

Weatherspoon Art Museum Filming Policy and Procedures for Students and Visitors

The Weatherspoon Art Museum, part of UNC Greensboro, strives to be a welcoming and inclusive space for our campus and broader communities. In keeping with the museum's academic mission, staff recognize and support the work of students and scholars in museum spaces. In an effort to meet their needs while fulfilling our mandate to keep the museum and art accessible and safe, the following film policy has been implemented.

- Photography for personal use is allowed in the museum's galleries, sculpture courtyard, study spaces, and atrium unless otherwise posted. However, the use of photography or filming equipment (professional cameras, tripods, lighting, audio equipment) and the organizing of photography or film shoots are not permitted without prior approval from museum staff.
- Museum visitors, students, faculty, and staff cannot be filmed or photographed without their express permission.
- Photography and film beyond the scope of personal use (e.g. photo shoots or film shoots) must go through an approval process. Requestors must provide the appropriate information per the request form: [Link to request form](#).
- We prioritize requests from UNCG students who are enrolled in UNCG classes and are preparing course material.
- The museum is available for approved filming during business hours. Approved shoots must have a WAM staff member with them at all times during filming.
- Non-compliance with these guidelines or deviation from previously shared information (such as adding extra crew members or equipment) will result in the museum withdrawing permission to film.
- WAM reserves the right, at its sole discretion, to withhold and/or withdraw permission to photograph on its premises or to reproduce photographs of objects in its collections.
- Photographs and video taken at the WAM cannot be published, sold, reproduced, transferred, distributed, or otherwise commercially exploited in any manner whatsoever.
- The Assistant Director for Strategic Engagement makes the final decision regarding requests to film at the museum.

Procedures for Student and Visitor Photo and Film Shoots at the Weatherspoon Art Museum

Requirements for obtaining approval to organize a photography or film shoot at the Weatherspoon Art Museum:

- Before submitting your request, we suggest you visit the museum on your own without equipment to get an idea of the space and your goals.
- Plan well in advance of your desired shoot date. Requests must be submitted at least three weeks in advance of the requested film date. WAM staff will respond within three working days.
 - Request form requires the following information: Project title, crew list, prospective equipment list, prospective shot locations, prospective shot list, and the script or interview questions to be performed.
- The person requesting the photography or video shoot must do a walk through with a museum staff member no later than three days before the scheduled shoot and must be present for the duration of the shoot.
 - The required walk-through is our opportunity to:
 - Recognize and discuss any location concerns prior to the film shoot. Requests to limit access to certain museum spaces (such as closing doors, moving furniture, or blocking entry/exit routes) must be approved by staff during this walk-through. For best outcomes, we suggest that all primary crew members attend this walk-through.
 - Discuss technical decisions (camera angles, equipment, execution) to ensure that the project does not cause unreasonable disruption to museum access; cause improper intrusion on the privacy of students, visitors, employees, and others; risk the safety of visitors or artworks; or cause museum visitors to feel unsafe.
 - Discuss copyright concerns. If the museum determines the project falls outside of academic or personal use, the requestor will be responsible for any licensing fees associated with obtaining reproduction permissions of artworks in view of the camera.
- WAM requires a complete, finalized shot list at least one business day prior to the filming date. This finalized shot list can be created with museum staff during the required walk-through. It must also include a list of any visible artworks in each shot.
- Participants and Equipment
 - WAM requires a complete, finalized participant list that includes full names, roles, and contact information at least one business day prior to the filming date. The list will be provided to the museum's Visitor Service and Security Associates. No additional crew members can be added to

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the shoot after submission of the final list. Any last-minute crew changes due to personal reasons must be shared with the WAM staff observer as early as possible and the changes must not exceed the number of participants designated in the final list.

- WAM limits the types of equipment used in the museum for the safety of our visitors and the artwork:
 - Tripods are prohibited in the galleries
 - Lighting and camera flashes are prohibited in the galleries
 - All equipment must be approved by Weatherspoon staff prior to filming. Equipment approvals will vary depending on the filming location.
 - All props must be approved by WAM staff. Large props are not allowed in galleries.
- Crew must provide a complete equipment and props list to Weatherspoon staff at least one business day prior to the day of filming. This list may be made during the required walk-through with museum staff. The list will be provided to Visitor Service and Security Associates. VSSAs will not allow any filming equipment into the museum without prior staff approval and the observing staff member present.

The Assistant Director for Strategic Engagement makes the final decision on filming requests.

Please note: We reserve the right to cancel or stop the shoot if participants are disruptive or pose difficulties to visitors, museum staff, or artwork on display. We reserve the right to refuse the inclusion of certain artworks in the film due to copyright concerns. We reserve the right to cancel or stop the shoot if the requestor misrepresents the scope or scale of the shoot.