

BLINN COLLEGE ADMINISTRATIVE REGULATIONS MANUAL

SUBJECT: *Video*

EFFECTIVE DATE: May 1, 2012; amended March 31, 2015; June 30, 2021

BOARD POLICY REFERENCE: CT

PURPOSE

To ensure a consistent style and message, the Blinn College District has policies and procedures regarding video production projects designed to market or promote the College District to external audiences.

REQUESTING A VIDEO PROJECT

To request a video project, submit a [Marketing Request Form](https://my.blinn.edu/marketing) available at <https://my.blinn.edu/marketing>. Each project request should include the following information:

- What is the purpose of the video?
- Who is the intended audience?
- What is the deadline for project completion? Depending on the scope of the production and other projects underway, videos can take 2-5 weeks to complete.
- Has this project been approved by the appropriate director, dean, or administrator?

Upon receipt of the request, the Marketing Department will coordinate production details with the requestor, including:

- the primary messages to be communicated in the video,
- target length for the video,
- video participants,
- filming schedule and locations,
- and delivery of release forms to participants.

RELEASE FORMS

As a public institution, the Blinn College District utilizes photos and videos to capture the spirit of campus life and to document College District events. College District staff may take photos, audio, or video recordings at College District-sponsored events that are open to the public, including but not limited to, ceremonies, luncheons, celebrations, and other events. Whenever possible, College District staff will accommodate any reasonable request to avoid taking photos or video of individuals who wish to opt out.

Blinn College District staff will make an effort to obtain release forms from all individuals who are depicted clearly in any photograph or video that will be used in any form of advertising. The College District's [Photo/Video Release Form](https://my.blinn.edu/marketing) is available at <https://my.blinn.edu/marketing>. Any minors under the age of 18 who are featured in College District videos must have a release form signed by their parent or guardian.

USAGE

The Blinn College District will only use photos and video footage for its own marketing, and will not sell footage with other organizations. Photos and footage may be shared with Blinn College District's educational partners.