

09.02.99.C0.03 Commercial Filming, Videotaping, and Photography



Approved: December 9, 2016
Next Scheduled Review: December 9, 2021

Procedure Statement

Texas A&M University-Corpus Christi will not permit the unrestricted use of commercial filming, videotaping, photography, or any other visuals of any of its facilities by non-University groups.

Reason for Procedure

This procedure will establish efficient use of university properties under the control of Texas A&M University-Corpus Christi including all university marks, insignias, and for private filming, videotaping, identifying landmarks and photography.

Procedure & Responsibilities

1. GENERAL
 - 1.1 Texas A&M University-Corpus Christi prohibits its faculty, staff and students from participating in commercial filming, videotaping, or photography in any manner that could be construed to represent the University's endorsement of a product or service without prior written approval from the Department of Marketing & Communications.
 - 1.2 The Department of Marketing & Communications must be contacted for approval prior to any commercial filming, videotaping, or photography on campus.
 - 1.3 For purposes of this procedure, commercial shall be constructed to include both for profit and not-for-profit groups and individuals.
 - 1.4 All contracts for commercial filming or videotaping must be processed in accordance with University Rule 41.01.99.C1 Use of University Facilities.
2. USE OF CAMPUS FACILITIES

Texas A&M University-Corpus Christi statues or other landmarks may not be used in any commercial advertisement in such a way to represent the University's involvement with, or support, promotion, or endorsement of any product or service unless permission has been granted in writing through the Department of Marketing & Communications.

3. USE OF ASSOCIATED IDENTIFICATION

- 3.1 Any Texas A&M University-Corpus Christi affiliated organization that officially represents the institution, such as athletic teams and student athletes, are prohibited from participating in commercial filming, videotaping, or other forms of photography in any manner that displays closely associated University identification unless permission has been granted in writing through the Department of Marketing & Communications.
- 3.2 The use of closely associated University identification includes, but is not necessarily limited to, all registered marks, official insignia, uniforms, landmarks, still and moving images, or songs that may be reasonably identified with the University. This also includes other identifying marks used in association with any photographic activity, videotaping, or other forms of photography that involves the endorsement, support, or promotion of a service or product or could reasonably be perceived as such.
- 3.3 The University may enter into a contract to allow commercial filming, videotaping, or photography on the University campus. In such cases, the University retains the right to approve the script, approve any changes to the script, and charge a fee to coordinate access to University property.

4. MONITORING

The Department of Marketing & Communications will monitor these activities in conjunction with Community Outreach to ensure that they conform to section 3 of this procedure.

Related Statutes, Policies, or Requirements

[Tex. Educ. Code § 85.16](#)

System Policy [09.02 Use of System Names and Indicia](#)

University Rule [07.03.01.C1 Political Campaign Events on Property Under the Control of Texas A&M University-Corpus Christi](#)

University Rule [41.01.99.C1 Use of University Facilities](#)

University Procedure [09.02.99.C0.01 University Name and Indicia Usage](#)

University Procedure [09.02.99.C0.02 Branded Items](#)

University Procedure [61.99.99.C0.04 Social Media Guidelines](#)

Contact Office

Contact for clarification and interpretation: Department of Marketing & Communications
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