

# UC Davis Policy and Procedure Manual

## Chapter 310, Communications and Technology

### Section 45, Guidelines for Multimedia Production of University Programs and Activities

Date: 6/28/96

Supersedes: 1/30/87

Responsible Department: University Communications

Source Document: N/A

---

#### I. Purpose

The development of cable television systems, as well as satellite, computer network, and other telecommunications technologies, has provided UC Davis with new opportunities to reach both local and distant audiences with information about University programs and activities. To utilize these new means of communication, it is expected that UCD departments and units will seek to produce, or collaborate to produce, live or recorded media programs for distribution beyond the campus. Such programs, if appropriately presented, can play an important role in encouraging public interest in and support for the University. The purpose of these guidelines is to help UCD departments and units to determine whether a media production (film, videotape, or other multimedia production) of a UCD program or activity is appropriate and to meet the requirements for such media production in compliance with University policy and external regulations.

#### II. Scope

- A. These guidelines apply to UCD departments and units, as well as to campus organizations and other organizations closely related to the University, as defined in Section 270-05.
- B. These guidelines do not apply to still photography or to the production by the Office of Instructional Media or other UCD units of television and other multimedia programs for instructional purposes, nor do they apply to news media photography conducted by authorized representatives of news organizations covering bona fide news events. However, units should inform the Public Communications Office when news activities are being arranged, so that its staff can provide information or assistance.

#### III. Guidelines

- A. Review and approval

The proposed media production must be approved by the department head, vice chancellor/dean, or other decision maker for the UCD unit and by the Director of Public Communications.

- 1. The unit decision to approve will be based on an evaluation of whether the proposed media production provides a clear benefit to the campus consistent with the University's purpose. The benefits must outweigh any negative consequences, such as interference with the orderly conduct of University business or adverse effects on the campus environment. In making such evaluation, the decision maker for the unit may wish to review the following:
  - a. Objective/purpose of the media production; for example, education, community service, event promotion, or promotion of general public interest in UCD programs and activities.
  - b. Method of distribution; for example, UCD cable channel, public access cable

channel, Instructional Television Fixed Service (ITFS) broadcast system, network channels, satellite, computer networks.

- c. Content/script of the production.
  - d. Personnel who will narrate or otherwise appear in the production.
  - e. Production quality.
  - f. Publicity or other promotional activities proposed for the production.
  - g. Potential effects on gate receipts/attendance at campus events.
  - h. Appropriate use of UCD funds/resources.
2. The Director of Public Communications must approve the proposed media production in concept at the initial stages of formulation. This is to assure that the proposed production conveys to the public an appropriate image of the University consistent with its role as a public institution of higher education. (This is compatible with the UCD publications policy, Section 310-35, which requires central review of certain printed materials intended for distribution outside UCD.) The Director of Public Communications may consult as necessary with other UCD units and individuals in making this determination.

#### B. Requirements

A UCD unit making a video recording, live transmission, or other media production of any UCD program or activity must meet the following requirements, whether the filming or videotaping is performed by a UCD unit, including Instructional Media, or by a non-UCD entity, either working cooperatively with a UCD unit or performing on a work-for-hire basis.

1. Permission must be obtained from all UCD units being filmed or videorecorded.
2. Permission/photo releases must be obtained from all participants. Photo release forms are available from the Public Communications Office.
3. Permission must be obtained from owners of copyrighted material (e.g., music) used in the production. Procedures for requesting permission are provided in Section 210-72.
4. If the University will be the owner of the production, a notice of copyright is required. Section 210-73 presents policy and procedures for determining ownership. Examples of copyright notices are in Section 210-71.
5. If the media production will have a commercial aspect (that is, the production will be cosponsored with a commercial enterprise or is intended for commercial application), it is subject to policy in Section 270-25. That policy requires review and approval of the appropriate vice chancellor/dean.
6. If a non-University entity is involved in the making or financing of the media production, a purchase order or business agreement is required (Section 330-05). The agreement will include a statement of responsibility for insurance and liability.
7. If the University name will be used, permission must be requested through the Director of

Public Communications (Section 310-65). In general, this permission is necessary in cases where there is a commercial application or where the UCD unit is working cooperatively with a non-University entity.

8. If campus services or facilities other than the unit's will be used, appropriate arrangements must be made, e.g., with the Campus Events & Information Office for reservation of facilities (Section 270-23), or with the University Police Department for parking and traffic control.

#### **IV. Further Information**

- A. The Business Contracts & Analysis Office can provide information and assistance on matters relating to copyrights and business agreements.
- B. The Office of Public Communications can assist departments with selection of appropriate format and distribution methods and with making special arrangements necessary for the actual filming or videotaping.
- C. The Office of Instructional Media is available on a recharge basis to produce live or recorded television or other multimedia programs and to assist with the distribution, as appropriate, via cable, computer network, and broadcast systems.