

## CCF FIELD RESEARCH AND EDUCATION CENTRE

### MEDIA POLICY

The CCF Field Research and Education Centre is a premier destination with numerous locations that are well suited for use by commercial photographers and filmmakers for print, television, online media or commercial production, as long as the production reflects the basis of CCF's mission.

#### MEDIA ON ASSIGNMENT:

News media on assignment must request interviews and photo sessions in advance. This ensures that appropriate personnel will be available on the day of the visit. All media on assignment must arrive at the entrance and be escorted during their visit. Without prior approval, family members will not be permitted to accompany media while on assignment.

There is no fee for local Namibian and international press on assignment; however, any expenses incurred while on-site (e.g., meals or accommodations) will be charged at a nominal fee. Please see below for information on how to book accommodations and the current meal fees.

Please submit a request in writing to the CCF at least three weeks prior to the date of the intended shoot. Please email Susan Yanetti [susan@cheetah.org](mailto:susan@cheetah.org) and Lauren Pfeiffer [lauren@cheetah.org](mailto:lauren@cheetah.org).

For short-notice visits or local Namibian crews please call CCF's General Manager (Bruce Brewer) +264(067)306225.

#### COMMERCIAL STILL PHOTOGRAPHY AND/OR FILMING (NON-ASSIGNED MEDIA)

If you would like to take photos/film at the CCF for a commercial purpose, you may submit a request in writing to the CCF at least three weeks prior to the date of the intended shoot. All media must arrive at the entrance and be escorted during their visit. Without prior approval, family members will not be permitted to accompany media while on assignment. Please contact Susan Yanetti [susan@cheetah.org](mailto:susan@cheetah.org) Lauren Pfeiffer [lauren@cheetah.org](mailto:lauren@cheetah.org) for more information.

## **Fee Guidelines for Non-Assigned Media**

Commercial fees are determined by a variety of factors, including but not limited to, the nature and purpose of the project, its intended market, its potential promotional value to CCF, time of day, time of year, displacement of other revenue-generating events, disruption to guests, access to behind-the-scene areas, the impact of the production among staff and animal care, length of the stay, and extent to which CCF is required to support the project. Below is a sample of current fees, which are open to negotiation depending upon the nature of the shoot:

### **Video/filming Fee:**

- USD \$1,500.00 full day (8 hours)
- USD \$750.00 per half day (4 hours)

### **Photography Fee**

- USD \$500 full day (8 hours)
- USD \$260 per half day (4 hours)

### **Methods of Payment**

A 50% deposit is required for half or full days prior to the arrival date; the remaining fees must be paid on the date of the reserved shoot. Credit card or direct bank transfer are the accepted methods of payment, all others will not be acceptable unless discussed and pre-agreed upon with CCF management. **General liability insurance covering this activity is required and is the responsibility of the photographer/filmmaker.**

## **OFFICIAL REQUIREMENTS**

**All film crews and photographers are responsible for acquiring any credentials required by law, by their own government and the Namibian government, including passports, visas and filming permits.** Please contact your nearest Namibian Embassy or Consulate for information. An excellent resource for filmmakers coming to Namibia is [www.filmdirectorynamibia.com](http://www.filmdirectorynamibia.com), where you will find information on visas, local filming services and equipment, etc.

## **OTHER CONSIDERATIONS**

**Photos/video/film taken at CCF to be used for commercial purposes are subject to the terms of a Memorandum of Understanding (MOU) to be executed between the photographer/filmmaker and CCF in advance.** As a non-profit organization, CCF may ask that a percentage of the proceeds of each individual still photograph/video footage sold come back to CCF, or that CCF be given full license to use the materials. The

prints/video footage can only be sold or used in publications, internet sites, or companies that are in line with the CCF's work, "protecting the cheetah and ultimately ensuring its future on our planet," and are not to be sold or used by organisations such as (but not limited to) circuses that use exotic animals, hunters, or fur manufacturers, etc.

If a caption is to be used with photos, the caption(s) must be emailed to Susan Yanetti [susan@cheetah.org](mailto:susan@cheetah.org) and Lauren Pfeiffer [lauren@cheetah.org](mailto:lauren@cheetah.org) for approval and proper photo credit should be applied.

Photos must be clearly marked with the owner's name. Sales of photographs or merchandise/promotions in conjunction with photographs cannot use the CCF brand or name or registered marks as a promotional selling device.

#### **GENERAL INFORMATION**

The CCF reserves the right to deny any request, and/or cancel any shoot at any time if it is not in the best interest of the CCF's animals, or visitors and is contrary to the CCF's mission.

All trademarks, service marks, logos, images, and facilities of CCF are the sole property of CCF and may not be used, reproduced, displayed or distributed without written consent of CCF.

The CCF is a non-profit organisation and we rely on admissions, concessions, special events and philanthropic donations for our daily operations.

Thank you for your support.

A handwritten signature in black ink, reading "Laurie Marker". The signature is written in a cursive, flowing style with a long horizontal flourish extending to the right.

Laurie Marker, DPhil

Founder and Executive Director