



UNIVERSITY POLICY

Section: 80.1.1

Section Title: University Communications and Marketing: University Communications and Marketing Policies

Policy Name: Permission for External Companies to Film, Videotape, and Photograph at Rutgers

Formerly Book: N/A

Approval Authority: Vice President for University Communications and Marketing

Responsible Executive: Vice President for University Communications and Marketing

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

Adopted: 08/18/2006

Reviewed: 07/22/2022

Revised: 11/06/2013; 12/01/2020; 07/22/2022

Contact: New Brunswick/Piscataway and Rutgers Biomedical Health Sciences-Office of Communications policies: 848-445-1921

Newark–Office of Communications: 973-353-5262

Camden–Communications Office: 856-225-6026

1. Policy Statement

External companies wanting to film or photograph on any Rutgers location or use any Rutgers campus as a backdrop or setting for their own use must submit a request to the appropriate office for review and approval. Use of the Rutgers name, signage and identifiable items, landmarks, and locations is prohibited without written permission. A written location agreement must be signed by all parties. Requests involving the Office of Central Administration or across multiple campus locations should be submitted to the Department of University Communications and Marketing. Requests regarding Rutgers–New Brunswick/Piscataway and Rutgers Biomedical and Health Sciences should be submitted to the Office of Community Affairs. Requests regarding Rutgers–Newark should be submitted to the Office of Communications in Newark and requests regarding Rutgers–Camden to the Communications Office in Camden.

Universitywide 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. Local

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news-based photography, documentaries and recordings with Rutgers students, professors, staff, or programs as subject matter are handled by the appropriate local office: the Office of Communications in Newark; the Office of Community Affairs in New Brunswick and for Rutgers Biomedical and Health Sciences, or the Communications Office in Camden.

Filming and photographing patients without consent is a violation of the patient's privacy. Because filming and photographing cannot benefit a patient medically and may cause harm, filming 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 filming or photographing stopped upon request at any time and the film crew or photographer removed from the area. Also, persons involved in the direct medical care of the patient who feel that the filming or photographing may jeopardize patient care should request that the film 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. Resources

[Guidelines for External Companies Requesting to Use Rutgers Campus Sites for Filmmaking, Videotaping, and Still Photography](#)

5. Definitions

N/A

6. The Policy

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 the Resources section of this policy 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 include copies of the final script and an explanation of how the

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subject matter will be handled. Still photography requests must include 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 Office of Community Affairs in New Brunswick/Piscataway and for Rutgers Biomedical and Health Sciences; the Office of Communications in Newark; or the Communications Office in Camden. Universitywide programs are handled by the Office of Media Relations in New Brunswick/Piscataway.