



THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Commercial Film Guidelines

INTRODUCTION

Thank you for your interest in the University of North Carolina at Chapel Hill as a possible commercial film or video location. UNC-Chapel Hill reviews all requests in detail to determine if they are compatible with the University's mission and purposes. The purpose of these guidelines is to outline and simplify the process of planning and executing film productions, other than those being done by news organizations for news purposes. For convenience, the words "films" or "filming," as used in these guidelines, include motion pictures, including documentaries, commercial video productions such as television shows, commercial still photography and digital imaging.

The University may give special priority to those requests regarded as educational or documentary in nature. In considering a film request, the subject matter of the film and the potential disruption of administrative or academic programs or other scheduled activities will be of primary consideration in determining whether to grant permission to film on campus. Campus units and students requesting to film on campus will be addressed separately.

IN GENERAL: The University does not approve requests to film commercials or advertisements on University property.

The University's Office of Communications and Public Affairs is responsible for all arrangements pertaining to filming on the UNC-Chapel Hill campus, including processing the request and supervising the film shoot.

All requests should be sent to the media relations office within the Office of Communications and Public Affairs:

(919) 445-8555 or

mediarelations@unc.edu

Once the media relations office receives a request, the following information must be provided before processing the request can begin:

- A **written letter of request**.
- A **full script or storyboard**. Permission to film at UNC-Chapel Hill will not be granted without a script or storyboard. Scripts or storyboards must also be provided if there is a request for the use of stock campus footage for commercial productions.

NOTE: Permission for site surveys, location and technical scouts does not constitute permission by the University for the use of its facilities as a location.

Once the University has received the above information, a summary of the request will be sent to the Campus Film Review Committee for consideration, depending on the size of scope of the request. This process could take a week to 10 days so production companies should submit the materials well in advance of the film shoot. Consideration of such requests will also depend upon the schedule of University classes and events, the availability of desired locations, and parking and security.

LOCATIONS ---

Most areas of the University campus, subject to availability and academic schedules, may be used for filming with the following exceptions:

- South Building.
- The Old Well.
- Any interior locations without advance permission. No filming will be allowed in the libraries or classrooms during the exam periods. Wilson Library will be decided on a case-by-case basis.
- Residence halls while occupied by students. Additional advance notice is needed for filming inside residence halls when not being occupied by students.

INSTITUTIONAL IDENTIFICATION ---

University names, nicknames, trademarks, logos, mascots, landmarks (e.g. the Old Well or the Bell Tower), and building and unit names may not be used in commercials, advertisements, films or non-news broadcasting programs without express written permission from the University. This restriction also applies to clothing or other items

such as pennants bearing University logos used as costumes or set dressing. Permission to film institutionally identifiable items will depend on the use of the item. A script or storyboard will be required before any decision is made on the use of identifiable elements.

LOCATION FEES

The University, as a state-owned property, is prohibited from charging a daily location fee. However, fees will be charged and an additional facilities use agreement will be required when filming at certain venues such as the Dean E. Smith Center or Memorial Hall. When shooting in such venues, a campus representative will be required to be present along with someone from the University's media relations office. In addition, the University will charge actual rental costs for locations such as performance venues and may require a separate location agreement for those venues. The production company will be responsible for any other fees incurred such as parking and security.

SCRIPT APPROVAL

As stated above, a copy of the final script or storyboard must be submitted to the media relations office before a request can be considered. A script should be submitted to the media relations office two weeks in advance of the desired shooting dates, or one month in the case of full-length feature films. Any changes or revisions in the script following submission must be brought to the attention of the media relations office. The University reserves the right to deny filming requests in cases where it considers the project's content to be in conflict with the goals, policy and mission of the University. Examples of such subject matter may include drug or alcohol use, violence, nudity, racism, sexism, overtly sexual scenes deemed to be obscene, subjects derogatory toward higher education or that portray students or faculty in a negative manner.

INSURANCE

A \$1 million certificate must be provided with the University named as additional insured for the days of preparation, set up, the actual filming and the tear-down time. Additional insurance may be required if special locations, such as Wilson Library, are used. All insurance requirements must be met before shooting begins.

FIRE PERMIT

The production company is responsible for notifying the Chapel Hill Fire Department about the project and obtaining any necessary fire permit(s). A copy of the fire permit(s) must be submitted to the University at least five days before the crew arrives. Other requests, such as closing streets, are subject to approval from the Town of Chapel Hill and are the production company's responsibility.

PARKING AND SECURITY

The media relations office will coordinate parking and security. The production company should provide the media relations office with a list of parking and security needs as soon as possible. A list of production vehicles, including size and dimensions, must be provided to the University in connection with the project. The University will work with the production company in an effort to accommodate the parking needs, but there is no guarantee that on-campus parking will be available. Production vehicles are only allowed to park in the areas agreed upon prior to filming.

If vehicle parking by the production crew will affect pedestrian routes, film crews must set up appropriate signage and safety barriers to alert pedestrians. Charges for parking on-campus will be billed separately. The University's Department of Public Safety will provide agreed-upon security and will bill the production company separately for these services. The list of security needs should include the number of security officers and the hours they will be needed.

USE OF DRONES

The use of drones for filming will be decided on a case-by-case basis and will be subject to approval by the Department of Public Safety and the Office for Campus Safety and Risk Management. In addition to the regulations issued by the Federal Aviation Administration, the University has a policy outlining the use of drones during filming on campus.

You can find the **FAA drones regulations** here:

<https://www.faa.gov/uas/> and the **University policy** here:

<http://policies.unc.edu/policies/uas/>

CONSTRUCTION AND SPECIAL REQUESTS

Special requests affecting University buildings and grounds (removal of bike racks, flagpoles, tree and shrubbery pruning, etc.) must be submitted to the media relations office as soon as possible and will be subject to approval. Representatives from affected University departments, along with a media relations representative, will be present during scouting on campus to discuss these requests. Temporary construction must be done in a way that does not damage University property or endanger students, faculty, staff or visitors. The University's Facilities Management Office must approve such alterations in advance. The University will require a list of specific materials the production company would like to use and the manner in which it will use them. Any campus property that is altered must be returned to its original state. A final inspection by a production company liaison, a media relations representative and the appropriate University officials is required at the end of the production.

LOCATION AGREEMENT

The production company should submit a location agreement to the University, allowing adequate time to process the agreement through the University's Office of University Counsel. No filming can begin without a signed location agreement.

SPECIAL NOTES

It is imperative that the campus community has access to all facilities during filming and that the production crews not disrupt, in any way, the University's academic mission or its normal daily operations.

The University will give special consideration to filming that clearly will enhance the educational experience of students. That provision could include hiring students as extras, production assistants or offering internship opportunities. Other opportunities might include speaking to a class in dramatic art or film studies.

The production will credit the University for its cooperation as "The University of North Carolina at Chapel Hill."