

Photography/Filming Policy

Cape Fear Museum of History and Science, an agency of New Hanover County
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CFM manages the photography and filming of its exhibitions and collections according to its mission of preservation and education.

I. PERSONAL PHOTOGRAPHY

1. In general, CFM allows the general public to photograph its exhibits for personal use only, such as recording a visitor's museum experience, family activities, etc.
2. Objects or images not owned by CFM, but on loan from another institution or individual, may be restricted and photography of these objects prohibited.
3. Objects susceptible to light damage, such as paper and textiles, may require that no flash photography be allowed while they are on display. Such exhibits will have a notice to this effect posted at their entrance.
4. Individuals interested in obtaining photographs of objects or images not currently on display may contact the collections unit for more information. (See *Reproduction Policy* for procedures.)

II. COMMERCIAL PHOTOGRAPHY

1. Permission must be obtained in writing, fees paid and contracts executed to publish any images, for commercial purposes, of objects or photographs owned by CFM, in any media format including web use. (See *Reproduction Policy* for procedures)
2. In order to publish any images of objects or photographs owned by CFM for news-reporting purposes, permission will be arranged through CFM's Public Relations Specialist and under the supervision of Collections staff.
3. Objects or images not owned by CFM, but on loan from another institution or individual, may be restricted and photography of these objects prohibited.

III. COMMERCIAL FILMING

1. Requests for any news, commercial, or large-scale filming at CFM by media or film production companies must be made in writing to New Hanover County's Media Productions Coordinator, and will be reviewed on a case-by-case basis. Written requests must be received no later than two weeks prior to the desired film date, and must include the following:

- description and purpose of the project;
- sponsor and/or producer of the project;
- treatment concept and/or a script for the project;
- desired date(s) for the on-site filming;
- description of the extent of the proposed filming;
- list of names of crew and cast members (anyone not on the list will not be permitted on CFM premises);
- description and intended use of any props;
- Certificate of Insurance.

2. Production companies must furnish proof of insurance coverage with adequate limits of coverage for property damage and personal injury incurred on location. They must also provide a waiver exempting CFM from damages or suit arising from filming while at the museum. CFM must receive a copy of the Certificate of Insurance no later than one week prior to the date for on-site filming.

3. Permission for filming at CFM may be granted if the production will not endanger collections, hinder operations, or prohibit the general public from visiting and enjoying the collections and exhibitions. Generally, filming will be permitted only on Mondays or other periods when the facilities are closed to the general public.

4. CFM, in consultation with the NHC Public Information Officer, may charge expenses to cover staff overtime hours, lost entrance fees, or any extra services or costs resulting from filming. CFM may also request that the production company make a financial contribution for the privilege of filming on its premises.

5. Objects or images not owned by CFM, but on loan from another institution or individual may be restricted, and photography of these objects prohibited.

6. Under no circumstances will CFM turn off its HVAC system for noise reduction during filming.

7. There are lighting restrictions in all exhibition areas of CFM. While it may be safe for humans, film lighting does not meet the preservation requirements for many types of museum objects through either UV exposure or heat generation. The curator's presence may be required, and his/her judgment must be heeded. Generally, lights must be no more than 80 foot-candles in intensity, and all lights must have UV filter gels placed on them. Any light not necessary for shooting must be turned off. The placement of lighting equipment will also be subject to the curator's approval.

8. Any changes to CFM lighting will be handled by museum personnel. A member of the exhibits unit will be on duty during the film company's use of the building.

9. Limited set dressing may be permitted; however, the film company may not move or remove existing cases and exhibits from their places in galleries. The moving of anything in the galleries must be agreed upon in advance and will be done by CFM staff. All set dressing must be

approved in advance by CFM. Nothing is to be attached to existing museum walls or structures. Tape may not be applied to walls. Anything brought in for set dressing must be removed by the film crew following filming. Fogging and smoke machines are not permitted.

10. If the film company wants to enter CFM exhibition vignettes for any reason, there shall be a curatorial person assigned supervisory duty during the shoot.

11. Food and drink are not permitted in gallery spaces, and the use of tobacco products is prohibited in all spaces inside the museum.

12. Prior permission must be obtained in order to bring in live plants, cut flowers, etc. for the shoot.

13. CFM must receive credit using the following credit line:
Cape Fear Museum of History and Science, Wilmington, North Carolina

14. CFM reserves the right to terminate immediately any filming project in which the above guidelines are not followed.

15. CFM does not allow filming in its collections storage areas.