

Lakeland Community College Commercial Filming and Photography Guidelines



INTRODUCTION

Thank you for your interest in Lakeland Community College as a possible commercial film, photography or video location. Lakeland's Division of Community and College Relations reviews all filming/photography requests in detail to determine if they are compatible with the college's mission. If permission is granted, a representative from the department will be on location during the film/photo shoot.

The purpose of these guidelines is to outline and simplify the process of planning and executing commercial film/photography productions. For convenience, the words "films," "filming," "photo" or "photography" as used in these guidelines, include motion pictures, documentaries, commercial video productions such as television shows, commercial still photography and digital imaging.

The college may give special priority to requests regarded as educational, governmental or documentary in nature. In considering a film/photography request, the subject matter of the film and the campus class, activities and events calendars will be of primary consideration in determining whether to grant permission to film/photograph on campus.

These guidelines are not meant for filming/photography done by news organizations for news purposes, internal campus departments or active students requesting to film on campus as part of a class. News requests should be directed to marketing@lakelandcc.edu. Internal requests/enrolled student requests should be directed to events@lakelandcc.edu.

All other requests, including senior picture/prom/homecoming photos should be submitted online by [clicking this link](#).

NOTE: Permission for site surveys, location and technical scouting does not constitute permission by the college for the use of its facilities as a film/photography location. Approval of the formal request is required.

Once the college has received the full request, the review process will begin. This process can take up to 10 business days. Please plan accordingly.

INSTITUTIONAL IDENTIFICATION

College names, nicknames, trademarks, logos, landmarks, and building names may not be used in commercials, advertisements, films, photos or non-news broadcasting programs without express written permission from the college. This restriction also applies to clothing and props bearing Lakeland logos, the Clocktower or other identifying marks 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.

LOCATIONS AND FEES

Room/facilities rental fees will be charged and a Facilities Use Agreement (FUA) will be required prior to filming/photoshoots. Fees and the FUA will be coordinated through Lakeland Community College Event Services.

When filming, a campus representative from the Division of Community and College Relations will be required to be present.

The production company will be responsible for any other fees incurred such as security.

CONTENT APPROVAL

A copy of the final script or storyboard may be requested. A script should be submitted 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 college. The college 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 college. 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.

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 Lakeland Campus Police Chief. You can find the **FAA drones regulations** here:

<https://www.faa.gov/uas/>

CONSTRUCTION AND SPECIAL REQUESTS

Special requests affecting college buildings and grounds (removal of bike racks, flagpoles, tree and shrubbery pruning, etc.) must be submitted to Lakeland Community College Event Services as soon as possible and will be subject to approval. Representatives from affected college departments, along with a representative from the Division of Community and College Relations, will be present during scouting on campus to discuss these requests.

Temporary construction must be done in a way that does not damage college property or endanger students, faculty, staff or visitors. The Lakeland Facilities Management Department must approve such alterations in advance. The college 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, or improved state. A final inspection by a production company liaison, a community and college relations representative and the appropriate college officials is required at the end of the production.

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 college's academic mission or its normal daily operations.

The college will give special consideration to filming that clearly will enhance the educational experience of students. These 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 college for its cooperation as "Lakeland Community College."

PR/MEDIA OPPORTUNITY

If the project is newsworthy to the college and/or surrounding community, or can help to maintain or elevate the integrity of the Lakeland brand, the Lakeland Marketing and Communications department will coordinate media efforts with the production company.

If the project is expected to bring heightened awareness to the college and/or surrounding community due to the topic of the project, celebrities on campus, etc., the production company agrees to coordinate media relations with the Lakeland Marketing and Communications department, who may involve Lakeland Campus Police if increased traffic and/or security is needed.

LEVEL OF CONFIDENTIALITY/EMBARGO

If there is an element of confidentiality or a news embargo, the production company must disclose the confidentiality and/or embargo on the official request form.