

FRESNO CHAFFEE ZOO PHOTO/VIDEO POLICY

FRESNO CHAFFEE ZOO VISITOR POLICY

Visitors are welcome to photograph and/or videotape at the Fresno Chaffee Zoo (“Zoo”) for their personal use. Visitors wishing to photograph and/or videotape for non-personal use, including, but not limited to, commercial, artistic, educational, or media use, must first receive prior written approval from the Zoo’s Marketing Department.

PHOTOGRAPHY/VIDEOGRAPHY POLICY

Visitors wishing to photograph and/or videotape for non-personal use must receive prior written approval by the Zoo’s Marketing Department, and must comply with the requirements and procedures set forth in this policy. In addition, visitors wishing to photograph and/or videotape for commercial use must also pay a fee as provided in the schedule of fees. The Marketing Department reserves the right to refuse permission for any use it determines not to be in the best interests of the Zoo.

REQUESTS AND PREPARATION

1. All requests must be consistent with the Zoo’s mission and core values and must reflect a professional and positive image of the Zoo, its animals, exhibits, grounds, and staff members.
2. All requests must be in writing and presented to the Marketing Department at least one week before the proposed date of filming.
3. All requests must be as detailed as possible, since review is based on the perceived quality and content of the final product as described in the request.
4. All commercial requests are subject to the fee guidelines established by the Marketing Department as set forth herein.
5. A signed authorization form must be presented to the Marketing Department before filming commences.
6. Any cancellations and/or changes to any requests must be made at least 24 hours in advance.
7. All requests are subject to final approval by the Marketing Department.
8. Photography and/or videography at the Zoo may only be for the specific purpose stated in the approved request.

EQUIPMENT AND PROPS

1. Outside vehicles are not permitted on Zoo grounds unless the Marketing Department grants prior approval. If outside vehicles are approved, a Marketing Department representative must accompany the vehicle at all times while on Zoo grounds. In addition, vehicles may not travel at a speed exceeding 10 miles per hour, may not travel paved roadways during peak

- visitor hours, may not travel in restricted areas, and may not honk horns or use any other means to clear pedestrian, animal or other vehicle traffic.
2. The Marketing Department must approve in advance all props used during photography, filming, or media production. The Zoo may prohibit certain equipment (e.g., lights, reflectors, microphone booms, fog machines, etc.) if the Marketing Department determines the equipment poses a threat to the health or safety of the animals, habitats, or other visitors.
 3. The requesting party may not bring plants or animals onto Zoo grounds.
 4. The Marketing Department must approve in advance any activity that may disrupt animals.

ADMISSION

1. All camera crews and personnel must provide a list of essential working members that will be needed while on location. Such list will be available to the Marketing Department and the Admissions Office at least 24 hours in advance.
2. Friends, relatives, non-acting minors, and non-working crewmembers are not permitted admission to the Zoo without the express consent of the Marketing Department.
3. A Marketing Department representative must be present at all times.

CONDUCT

1. While on Zoo grounds, no production or camera crew personnel shall in any way attempt to manipulate animals. Clapping, shouting, whistling or any other distractions is prohibited.
2. Each crew member must stay in the immediate area of the assigned Marketing Department representative when visiting or operating in any area not allowed to the general public.
3. All directives given by ANY Zoo personnel for the protection of animals, habitats, visitors, employees, and crew members must be complied with immediately.

OWNERSHIP AND COPYRIGHTS

1. An original copy or first generation dub of all photographs, videos and the resulting final product shall become the property of the Marketing Department.
2. Any photo or video provided by the Zoo to the requesting party remains the property of the Zoo.
3. All photos and video shall include credits to the Zoo.
4. All photos and video shall be for a one-time only usage as specified in the request unless otherwise specified.

5. Parties requesting to use existing non-commercial photos or videos for commercial purposes must adhere to all aforementioned guidelines as well as the following requirements:
 - (a) Requesting party must submit to the Zoo a written explanation of how and where the party will use the photos and/or videos (i.e., names of programs, websites, publications, etc.). The written explanation must be faxed or mailed to the Marketing Department.
 - (b) The explanation must include the party's name, address, and phone number.
 - (c) The Marketing Department will review the request and if the request is approved, a contract will be made and the applicable fees due.

FINAL REVIEW

1. The Marketing Department reserves the right to prohibit any photo or video that depicts the Zoo in a negative light, associates the Zoo with organizations that are inconsistent with the Zoo's mission, or is otherwise unfavorable to the Zoo.
2. The requesting party shall not use the Zoo's brand name in conjunction with any sales, promotions, or other merchandising of products or services without prior permission by the Marketing Department.

COMMERCIAL PHOTOGRAPHY/VIDEOGRAPHY FEES

Location Charge – Video:

1 hour	\$100
4 hours (1/2 day)	\$250
8 hours (full day)	\$400

Location Charge – Still Photos:

1 hour	\$ 50
4 hours (1/2 day)	\$125
8 hours (full day)	\$200

Fresno Chaffee Zoo Personnel

Marketing Representative (1)	N/C
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Additional Representatives (each)	\$ 25
Animal Care Staff	\$ 50
Maintenance Personnel	\$ 50

Miscellaneous

Golf cart (only with Marketing Representative)	\$ 25
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Zoo Slide and Print Publication Charge (one time use only)

Local Publication	\$ 50
Regional Publication	\$100
National Publication	\$150

Zoo Video Usage Charge

First 60 seconds	\$100
Each additional 60 seconds	\$ 50

All prices subject to change. Special rates may be available for AZA accredited zoos and aquariums, museums, education facilities, non-profit organizations and media.

Film/Photo Date and Time: _____

Private Vehicle Authorization: _____ # of Vehicles _____

Number in Film/Production Crew: _____ Golf Cart Needed: _____

Electricity Needed: _____ Details: _____

Areas to be filmed: _____

Fees:	Location	\$ _____
	Personnel	\$ _____
	Miscellaneous	\$ _____
	Photos/Video	\$ _____
	TOTAL COST	\$ _____

FRESNO CHAFFEE ZOO REPRESENTATIVE

ORGANIZATION REPRESENTATIVE