

MEDIA RELATIONS/FILMING POLICY

Purpose: The purpose of this policy is to outline the appropriate channels for review and approval of outside filming, requests for interview, and media relations within the department.

Scope: This policy applies to all employees within the department, and external entities requesting permission to interview staff or film in the facility.

Policies:

I. MEDIA RELATIONS

- a. The Marketing and Communications Manager (or designee) manages media relations for the Department of Recreational Sports in conjunction with the Associate Director for Programs, the Director of Recreational Sports, the Assistant to the Vice President for Student Affairs, the Vice President of Marketing & Communications, and other UGA administrators.
- b. All requests for interviews and/or statements on behalf of the Department of Recreational Sports should be directed to the Assistant to the Vice President for Student Affairs – Communications and Digital Engagement at askstudentaffairs@uga.edu.
- c. The Director of Recreational Sports should be contacted in the event of a media inquiry if the Marketing and Communications Manager is unavailable.
- d. **Rec Sports employees (student, graduate assistant, or pro staff) are not authorized to comment to the media without prior approval and authorization from the Marketing and Communications Manager, Associate Director for Programs, or Director of Recreational Sports.** The Marketing and Communications Manager will either respond to the request directly or work with the appropriate personnel to arrange for a comment.
- e. The Marketing and Communications Manager, in addition to responding to requests, will also reach out to the media on the department's behalf in the interest of promoting events and initiatives (press releases, advertising, providing photos or other information, pitching stories, etc.)
- f. The Marketing and Communications Manager will work with pro staff in all Rec Sports areas to arrange interviews and provide media relations tips/training.

II. REQUESTS FOR PHOTOGRAPHY/VIDEOGRAPHY IN REC SPORTS FACILITIES

- a. All requests for photography or filming within the Ramsey Student Center or other Rec Sports facility must be approved by the Marketing and Communications Manager, the Assistant to the Vice President for Student Affairs, and the Broadcast Coordinator in the Division of Marketing & Communications. Requests must be submitted via this form: <https://recsports.uga.edu/media-requests/>
- b. All requests are subject to University of Georgia policies for filming on campus, as outlined by the Division of Marketing & Communications.

- c. Photography and filming must be announced to any and all participants in the approved area. Participants have the option of declining their consent to be filmed and/or photographed. Filming and photography cannot interfere with patrons' normal use of the facility or equipment as well as the daily operations of the building.
- d. Photography/filming in locker rooms is not permitted.
- e. Authorized photographers will be given a lanyard and name tag that states they are approved to film in Rec Sports facilities. This lanyard must be returned to the Rec Sports main office when filming is completed.
- f. UGA staff photographers from the Division of Marketing & Communications are authorized to film or take photos in Rec Sports facilities at any time. The Marketing and Communications Manager will be informed of any intent to film.
- g. **All UGA Rec Sports staff must assist in preventing unauthorized filming in the facility, and should direct photographers who have not been authorized to the approval form on the Rec Sports website.**

Procedure:

- I. Once a request is made through the submission form listed above, The Marketing and Communications Manager (or designee) will contact the Associate Director for Programs, the Director of Recreational Sports, and the Assistant to the Vice President for Student Affairs to ensure there is no issue with the request.
- II. Once the approvals are obtained from parties listed above, the Marketing and Communications Manager will work with all relevant program and facility staff to ensure there is no conflict in scheduling the request.
- III. If there is a conflict, alternative dates and times will be communicated to the requestor(s).