

NORTHLAND PUBLIC LIBRARY

Film and Photography Policy

Introduction

The purpose of this policy is to establish the terms and conditions under which Library space may be used for still photography, filming and/or video production. Northland Public Library's express permission is required for any filming or photography in the Library building, on the Library grounds or at Library sponsored events by professional, commercial, student or news photographers or filmmakers or by other Library visitors/users wishing to take pictures or film for commercial and/or personal purposes.

All photography/filming requests are coordinated by the Library's Director of Marketing & Communications. In addition, all Library rules and regulations must be followed and there shall be no interference with the ongoing operations of the Library and the work of its staff. Questions regarding this policy should be directed to the Director of Marketing & Communications at extension 103 or balestreires@einetwork.net or the Executive Director at extension 101 or steelea@einetwork.net.

The Library reserves the right to prohibit any filming or photography for any reason, including, but not limited to, if the filming or photography creates the potential for: (i) disruption of business; (ii) damage to or alteration of Library property; (iii) inappropriate use of Northland Public Library's name, logo or image; (iv) disruption of pedestrian or vehicular traffic; (v) other safety hazards; (vi) violations of the Library's privacy policies; or (vii) individual or corporate financial gain.

Non-commercial (private use) Photography

Non-commercial photography (such as a visiting Library professional, casual tourist or Library user who wants to record a visit or capture the building's architecture or landscape) is generally allowed without prior written permission provided that such activity does not capture identifiable likenesses of individuals without their written permission. Individuals who take pictures must honor requests from Library users and staff who do not want to be included in photos. Equipment, such as tripods, may not obstruct passageways or cause disturbances to Library users. The Library reserves the right to terminate any photography if it results in disruption of the ordinary Library environment or operations.

Non-Commercial Filming, Commercial Filming or Commercial Photography

Filmmaking (commercial and non-commercial) or commercial photography is coordinated by the Director of Marketing & Communication. Approval is at the discretion of the Library's Executive Director and is contingent upon facility and staffing availability. All filmmaking and professional photography

must take place before or after the Library's normal operating hours and all equipment must be removed during the Library's operating hours. Rental fees will be negotiated based on project scope. The process for requesting permission is detailed below.

News-related Filming & Photography

The Library will consider reasonable requests for journalistic, non-commercial filming and photography. Notification is not required but is appreciated for news-related photography.

Library Photography or Filming

Occasionally, Northland Public Library staff may elect to photograph or film Library programs and/or events. The Library reserves the right to include these images in brochures, flyers, web pages, news releases or other promotional materials, as well as make them available to media outlets and event participants. When names or images are used by the Library for publicity or other Library-related uses, the Library obtains customer permission or allows customers to "opt out" of having their image taken.

Requests for Permission to Film or Take Photographs

Non-news related requests should be made in writing at least 5 business days in advance by emailing Santana Balestreire, Director of Marketing & Communications, at balestreires@einetwork.net. All requests for filming or photography must include the following information:

- Name and description of the organization or individual making the request.
- Project description, including the context and way in which the Library is to be portrayed and the intended use of the resulting material.
- Date(s) requested.
- Time and duration of proposed shoot.
- Number of people and amount and type of equipment involved, including vehicles.
- Potential disruption (sound, light, physical, etc.) of Library activities.
- Location releases, if necessary, must be submitted for review by the Library in advance.
- Proof of adequate insurance coverage and a signed indemnification agreement (student photographers/student filmmakers are exempt.)

All professional photography/filmmaking must take place before or after the Library's normal operating hours and all equipment must be removed during the Library's operating hours. Rental fees will be negotiated based on project scope. Approval is at the discretion of the Executive Director and is contingent upon facility and staffing availability.

Additional Guidelines

- Use of Northland Public Library's name, logos, trademarks or images in connection with any photograph or film is prohibited without written permission by the Library.
- Photos of minors are prohibited at all times without the written permission of the minor's parent or guardian.
- No set construction or alteration of buildings/grounds is permitted.
- All areas occupied in connection with the filming/photographing must be returned to their normal conditions.
- Applicants must not make any connections to the electrical system other than through plugging into standard duplex receptacles. Covers from electrical panels or boxes must not be removed.

For More Information

Contact the [Director of Marketing & Communications](#).