

STANDARD PROCEDURE

Aviation Authority

Number: S1201.03

Effective: 10/10/82

Revised: 12/20/22

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Subject: PROCEDURES FOR FILMING OR  
PHOTOGRAPHING  
ON AUTHORITY PROPERTY

**PURPOSE:** To establish procedures that will govern all filming or photography on Authority property with the exception of filming by news media which is governed by Standard Procedure S901.09, Procedures for the Accommodation of News Media on Assignment at Tampa International Airport.

**GENERAL:** All filming or photography conducted on Authority property for professional, educational and/or promotional purposes must be approved by the Director of Marketing or designee. Prior approval must be obtained whether the filming or photography is for commercial or non-commercial purposes. Non-commercial photography of friends and family and documentation of personal travel for personal use are exempt from this Standard Procedure. The Authority reserves the right to question any person or person(s) engaged in filming or photography for reasons outside of those outlined in this Standard Procedure.

The Director of Marketing or designee will coordinate professional filming or photography activities for all Authority departments.

Authorization to film or photograph on Authority property will be based upon a clear understanding that activities will in no way interfere with the safe, orderly uninterrupted use of airport facilities by airport users.

Depending on the scope and location of the activity, the Authority may require use of approved barricades and signs for the protection and direction of airport users. Escorts may also be assigned to the requesting entity. Marketing will coordinate an escort to be provided by an Authority representative from Guest Services, Marketing or Operations based upon availability and nature of the activity.

The Director of Marketing or designee may require a digital copy of all raw material and/or final product. The Authority may require reimbursement for costs incurred as a result of filming or photography projects.

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**PROCEDURES:**

A. Letter of Intent - At least two weeks in advance, parties interested in photographing or filming on Authority property must submit a Letter of Intent to the Director of Marketing. The Letter of Intent must include the following information:

1. Date and time requested
2. Purpose
3. Duration – How long the filming or photography session is expected to last
4. Requested locations
5. Type of equipment to be used
6. Whether or not portable lights will be used
7. Whether or not electrical outlets will be needed
8. The total number of crew members involved
9. Whether or not props will be used and if so, what they are.

Upon receipt of this information, the Director of Marketing will determine whether to grant or deny the request.

Any party that deviates from the items noted in the Letter of Intent is subject to removal from the Authority property and revocations of filming or photography rights indefinitely.

B. Commercial Purposes - Parties filming or photographing for commercial purposes will be required to submit proof of comprehensive general liability insurance in an amount to be determined by the Authority's Risk Manager depending on the scope of the project. On the certificate of insurance the Authority must be listed as an additional insured and the specific project must be referenced.

Such parties must also sign the Authority's hold harmless agreement.

Commercial purposes include not only photography and filming for advertising but also manufacturers or contractors filming or photographing their work at the airport for documentation purposes or for use in company brochures or advertising.

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All video interviews with Authority staff for commercial purposes must be arranged through the Vice President of Communications or designee who will authorize the appropriate spokesperson for the requested interview. All Authority personnel authorized to provide such interviews or information should be guided by the law, policy, and guidelines, as well as discretion and common sense. Requests for video interviews of Authority staff that constitute an endorsement of an Authority vendor, service or product will not be authorized, except as approved by the Chief Executive Officer or designee.

- C. Non-Commercial Purposes - Students filming or photographing for class projects are not considered to be engaged in commercial purposes.

Such individuals requesting authorization must sign the Authority's hold harmless agreement. Submission of insurance coverage is not a requirement.

Requests claiming Non-Commercial status are subject to review by the assigned Authority representative. Should the request be deemed Commercial, the party must comply with Paragraph B above. Non-Commercial status is granted at the discretion of the Authority. All decisions regarding status are final.

APPROVED: Michael Stephens

DATE: 12/20/22