

## HEIDRICK PHOTOGRAPHY POLICY

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To protect the collections being photographed, the copyright privileges of their creators, where relevant, and the safety and enjoyment of other visitors, these guidelines must be followed when photographing at the Heidrick Ag History Center (hereinafter “Museum”).

### GENERAL VISITOR PHOTOGRAPHY POLICY

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- Photo opportunities can be found throughout the Museum. Some photo opportunities on or near equipment may be identified with a “Photo Opportunity” sign. Museum staff and tour guides can also be consulted about areas where photography is permitted.
- Visitors to the Museum may take photographs of the equipment and objects for personal use. Visitors are also welcome to upload photographs to their personal social media accounts (Flickr, Pinterest, Shutterbug, etc.) as long as the photos are not available for purchase or other commercial use.
- Personal photographs may not be sold, published, reproduced, or otherwise used commercially.
- Personal photography must not interfere with the enjoyment of other visitors, restrict access to entrances, doorways, or high traffic areas, or otherwise disrupt the normal operations of the Museum.
- From time to time, the Museum may host art shows and temporary and rotating exhibits where the copyright continues to be held by the artist or collector and photography is not permitted. These areas may be identified by a “Photography Prohibited” sign. In general, please ask permission before taking photos of art and collectibles displayed in rotating exhibits. Most, but not all, of these exhibits will be in the east wing.

### MEDIA PHOTOGRAPHY POLICY

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Members of the media are invited to photograph or film within the Museum for the purpose of news coverage. Arrangements must be made in advance by filing a Photography Shoot Pass. The pass fee will be waived for media coverage that includes the Museum.

## PHOTOGRAPHY SHOOT POLICY

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The following guidelines are intended to ensure that photo shoots remain a positive experience for participants and Museum visitors.

- A **photography shoot** is the use of photography equipment by a professional or amateur that results in still photographs, video, or any other photographic images medium, for a specialized purpose (such as classes, club events, weddings, or artistic use) whether or not income is derived from the images.
- Photographs taken during photography shoots for *noncommercial* use are subject to the same guidelines as General Visitor Photography - they may be uploaded to personal social media accounts but may not be used commercially in any manner.
- Photographs taken during photography shoots for *commercial* use must comply with reproduction policies (below). A Reproduction Request Form must be submitted for photographs or videos taken for commercial use.
- All photography shoots, whether professional or amateur, commercial or noncommercial, require completion of an **Application for a Photography Shoot Pass**. Once approved, and any required fees have been paid, photographers will receive a Photo Shoot Pass. The following types of passes are available:
  - Single day individual pass for \$25, to be used during museum hours.
  - Single-day individual pass for \$100, to be used for up to 2.5 hours of off-hour photography.
  - Single day educational pass for \$10, to be used during museum hours. The applicant must show a K-12 or college student identification.
  - One-year individual pass for \$100, to be used during museum hours.
  - One-year club pass for \$200, to be used during museum hours. The pass will cover up to 5 individuals associated with a group or club.
- Submission of a head shot (JPG file preferred) is required when applying for a one-year individual or club pass.
- The Museum entrance fee is waived for individuals purchasing a photography shoot pass.
- The photography shoot pass fee is waived for photo shoots of events done on behalf of and at the express request of the Museum.

- All photographers must schedule each photo shoot a week in advance to ensure staff availability and to avoid conflicts with other events, including photographers using a one-year individual or club pass.
- Access is limited to the date/hours approved in the pass. The time requested in the application will be honored as long as it does not conflict with a scheduled tour or event.
- In case of rain, the photographer may request that the pass be rescheduled.
- The pass must be clearly displayed while in the Museum.
- Photography shoots must not interfere with the enjoyment of other visitors, restrict access to entrances, doorways, or high traffic areas, or otherwise disrupt the normal operations of the Museum.
- Artifacts and equipment in the Museum's collection will not be relocated for photo shoots.
- Photography equipment (i.e. tripod, monopod, lights, diffusers, detachable flash, umbrellas, etc.) and props must not be placed on Museum exhibits, displays, vehicles, or agricultural equipment, and photographers may not climb on said items as part of a photo shoot, unless the vehicles/equipment are specifically identified by the Museum for interactive use.
- The Museum reserves the right, at its sole discretion, to withhold and/or withdraw permission to photograph on its premises.