Walla Walla University
Policy on Photographing and Videotaping on WWU Campuses
Approved by cabinet: October 2, 2018

General policy
Walla Walla University is a private university and WWU campuses\(^1\) are private property. WWU’s permission is required for any filming or photography\(^2\) on university campuses by:
- News professionals.
- Professional or commercial photographers and filmmakers.
- Persons on campus taking pictures or filming for commercial purposes, or filming or photographing for purposes not personal\(^3\) in nature.

Personal photos may be taken by students, parents, faculty, staff, alumni, and other campus visitors so long as: 1) they are used exclusively for personal, non-commercial purposes; 2) the taking of such photos is consistent with this policy; and 3) they do not interfere with the ongoing operations of the university.

Walla Walla University has an interest in ensuring that the privacy of all of its students, faculty, and staff is respected and that no activities interfere with education, research, or residential life. Therefore, filming in student residences, dining halls, libraries, classrooms, and laboratories is prohibited without prior permission from Marketing and University Relations.

The university reserves the right to prohibit any filming or photography on its campuses for any reason, including if the filming or photography creates the potential for: 1) disruption of academic, research, business, or student activities; 2) damage to or alteration of university property; 3) inappropriate use of the Walla Walla University name, marks, or image; 4) disruption of traffic, parking, or pedestrian pathways; 5) other safety hazards; or 6) violations of the university’s privacy policies.

News-related filming and photography
Walla Walla University Marketing and University Relations accommodates reasonable requests for journalistic, news-related, non-commercial shooting, but reserves the right to deny permission when the request runs contrary to university policies—especially those that ensure student privacy. The subject of all news-related filming or photography must be directly related to the university.

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1 The terms “campus” and “university property” and their variants are intended to be broadly applied to include all lands, buildings and personal property owned or leased by WWU or otherwise under the control of WWU.

2 The terms “filming” and “photography” and their variants are intended to be broadly applied to include all forms of image capture processes, including still film, motion film, video, photography, digital, and other electronic-based forms, and including enhancements, whether automatic or manual, whether or not heat or motion based, whether or not viewable by the human eye, and regardless of the mechanism by which the image capture is obtained.

3 “Personal” purposes include portrait photos such as engagement, graduation, or wedding photos not intended to be sold or licensed commercially or otherwise distributed to a wide audience.
Requesting permission
Journalists or news entities must contact Marketing and University Relations to obtain permissions to come on to WWU property. Whenever possible, we require at least 24 hours’ notice.

This policy is not intended to waive or release any right of publicity or personal privacy rights, or claims of any person whose image or likeness is filmed or photographed.

General rules for journalists
1. Journalists must adhere to the university’s privacy policies. No one at Walla Walla University can be filmed without his or her permission, except at public events to which the public and media have been invited.
2. In accordance with the university’s privacy policies, members of the media are prohibited in all residential areas of the university, including student residences, dining rooms, and the surrounding faculty neighborhoods without prior permission from Marketing and University Relations.
3. Journalists must obtain prior permission in order to film or photograph in any interior spaces on university property. This includes administration and office buildings, classrooms, laboratories, and dining facilities.
4. Journalists are prohibited from doing “person-on-the-street” interviews at Walla Walla University with university students, faculty, or staff without permission and assistance from Marketing and University Relations.
5. Journalists working at Walla Walla University are expected to carry appropriate credentials and should be prepared to produce them upon request by university staff.
6. Filming of b-roll of iconic areas of the university is prohibited for privacy reasons and to avoid disruption of university activities. Members of the media and others may request directions to download high-quality university-produced images or b-roll.
7. Journalists are prohibited from parking satellite trucks anywhere on university property without permission from Marketing and University Relations.

Non-news filming or photography
Commercial filming and photography related to the marketing of companies and organizations other than Walla Walla University is prohibited on university campus. Such activities are incompatible with the university’s non-profit status and long-standing policies prohibiting endorsement or the appearance of endorsement.

Requesting permission
Non-news related requests should be made in writing to Marketing and University Relations at least five business days in advance. Requests must include the following information:

- Name and description of the organization or individual making the request.
- Name, office, and email address of the WWU individual(s) or organization involved in the filming or photography.
- Project description, including the context and way in which WWU is to be portrayed and the intended use of the resulting material (including where it will be shown and how it will be distributed).
• Date(s) requested.
• Time and duration of proposed shoot.
• Specific site(s) requested. Requests absent specific locations will not be considered.
• Number of people and amount and type of equipment involved, including vehicles.
• Proof of adequate insurance coverage and indemnity.

Additional policies

▪ For information and instructions on operating unmanned aircraft systems on Walla Walla University campuses, see the Unmanned Aircraft Systems / Drone Policy.
▪ Use of Walla Walla University’s name, other trademarks and emblems, or images in connection with any photograph or film is prohibited without written permission by the university. For more information, see the Walla Walla University identity webpage.
▪ Non-WWU entities are prohibited from hosting media events on university property, or inviting media to the Walla Walla University campus.
▪ All professional filmmakers and photographers working on Walla Walla University campuses must have prior permission from Marketing and University Relations, carry credentials, and have appropriate liability insurance.
▪ Filming or photography on Walla Walla University property for academic purposes is limited only to WWU students, staff, and faculty, as well as WWU-sponsored programs and other programs that occur on WWU campuses for which filming/photography is part of the program. The resulting films and photographs may not be used or distributed for commercial, marketing, or promotional purposes.
▪ Students collecting and/or producing photos or videos not for academic or personal purposes should follow the request and approval process outlined under “Non-news filming or photography.” Students later seeking to distribute and/or sell photo or video material which includes significant WWU-related or identifying footage originally collected and/or produced for personal or academic purposes, should follow the request and approval process outlined under “Non-news filming or photography” above.
▪ Persons and/or organizations wanting to utilize Canaday Technology Center studio space for film purposes, filming only inside the studio, and not using Walla Walla University’s name, image, or likeness in any way, can submit requests directly to the Department of Communication and Languages. Productions must be in harmony with university values and practices, include a liability waiver, and include “Filmed in Walla Walla University Studio” in credits.

For more information, contact the Marketing and University Relations at (509) 527-2656 or emily@wallawalla.edu.

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4 The term “academic purposes” refers to purposes which are an academic requirement, such as a project required as a part of a class or in order to meet degree requirements.