

	<b>Title: CON Photography and Filming Policy and Procedure</b>	Review Frequency: Two Years	<b>Effective Date:</b> 9/1/2017 (Reviewed 5/28/2020)
	<b>Document Category / Document Type:</b> Policy	Doc Control #	<b>#CON-402</b>
		Revision #	1

1. Purpose/Objectives.

1.1. The purpose of this policy is to provide guidelines to those taking photographs or video at the UNM College of Nursing or UNM College of Nursing related events for University purposes.

2. Scope.

2.1. This policy applies to anyone taking photographs or video at the UNM College of Nursing or a UNM College of Nursing event for University purposes.

3. Content.

3.1. Notification

3.1.1. If you are a UNM College of Nursing or a UNM faculty or staff member wanting to take photographs or video for University business, a member of the UNM College of Nursing Marketing and Communications committee will need to be notified about the date, time, and subject of the photography or filming. All photos or video will be sent to the Chair of the Marketing and Communications committee for the UNM College of Nursing.

3.1.2. Members of the press must notify the UNM College of Nursing as well as the HSC Communications and Marketing department prior to taking any photographs or video.

3.1.3. Requests for commercial filming or photographing of the University for political activities should be submitted to University Communication and Marketing (UCAM) by completing the Guidelines and Application for Film or Commercial Photography per UNM policy 2060.

3.2. Scheduling and hiring staff photographers/videographers

3.2.1. If requesting the assistance of College of Nursing IT staff for photography or videography of either on- or off-campus events, requests must be made in writing to the IT Services Manager at least one week in advance of the event being photographed or videoed.

3.2.2. If requesting assistance from University level or Health Sciences Campus marketing and communications staff for photography or videography for on-or off- campus events, event managers must contact the appropriate staff within those offices and adhere by the policies and procedures of those offices.

3.2.3. If the event manager wishes to hire a photographer or videographer who is external to the University of New Mexico, he/she must allocate funds from within their event budget and coordinate the hire of the individual or company through the HSC Marketing and Communications Office.

3.3. Consent

3.3.1. Students- All students must give consent to be photographed and/or filmed by completing the Consent and Release for Right of Publicity form , indicating they DO provide consent. Such documentation will be retained within the College of Nursing's electronic shared folders for the remainder of the student's participation in their current program. (If a student begins a new program at the UNM College of Nursing they must fill out a new consent form.) If there is no consent form on file for the student or if the student indicates they DO NOT authorize consent, then he or she cannot be photographed or filmed.

3.3.2. All Others- Anyone who is not a current student or employee of the UNM College of Nursing must give consent to be photographed and/or filmed by completing the Consent to Photograph form. Such document must be retained within the College of Nursing's electronic shared folders with the photographs.

- 3.3.3. Events -All UNM College of Nursing events must display the appropriate signage stating, "Attendance at this event constitutes an agreement to the UNM College of Nursing's use and distribution (both now and in the future) of the attendee's image in photographs. If you do not wish to have your picture taken please let us know." Individual consent forms are not needed.
- 3.4. Corporate Logos -The photographer and/or videographer will not capture logos and/or images of companies not affiliate with the University of New Mexico, this includes logos and images on walls, fixtures, and signage at the event as well as logos on clothing worn by event attendees or subjects of photography/video. Clothing with UNM logos or images is acceptable dependent on the situation as determined by the UNM or UNM College of Nursing employee in charge of the photoshoot or filming.
- 3.5. Dress Code for Photography and Videography:
- 3.5.1. General Appearance: All College of Nursing students (undergraduate and graduate), faculty, and staff must present themselves in a clean and professional manner at all times, but especially when being photographed or videotaped for official College of Nursing or University business.
- 3.5.1.1. Business casual attire is expected for individuals participating in staged or scheduled photography/videography sessions.
- 3.5.1.2. Loud or busy patterns, stripes, florals, and other visually distracting patterns discouraged during photography/videography sessions.
- 3.5.1.3. Hats, such as baseball caps, fedoras, ski-caps, etc., are not appropriate to wear in a work setting and should not be worn during photography or videography sessions. Individuals may wear head scarfs, turbans, or hijabs for religious or medical reasons only.
- 3.5.2. Dress Code for Clinical Settings- All students, faculty, and staff being photographed or videotaped must adhere to the same dress code for clinical assignments if portraying the role of the nurse/healthcare provider. Including:
- 3.5.2.1. Care Provider Uniform
- 3.5.2.1.1. Inpatient clinical: Scrub pants with scrub top and predominately white shoes (90% white) or plain white leather tennis shoes, which must be kept polished and clean, are required. If you have a UNM CON patch on your uniform it must be worn on the left sleeve. Clean white lab coat with may be worn. Again if you have a CON patch it must be worn on the left sleeve. Do not wear jeans or shorts.
- 3.5.2.1.2. Fingernails must be cut short; no nail polish due to evidence based practice standards. No false nails.
- 3.5.2.1.3. Hair must be clean, restrained (not loose) and off the shoulders.
- 3.5.2.1.4. Beards and mustaches are to be clean and neatly trimmed.
- 3.5.2.1.5. Jewelry should be kept to a minimum. Large, dangling ear hoops or necklaces are NOT appropriate. One pair of earrings ONLY, worn flat to the earlobe is acceptable. Rings with stones are discouraged. Facial piercings are not appropriate for patient care and should be removed or concealed during scheduled/ staged photography/videography sessions. Medic alert bracelets are acceptable and can be worn during sessions.
- 3.5.2.1.6. Visible tattoos should be covered wearing a long-sleeve shirt, slacks, tights, or other appropriate clothing. For care providers being photographed, a long white sleeve undergarment may be worn under scrub top to cover tattoos; a turtleneck may be necessary for some tattoos.
- 3.5.2.1.7. Gloves must be worn, when appropriate, for procedures that would require gloves in a real scenario.
- 3.5.2.1.8. Community clinical: Navy or khaki slacks (Dockers type- 4 pocket max, no cargo pants or jeans. Clothes must be clean and unstained). Closed toe flat shoes; clean, solid color (brown, tan or black). Collared polo shirt (white, red or navy). If you have a CON patch it must be worn on the left sleeve.

- 3.5.2.1.9. Care providers may wear a white sweater if needed.
- 3.5.2.2. Mock-Patient

- 3.5.2.2.1. Business casual attire should be worn by students, staff, or faculty who are participating in clinical photography or videography sessions when acting in the role of a standardized patient, as well as follow all other guidelines described in this policy unless other attire is required for the role of the patient.

- 3.6. Photographs taken for UNM College of Nursing purposes must be stored within the College's electronic shared folders for future use.

#### 4. Responsibilities.

<b>RESPONSIBILITIES</b>	
<b>Position/Title/Group</b>	<b>Requirements/Expectations/Duties</b>
UNM College of Nursing Marketing and Communications Committee	Responsible for enforcing adherence to this policy and for reviewing and approving any changes to this policy.
CON Faculty, Staff, and Students	Responsible for understanding and adhering to this policy.

#### 5. Records Applicability/Retention

- 5.1. "Documentation related to this policy will be maintained in accordance with UNM Administrative Policies and Procedures, UAPPM Policy 6020, and applicable requirements of the New Mexico Public Records Act, N.M.S.A § 14-3-1 et. seq."
- 5.2. Photography/Videography Consent Forms will be retained within the College of Nursing's electronic shared folders for the remainder of the student's participation in their current program.

#### 6. External Reference(s).

- 6.1. None

#### 7. Internal Reference(s).

- 7.1. <https://policy.unm.edu/university-policies/6000/6020.html>

#### 8. Definitions.

- 8.1.

#### 9. Key Words.

- 9.1. Simulation, Students, Dress Code, Photography, Video

#### 10. Attachments.

- 10.1.

#### 11. Approval Authority.

Item	Contact	Date	Approval
Owner	CON Faculty		N/A
	CON Administration		[Y or N/A]
	Other: Marketing and Communications Committee	6/27/2017	Y
Consultant(s)	CON Senior Faculty, CON Tenured Faculty, or CON Leadership Team/ Department		[Y or N/A]
Committee(s)	CON Faculty Affairs Committee		N/A
	Staff Council		N/A
	Other:		N/A
Legal (if applicable)	<i>Carolyn Montoya</i>	8/21/17	[Y or N/A]
Official Approver	Carolyn Montoya, Interim Dean, College of Nursing		Y
Official Signature		Click here to enter a date.	
2 <sup>nd</sup> Approver (Optional)	President pro tempore of CON Faculty	Click here to enter a date.	
Signature		Click here to enter a date.	
CON Faculty Approval:		Click here to enter a date.	
Effective Date:		9/1/2017	
Origination Date:		2/15/2017	
Issue Date:		8/21/2017	

12. Document History.

HISTORY LOG				
Date and Date Type: (Specify: Origination, Effective or Retired Date) In addition: Add Review Date when Effective Date does not change due to no major updates.	New/ Revision #	Title of Document:	Description of Change(s):	Approved By: Print Name/Title
2/15/2017 Origination date	1	Photography & Filming Policy & Procedure	New Document	Interim Dean, Carolyn Montoya
5/28/2020 Reviewed	2	Photography & Filming Policy & Procedure	Transferred Policy #13.1.2 content to revised HSC policy template and numbering system to #CON 402.  Reviewed: No changes	Alumni Relations Director, Marlana Bermel