



MEDIA POLICY

Filming and Photography on Campus Policy January 2025

South Kent School

As a private institution, **South Kent School** retains the right to determine access to campus property and how that property is used for filming and photography. This policy outlines the guidelines for those wishing to capture media on campus, with specific provisions for commercial, journalistic, and personal use, as well as regulations for filming within our **athletics programs**.

Compliance with Law

All people authorized by SKS to capture media on campus are solely responsible for complying with all laws and regulations relating to such capture and use (if applicable) of media, including, but not limited to, licensing, permitting, privacy and permission laws.

1. Commercial Filmmakers and Photographers

South Kent School **does not permit** individuals or businesses to film or photograph on campus for **promotional, marketing, commercial, or advocacy purposes** without prior approval. This includes individuals who create content for **YouTube, social media, digital platforms, or other outlets** aimed at generating revenue through advertising, sponsorships, or other means.

Requests for commercial filming and photography must be submitted for approval to the **Director of Communications** before any media is captured on campus.

2. Athletic Filming and Photography

Filming and photography within South Kent School's **athletics programs** are subject to the following regulations:

- Media Outlets & Scouts:** Credentialed journalists, recruiters, and scouts wishing to **film games, practices, or athlete interviews** must obtain prior approval from the **Athletic Department** and the **Director of Communications**.
- Team Footage & Analysis:** Coaches and SKS designated personnel are permitted to film practices and games for **team strategy, player development, and training purposes** only.
- Parent & Spectator Filming:** Families and fans may take personal photos and short videos from **designated spectator areas**. However, the redistribution of game footage for **commercial use, unauthorized scouting, or third-party media platforms** is strictly prohibited.
- Student-Athlete Media Use:** Players may share personal highlights, photos, and team content for **non-commercial, personal use**, but must comply with **NCAA, league, and institutional policies** regarding the distribution of footage.

3. Political, Documentary, and Advocacy Work



South Kent School maintains a **neutral stance** in political and advocacy matters. As such:

- **Political candidates** may **not** use photos or videos taken on campus for **campaign purposes**.
- Filming for **documentary or advocacy work** requires **explicit prior approval** from the Director of Communications. Requests should outline the purpose, intended use, and scope of the project.

4. Personal Use

Visitors, students, and faculty may take photographs and videos for **personal use** as long as they are **respectful, unobtrusive, and do not interfere** with campus programs, classes, or activities.

- Personal media **may not be used** in a way that misrepresents South Kent School, or violates student privacy, or law.
- Any photography or videography inside **dormitories, locker rooms, health facilities, or classrooms** must be approved by the **Head of School, Operations, and Communications**.
- Use of **drones for personal photography** is prohibited without **prior authorization** from the Operations Office.

5. Student Media Projects

South Kent School students may film or take photographs on campus as part of **academic coursework** with **prior approval from** their teacher or academic advisor.

- Faculty members must ensure that student filming complies with **privacy, safety, and community standards**.
- Any student project involving **off-campus publication** (e.g., blogs, websites, or social media) must be reviewed and approved by the **Director of Communications** before distribution.

6. Journalists & Media Outlets

IMPORTANT: please **[COMPLETE AND SUBMIT THIS FORM](#)** to obtain Press Credentials.

Accredited journalists and media professionals may film or photograph in **designated public areas** of campus with **prior approval from the Director of Communications**.

- Media representatives covering **athletics, events, or academic programs** should contact the Director of Communications **at least 48 hours in advance** to coordinate access.
- Because our students are minors, some campus events, classrooms, and athletic facilities may have **specific photography restrictions**. **There also may be restrictions on the use of such films or photographs**.



- Media personnel **must wear proper credentials** while on campus and adhere to **journalistic codes of ethics**.

7. Faculty, Staff, and Institutional Photography

- Filming and photography for official **South Kent School departments, programs, and promotional materials** must be coordinated through the **Director of Communications**
- Internal film and photography requests should be submitted **two weeks in advance** when possible, particularly for **major events, student features, and athletics coverage**.
- Film crews requiring **special accommodations** (such as drones, additional lighting, or specific campus access) must coordinate with **Operations and Communications Offices**.

8. Enforcement & Compliance

Failure to comply with this policy and/or any unauthorized filming or photography may result in:

- Revocation of filming privileges** and/or removal from campus.
- Confiscation or deletion** of unauthorized footage (when applicable under school policy).
- Referral to law enforcement** if media capture violates student privacy, laws about concerning the protection of minors, or disrupts school operations.

For **filming and photography inquiries, permissions, or media requests**, please contact :

✉ **Sarah Chase, Director of Communications**

☎ **860.927.3539 ext 207**

Mobile: 402.889.5152

E-Mail: chases@southkentschool.org

Press Credentials Application Form

This policy ensures that South Kent School maintains a **safe, respectful, and professional** environment while allowing appropriate media engagement within our academic and athletic communities.