



RUTGERS POLICY

Section: 80.1.1

Section Title: University Communications and Marketing Policies

Policy Name: Permission for Outside Vendors to Film, Videotape, and Photograph on Campus

Formerly Book: N/A

Approval Authority: Vice President for University Communications and Marketing

Responsible Executive: Vice President for University Communications and Marketing

Responsible Offices: Office of Community Affairs for New Brunswick/Piscataway; Office of Communications for Newark; The Office of Communications – Rutgers Biomedical and Health Sciences; Communications Office for Camden

Originally Issued: August 18, 2006

Revisions: 11/6/2013 (Updated titles and department name)

Errors or changes? Contact: Office of Community Affairs, 848-932-0592

1. **Policy Statement**

Requests by outside vendors to video record or photograph on any of the Rutgers campuses must be submitted to the appropriate office for review and approval: the Department of University Communications and Marketing, Office of Community Affairs in New Brunswick/Piscataway; the Office of Communications in Newark; the Office of Communications – Rutgers Biomedical and Health Sciences, or the Communications Office in Camden. News-based photography, documentaries, and recordings with Rutgers students, professors, staff, or programs as subject matter are handled by the Department of University Communications and Marketing, Office of Media Relations in New Brunswick/Piscataway; the Office of Communications in Newark; the Office of Communications – Rutgers Biomedical and Health Sciences, or the Communications Office in Camden. Universitywide programs are handled by the Office of Media Relations in New Brunswick/Piscataway.

Video recording and photographing patients without consent is a violation of the patient's privacy. Because video recording and photographing cannot benefit a patient medically and may cause harm, video recording and photographing should be done only if the patient can explicitly consent. When patients cannot consent, dramatic reenactments utilizing actors should be considered instead of violating patient privacy. Consent by a surrogate medical decision-maker is not an ethically appropriate substitute for consent by the patient because the role of such surrogates is to make medically necessary decisions, and whether to record for public broadcast is not a medical decision. A possible exception exists when the person in question is permanently or indefinitely incapacitated (e.g. a patient in a persistent vegetative state) or is a minor child, in which case the consent should be obtained from a parent or legal guardian who has the authority to make non-medical decisions. Patients should have the right to have recording or photographing stopped upon request at any time and the recording crew or photographer removed from the area. Also, persons involved in the direct medical care of the

patient who feel that the recording or photographing may jeopardize patient care should request that the recording crew or photographer be removed from the patient care area.

2. **Reason for Policy**

In order to prevent the disruption of university operations including clinical activities and to ensure compatibility with Rutgers' mission, the campus office listed above in coordination with the respective campus public safety and facilities departments must determine if a request conflicts with the university's mission or creates an imposition on the campus facilities and/or community.

3. **Who Should Read This Policy**

All department heads, university communicators.

4. **Related Documents**

Guidelines for Outside Vendors Requesting to Use Rutgers Campus Sites for Filmmaking, Videotaping, and Still Photography
http://ur.rutgers.edu/community/filming_permits.shtml

5. **Contacts**

- a. New Brunswick/Piscataway – Office of Community Affairs, 848-932-0592
- b. Newark – Office of Communications, 973-353-5262
- c. Camden – Communications Office, 856-225-6026
- d. Office of Communications – Rutgers Biomedical and Health Sciences, 848-932-0592

6. **The Policy**

80.1.1 PERMISSION FOR OUTSIDE VENDORS TO FILM, VIDEOTAPE, AND PHOTOGRAPH ON CAMPUS

I. **Policy Statement**

Requests to film, videotape, or photograph on the property or inside buildings of Rutgers, The State University of New Jersey, are subject to university guidelines referenced in item #4 and must be submitted to the appropriate office listed above, along with additional required information, at least 30 days in advance of the desired shooting dates. Video/film requests must provide copies of the final script and an explanation of how the subject matter will be handled. Still photography requests must provide copies of the storyboard or mock-up. Script and project approval must be granted prior to the signing of a Location Agreement between the university and the requestor. The Vice President for University Communications and Marketing will be informed of all projects with executed location agreements.

II. **Exclusions**

This policy may not apply to news-based photography, documentaries, and recordings with Rutgers students, professors, staff, or programs as subject matter. They are handled by the Department of University Communications and Marketing, Office of Media Relations in New Brunswick/Piscataway; the Office of Communications in Newark; the Office of Rutgers Biomedical and Health Sciences, or the Communications Office in Camden. Universitywide programs are handled by the Office of Media Relations in New Brunswick/Piscataway.