached by the media and any outside parties (or who wish to initiate such contact), including for contests or other affiliations regarding Recordings must contact the Office of Media Relations in CER in advance of interacting with the media or other third parties. The Office of Media Relations reviews and oversees all such requests. (See FIT’s Media Relations policy in Related Policies.)

- **Recordings Use**
 - **News Media**
Recordings owned by FIT and displayed on the electronic press kit are provided free to media for purposes of news coverage by CER. All other uses are prohibited without express written consent from Media Relations. FIT’s granting of access to this kit and the Recordings contained in it does not imply unlimited-use permission nor release of copyright restrictions. These Recordings are generally provided for one-time, short-term, news-related use only. Use of these Recordings in commercial, non-news-related print or digital, or any other use, is prohibited without express permission from CER. Appropriate credit must be given.
 - **Videographers, Photographers, Audiographers, Hired by the College**
FIT hires freelance videographers and photographers to capture images for use on college websites, publications, and social media. FIT has unlimited use of FIT-owned Recordings on its own properties, such as on FIT websites, official social media channels, and print collateral, and for distribution to the media as stated above. Freelance photographers maintain ownership of the original Recording(s) unless otherwise agreed upon in writing.
 - **Recordings Taken by FIT Personnel**
Recordings taken by FIT personnel in the course of college business are the property of the college. FIT personnel may use Recordings on FIT-related communications channels such as departmental websites or print materials but must receive permission from CER if using the content for commercial purposes. FIT personnel should be mindful of additional principles and guidelines when posting to personal blogs or social media accounts (see FIT’s Social Media and Blogging policies in the Related Policies section.)

CER, in coordination with other college divisions that have holdings, is the only department authorized to release FIT-owned or FIT-licensed Recordings to third parties outside of the college.

- **Personal Use**
No permissions are required by individuals who capture images for non-commercial, educational, or administrative purposes. .
- **Privacy**
Recordings are expressly forbidden under any circumstances in locations considered to be private, such as restrooms, locker rooms, and dressing rooms.

- **Releases and Permissions**

FIT does not collect releases from faculty, staff, students, or visitors to campus who are incidentally included in Recordings that are taken by college personnel or freelancers hired by CER when they are capturing Recordings of activities, classrooms, events, and the campus environment. In some cases, such Recordings may be captured in public areas where individuals have no reasonable expectation of privacy. When possible and practical, FIT staff photographers or hired freelancers will notify individuals within the recording area that Recordings are being taken for college use and, when such Recordings are not taking place in public areas with no expectations of privacy, individuals may choose to exclude themselves. Best efforts will be made to exclude these individuals.

Third parties who require releases and permissions are responsible for obtaining them. Students or college personnel who are recorded on campus in a non-incident setting (i.e., student working in a lab, faculty member lecturing, etc.) will be notified that Recordings are being taken, and individuals may then elect to exclude themselves. Best efforts will be made to exclude these individuals.

FIT reserves the right to use such Recordings as part of its general marketing and communication efforts in publications, on the FIT website, and FIT-related social media. Individuals who observe Recordings of themselves that they do not want to be used may contact Communications and External Relations via email to request that these be eliminated from any future use. Releases and permissions are required when recording individuals for use in advertising. Note: Photographs of FIT pre-college students under the age of 17 require release forms signed by a parent or legal guardian.

- **Unmanned Aircraft Systems (UAS)**

Any Recordings made via UAS either from or above FIT property must be explicitly approved in writing by CER. All outdoor flights are regulated by the Federal Aviation Administration, and all use of UAS must be operated in compliance with FAA regulations as well as all federal, state, and local laws at all times. Recordings may not be made in a manner that would violate any person's reasonable expectation of privacy.

Before recording via UAS can be authorized, the operator must provide FIT with proof of FAA authorization and proof of sufficient liability insurance to cover operations. FIT's Department of Public Safety must be notified in advance of any proposed UAS activity, including the details for the flight. For more information, please see FIT's Drones policy (in Related Policies).

Responsibilities

- **Oversight and Responsibilities of Media Relations**

The Office of Media Relations is directly responsible for evaluating and overseeing all third-party requests for Recording and related responsibilities, including as follows:

- News media Recording both traditional and nontraditional;
- Any commercial shoot in which FIT will be identified, directly or indirectly. (Commercial shoots in which FIT will not be identified are handled by Facilities Rental and Special Events.);
- Locations, including anywhere inside FIT buildings/residence halls; FIT's exterior campus and locations bounded by Seventh Avenue and Eighth Avenue on 27 Street; and the residence hall located on 31 Street and its exterior environs. Additionally, off-campus sites where members of the FIT community and/or FIT-related work are recorded;
- Identification and designation of spokespeople; and
- Securing necessary location agreements, certificates of liability insurance, and releases.

- **Oversight and Responsibilities of the Communications and External Relations**

The CER staff is directly responsible for overseeing image capture for use by the Office of Media Relations as well as in marketing materials such as publications, advertising, the FIT website, and official social media channels. They oversee the following:

- CER staff assigned to photograph and videotape;
- Other units of the college on assignment for FIT;
- Freelance photographers and videographers hired by FIT;
- Contractors, such as design firms and advertising agencies, retained by FIT to assist in the development and production of marketing/promotional collateral; and
- Other contractors retained by the college who want to document their work, such as architectural firms.

Procedures

- **Requests by External Parties**

- **Requests Directed to FIT Employees**

Any FIT employee who, in connection with their status as a member of the FIT community, receives a media request from a third party (or who wishes to initiate contact with third-party media) must first coordinate with CER's Office of Media Relations¹. Verbal permission is usually sufficient, with no need for releases or permits.

Members of the FIT community who are contacted directly by the media must refer the media to Media Relations. For more information, see FIT's [Media Relations](#) policy.

¹ As a college of the State University of New York (SUNY), FIT fully complies with the New York State Freedom of Information Law (FOIL), which was enacted to assure public accountability of state agencies while protecting individuals against unwarranted invasions of personal privacy. Pursuant to SUNY Policy 6601: Compliance with FOIL, FIT's public records are made available through the Office of the General Counsel, and any employee receiving a public records request from the media must direct the request to the Office of the General Counsel and inform CER of the request.

- **News Media**

Members of the news media who want to record at FIT and/or interview members of the FIT community who will be identified as such must request access from the Office of Media Relations of CER.

Media cannot gain access without proper credentials and prior approval by an employee of the Office of Media Relations. No other member of the FIT community can grant access. Members of the media must be accompanied by an FIT employee of the Office of Media Relations while on campus.

- **Commercial Recordings**

Permission is required for all commercial Recordings at FIT, including outside production companies, photographers, filmmakers, and others. Recording will be allowed at the sole discretion of CER. It cannot unduly disrupt academic activity, business operations, and student life. Script approval at the college's discretion may be required. FIT support services, such as Public Safety and IT media engineers, will be mandated by the college if required, in its sole discretion, and paid for by the external party. Cancellation fees will apply. For a fee schedule, visit [Rent Space at FIT](#).

If the college will be identified in the Recording(s), all credits and references will be determined by CER/Office of Media Relations and approved or denied in advance of shooting. Review of rough cuts may be required before any consideration. Requests to record for commercial purposes at FIT must be submitted in writing. Such requests include:

- Detailed description of the project;
- Company name, address, and contact information;
- Name and contact information for the lead executive;
- Location(s) requested;
- Date(s) and time(s), from arrival to departure;
- Number of people and their roles;
- Whether FIT will be identified as the location; or
- Use of images and/or audio.

- **FIT Partners/Third-Party Requests**

Any third party with which the college has a relationship, including but not limited to contest sponsors, program and/or course sponsors, research partners, guest lecturers, performers, architects, contractors, and contractors that want to record in relation to their work with FIT, must contact CER/Office of Media Relations for approval. Such requests must include:

- Detailed description of the project;
- Company name, address, and contact information;
- Name and contact information for the lead executive;
- Location(s) requested;
- Date(s) and time(s), from arrival to departure;
- Number of people and their roles; or
- Use of images and/or audio tape.

Recording will be permitted at the sole discretion of CER and may not unduly disrupt academic activity and student life. Script approval may be required. FIT support services, such as Public Safety and IT media engineers, will be mandated by the college in its discretion and paid for by the outside party. Cancellation fees will apply. For a fee schedule, visit [Rent Space at FIT](#). All credits and references to the college will be reviewed by CER/Media Relations and approved or denied in advance of shooting. Review of rough cuts may be required before any consideration.

- **Location Agreements, Certificates of Liability Insurance, and Releases**
These documents, which may be required for certain shoots, are coordinated by CER/Office of Media Relations in consultation with the Office of the General Counsel.
- **Requests by Internal Parties**
CER assigns departmental personnel and hires freelance photographers and videographers to capture Recordings of college life, classroom activities, special events, and the campus environment for use in strategic communications, marketing, and media relations. If a request is made to CER for Recording services, the request will be evaluated to determine if the proposed images will support college-level communications and marketing priorities. In this case CER, will retain a photographer at its expense. If the Recordings will not be used by CER in its communications, marketing, or media activities, CER can assist the requester in retaining a photographer at the Department's expense.
 - **FIT Employees (Administration, Faculty, and Staff)²**
FIT employees are permitted to capture Recordings to be used for non-commercial, educational, or administrative purposes without any special permissions. Recordings must be conducted unobtrusively without interrupting campus programming or activities. Examples of Recordings permitted include image capture for:
 - Documentation of classroom lectures or seminars;
 - Documentation of athletic events or student performances;
 - Curriculum requirements to include in course materials and teaching;
 - Documentation of work students create as part of their curricular or extra-curricular activities with the students' permission and credit;
 - Use on FIT-related social media (see Social Media policy in Related Policies section); or
 - General use, for example, of the campus environment, of guests and visitors incidentally included at events and when visiting FIT.
 - **FIT Students**
FIT students are permitted to capture Recordings to be used for non-commercial, educational, or administrative purposes without any special permissions. Recordings must be conducted unobtrusively without interrupting campus programming or activities. Examples of Recordings permitted include image capture for:
 - Creating work assigned for a course or project;
 - Documentation of athletic events or student performances;

² Nothing in this policy restricts or is intended to restrict the rights of any FIT employee or student from Recording at FIT that is done in compliance with law and FIT policy.

- Use by registered student organizations for purposes of documentation;
- Documentation of classroom lectures or seminars (see Student Code of Conduct for principles related to recording classroom lectures or seminars);
- Documentation of work students create as part of their curricular or extra-curricular activities with the students' permission and credit;
- For use on FIT-related social media (see Social Media policy in Related Policies section); or
- General use, for example, of the campus environment, of guests and visitors incidentally included at events and when visiting FIT.

Violations

N/A

Related Policies

- [Blogging](#)
- [Campus Safety and Security](#)
- [Drones](#)
- [Intellectual Property \(Copyright\)](#)
- [FERPA](#)
- [Fire Safety](#)
- [Media Relations](#)
- [Social Media](#)
- [Code of Student Conduct](#)
- [Student Contests and Industry Sponsored Projects](#)

Related Documents

- Electronic Press Kit
- [FOIL](#)
- [Rates and Fees](#)

Contacts

- **Executive Director of Public and Media Relations**
Business and Technology, B905
(212) 217-4700