



Standard Administrative Policy and Procedure

Subject: Film and Photography Policy

Number: UW SAP 6-4.2

I. PURPOSE

Filming and photography are permitted on the University of Wyoming and its properties in accordance with this policy.

II. DEFINITIONS

Filming: The capturing of moving or still images of University property by any means on any media now in use or that may be invented in the future including, but not limited to, film, videotape, podcast, digital disk, personal computers, mobile phones, drones, personal digital devices, any electronic transmission to another medium, or to the internet.

Photography: The capturing of still images onto any compatible medium, or posting to the internet, by any means or devices now in use or that may be invented in the future including, but not limited to, film cameras, digital cameras, electronic devices such as personal computers, mobile phones, drones, or personal digital devices.

News Reporting: Live filming or photography for transmission by a national or local news reporting service or organization. News reporting includes both traditional news reporting (television, radio) and nontraditional news reporting (student journalism, blogging, vlogging, podcasting, livestreaming, and other social media-style reporting) that provide current information and reporting on local, national, and international news or matters of public interest. News reporting does not include the filming of documentaries, feature films, commercial advertising, entertainment productions, or other staged or scripted productions not primarily intended for timely journalistic reporting.

Non-public areas: University facilities not generally open to the public, including but not limited to: classrooms; laboratories; research areas; gymnasias; physical education or intercollegiate athletic exercise areas; child day care areas; faculty, administrative staff, or student offices; conference rooms; seminar rooms; lounges; storage areas; parking facilities; or other similar areas restricted to specified University faculty, staff or students.

III. POLICY

A. Incidental, Non-Commercial Filming or Photography in Public Places

1. Incidental filming or photography of public areas by University faculty, staff, students, visitors or tourists to be used for non-commercial, educational, administrative or personal purposes is permitted with no approval process, provided such incidental filming or photography will be done unobtrusively without interrupting campus programs, classes or activities and will not require any special campus services (University police or other personnel, traffic control, parking, etc.).
2. Any such incidental filming or photography by faculty, staff, students, visitors or tourists shall not be used or reused for commercial purposes at any time without the express written permission of the University and approval process set forth in section V.
3. Incidental filming or photography of non-public areas as defined in Section VII must follow the approval process set forth in section V.

B. Internal University Filming or Photography

1. Internal use refers to all non-incident, non-commercial filming or photography:
 - a. By University faculty, staff or students or
 - b. Contracted for by a University department or unit over which the University has artistic and creative control.
2. Internal use does not include filming or photography conducted by the University's Institutional Photographers, and Video Producers
3. Examples of internal use include:
 - a. Broadcast, print, website, podcast, and digital media primarily for University use.
 - b. University student filming or student productions that are solely being filmed as part of a classroom assignment and will not be for commercial broadcast or other uses.
 - c. University academic or departmental promotion or marketing.
4. Requests for internal filming or photography shall follow the approval process set forth in section V.

5. Departments that engage services of non-University staff (e.g., a commercial photographer or film company) for any internal use of filming or photography must:
 - a. Ensure that terms governing the use and reuse of any University images are clearly stated in the agreement; and
 - b. Seek to obtain all copyright to works being created in a “work made for hire” copyright agreement pursuant to U.S. copyright law which vests in the University all ownership rights and interests in the work created.

C. Commercial Use

1. Commercial filming and photography include filming and photography that is used in or for a business, entity or individual directly or indirectly for potential financial gain. Examples include, but are not limited to:
 - a. Theatrical release, broadcast, and digital or print media
 - b. Public service announcements
 - c. Non-UW student filming
 - d. Industrial use (e.g., trade show, intra-company or intra-industry use)
 - e. Photographs for calendars, works of art or other commercial products.
 - f. Documentary media
 - g. Submissions to film festivals or competitions
2. Requests for commercial filming and photography must follow the approval process set forth in section V.

D. News Reporting

All requests for news reporting should be referred to the Associate Vice President for Communications and Marketing.

E. Athletics Facilities

Requests to film or photograph in University athletics facilities or at University sports events should be directed to the University’s Athletic Communications and Media Relations Department. For further information please contact wyoSid@uwyo.edu.

F. Weddings

1. Weddings may be scheduled for most facilities on campus through Central Scheduling. For further information please contact central-scheduling@uwyo.edu. To schedule weddings at the Marian H. Rochelle Gateway Center or the University of Wyoming Conference Center, please contact UW Catering at catering@uwyo.edu.
2. Photography or filming contemporaneous with the event is allowed without an additional permit, including commercial photography or videography, so long as it is consistent with all other aspects of University policies and regulations and used solely for the wedding party's personal use.

G. University of Wyoming Photographer's Images

1. Many images captured by the University's Institutional Photographers or other members of the campus community located in the [University Photo Database](#) are available to University students or employees for use only in University publications, promotional materials and websites.
2. In addition to the photo database Institutional Marketing provides various photography services to UW personnel and departments, many free of charge. Those interested in University Institutional Photography services may contact Institutional Marketing at uwmktg@uwyo.edu or [complete a project request form at uwyo.edu/brandcenter](#).

IV. RESTRICTIONS ON USE OF UNIVERSITY IMAGES, TRADEMARKS, SYMBOLS AND LOCATIONS

- A.** The University's name, trademarks, logos, official seals, licensed music, and other indicia may not be filmed in any form without the written permission of the University unless there is an applicable exemption under Federal law to obtaining such permission, e.g. news reporting, criticism and commentary and parody or satire. Written permission is also required for the use of University logos on costumes and set dressings. These permissions are in addition to the approval process set forth in Section V. Please contact the Associate Athletic Director of Trademark & Licensing at trademrk@uwyo.edu or the Director of Brand & Marketing at uwmktg@uwyo.edu for any requests under this section prior to following the approval process in Section V. No permission will be granted for the uses specified in Sections IV(D) and (E) below.
- B.** No identification of the University as the site of commercial filming will be permitted without prior written authorization from the University. The University

through the Vice President for Campus Operations or designee may approve such a request when the proposed identification is determined to be in the University's best interest. Such requests for University identification should clearly specify how the identification would be made and in what subject matter context.

- C. University trademarks, logos, buildings, statuary, and landmarks may not be used in any commercial advertisement in a way that directly or indirectly suggests the University's involvement with, or support, promotion, or endorsement of any product, service, or political party or candidate without the written approval of the Vice President for Campus Operations.
- D. Use of the University's name, trademarks, logos, official seals, licensed music or other indicia and University buildings, statuary or landmarks is strictly prohibited in political campaigns or on campaign materials, social media or websites. Incidental use of the University's trademarked brown and gold colors by political candidates within their campaigns and use of trademarks, logos, official seals, or other indicia worn or displayed by third parties (those not affiliated with the political candidate or the University) within campaign materials, social media, or websites are excluded from this prohibition.
- E. The University will strictly enforce the Secretary of State's rule that Wyoming's bucking horse and rider trademark (see below) shall not be used in political campaigns or on campaign materials, social media, or websites.



V. APPROVAL PROCESS

- A. Requests for commercial or internal use filming or photography shall be submitted to the University's Central Scheduling department.

- B.** Applicants must complete the required application forms at least 30 days prior to the date requested. The application can be found at [Central Scheduling](#) or obtained by request through email at centralscheduling@uwyo.edu.
- B.** Central Scheduling will:
1. Evaluate all proposals for filming and photography on campus and review potential logistics problems;
 2. Determine the appropriate facility and services usage;
 2. Obtain approval of the authority in direct charge of the requested facility;
 3. Determine the need for assigning an on-site campus staff person for filming activities;
 4. Through the processes set forth in this Standard Administrative Policy and Procedure, ensure that proposed filming or photography does not include campus images without proper authorization;
 5. Coordinate specific dates and times of the request to not conflict with scheduled campus events or academic programming;
 6. Provide coordination with and notification of other campus entities and services, as necessary; and
 7. Obtain approval from the Vice President for Campus Operations or designee if the following signs/areas will be used:
 - a. University of Wyoming landmark signs
 - b. Student residence and dining halls
 - c. Faculty residential housing
 - d. The Student Health Services building or any University of Wyoming family medical residency centers
 - e. Research laboratories, including University field stations and Research and Education Centers
 - f. The President's residence
- F.** In determining whether a request for filming or photography will be granted, the University will take into consideration operational and logistical factors, including but not limited to: the safety of students, faculty and staff; the potential for damage

to buildings or property; availability of the facilities; and the size and complexity of the production.

- G. Upon approval by Central Scheduling, and the Vice President for Campus Operations, as applicable, the individual or entity must execute the following agreements/permits which can be found at [Central Scheduling](#) or obtained by request through email at centralscheduling@uwyo.edu:
 - 1. Commercial photography and filming: Location Agreement
 - 2. Internal use photography and filming: Facilities Use Permit
- H. If any individual or entity plans to take photos or videos of any University owned or leased facility or grounds with a drone or unmanned aerial system (UAS), they must first submit a request for approval to the University UAS Manager, subject to the University of Wyoming Unmanned Aircraft System Policy Manual.

VI. FEES

- A. Internal use photography and filming will not be subject to a location fee, but the University may charge fees for services including University police, University personnel, traffic control, parking, grounds restoration and cost recovery on a case-by-case basis.
- B. Commercial photography and filming will be subject to the following fees, unless waived or reduced by the Vice President for Campus Operations or designee:
 - 1. Independent films/documentaries: \$500 per day
 - 2. Commercial films/television: \$600 half day; \$1,200 full day
 - 3. Commercial photography: \$250 half day; \$500 full day
- C. The University may charge additional fees for services including University police, University personnel, traffic control, parking, grounds restoration and cost recovery on a case-by-case basis.

Responsible Division/Unit: Division of Campus Operations

Source: None

Links: <http://www.uwyo.edu/regs-policies>

Associated Regulations, Policies, and Forms: None

Approved: UNDER REVIEW 6/9/2026