



AUDIO VISUAL POLICY

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Audio Visual Policy

The following shall apply with respect to the Western Development Museum permitting the taking of photographs, moving pictures and videos of the grounds, buildings, artifacts, equipment, chattels, or any other thing that is the possession of the Museum.

1. COMMERCIAL USE OF THE WDM

This category shall apply in cases where the purpose is to provide visual support for a product or service and where the party (hereafter referred to as the “Production Company”) requesting use of the Western Development Museum (hereafter referred to as the “WDM”) may expect to derive profit from such use.

- a. A suggested fee of \$1,500.00 per day shall be assessed for such commercial use of WDM property. In addition, any expenses or damages incurred by the Museum as a result of this use may be charged to the Production Company, as per signed contract (i.e. loss of admission revenue, damage to WDM artifacts or equipment.)
- b. The WDM reserves the right to demand adequate liability insurance to be carried by the production company to carry while on site.
- c. The WDM reserves the right to request credit or be connected with the completed product depending on end use, content and reference checks.
- d. Any commercial filming or photography shall be used only for the purposes stated in the original agreement. Approval must be granted by the WDM if any such

material is to be used for purposes other than those originally stipulated. An additional fee may be charged for the use of any WDM file footage.

- e. A contract must be signed by the Production Company which will cover all aspects of the agreement with the WDM.
- f. The WDM will reserve the right to suggest suitable filming/photography locations and to deny use of certain areas if potential danger to artifacts is perceived. Where possible extension artifacts will be used for such purposes.

The WDM shall reserve the right to refuse any commercial use of its property if such proposed use or product is seen as potentially detrimental to the image of the WDM. In such cases the final decision will be made by the Branch Manager in consultation with the Director of Marketing. Any disputes will be referred to the Chief Executive Officer.

2. NON-COMMERCIAL USE OF WDM

This category shall apply in cases where the party (hereafter referred to as the “Production Company”) is requesting the use of the Western Development Museum (hereafter referred to as the “WDM”) for photography or filming for news, educational, charitable, and/or tourist-related purposes which is determined to be beneficial in terms of WDM promotion.

- a. The suggested fee of \$1,500.00 per day may be waived for such use of WDM property. However, any expenses or damages incurred as a result of this use may be charged to the Production Company as negotiated (i.e. loss of admission Revenue, staff time, WDM equipment & extension artifacts, etc.)
- b. Production credit to the WDM should be requested in all cases as a courtesy although, if not possible due to the format of the promotion, there will still be no fee charged (eg. as in slide show featuring community attractions, none of which are credited although benefit is derived from inclusion in the production).
- c. The WDM shall not become affiliated with any political party or with any group or organization whose aims or objectives are deemed to be controversial in nature. Use of the WDM in such cases may be allowed upon payment of the required commercial fee. There shall be no production credit issued for such use, nor shall the WDM be connected in any way with completed product.

The WDM reserves the right to refuse the use of its property if such proposed use is seen as potentially detrimental to the image of the WDM. In such cases, the final decision will be made by the Branch Manager in consultation with the Director of Marketing. Any disputes will be referred to the Chief Executive Officer.