

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 Assistant Director for Marketing and Communications (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 Assistant Director for Marketing and Communications, Associate Director for Programs, or Director of Recreational Sports.** The Assistant Director for Marketing and Communications will either respond to the request directly or work with the appropriate personnel to arrange for a comment.
- e. The Assistant Director for Marketing and Communications, 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 Assistant Director for Marketing and Communications 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 Assistant Director for Marketing and Communications, 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-next/>

- 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 Assistant Director for Marketing and Communications 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.**

III. PHOTOGRAPHY/VIDEOGRAPHY FOR FACILITY RESERVATIONS

- a. All facility reservations require the reservation point of contact to complete the Rec Sports Media Request Form as part of the facility reservation process. This requirement applies regardless of whether photography or filming is currently planned for the reservation.
- b. When completing the Media Request Form, the point of contact should select **"Reservation Holder (required as part of the facility reservation process)"** as the request type.
- c. Media Request Forms submitted by reservation holders will be reviewed through the same approval process as all other media requests.
- d. Any photography or filming associated with a facility reservation must comply with the requirements outlined in Section II: Requests for Photography/Videography in Rec Sports Facilities, including participant notification and consent, restrictions on filming locations, and expectations regarding facility operations.
- e. **Approval of a facility reservation does not constitute approval to photograph or film within Rec Sports facilities. Photography or filming may only occur after the applicable media request has been reviewed and approved.**

Procedure:

- I. Once a request is made through the submission form listed above, The Assistant Director for Marketing and Communications (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 Assistant Director for Marketing and Communications 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).