

CUESA



CULTIVATING A HEALTHY
FOOD SYSTEM

CUESA's Jack London Square Farmers Market Photography & Filming Policy

Thank you for your interest in photographing or filming at the Jack London Square Farmers Market. The market is run by the educational nonprofit CUESA (Center for Urban Education about Sustainable Agriculture). CUESA welcomes the opportunity to spread the word about eating seasonally, supporting local farmers, and promoting a sustainable food system. Our primary objective is to operate a smooth and uninterrupted farmers market for both our sellers and shoppers. To that end, we have established these guidelines and policies.

Eligibility

All individuals, students, companies, or organizations who wish to film or photograph in the Jack London Square Farmers Market for commercial, editorial, educational, or not-for-profit purposes must coordinate their requests through CUESA's communications department.

All requests are subject to the approval of CUESA's Communications Director and Executive Director. CUESA reserves the right to refuse projects it deems inappropriate to the Jack London Square Farmers Market or CUESA's mission, and permission to film or photograph is granted only for the use indicated on an approved application. Permission must be obtained prior to the day of filming in the market. CUESA may charge a filming fee for commercial request or complex filming requests.

Scope

The Jack London Square Farmers Market takes place at Jack London Square in Oakland on Sundays (10 am to 3 pm). Your agreement with CUESA covers filming within our farmers market footprint during market hours only. *It does not cover filming the Jack London Square areas and businesses outside our market footprint.* For requests beyond our footprint, contact the Jack London Square office at 510.645.9292.

Crew Size

Size of the crew (including talent, producers, and production crew, such as camera operators, lighting, and sound) must be determined in advance of your visit. Depending on the scope of the production, CUESA may require a staff person to attend to the crew and facilitate introductions to individual sellers.

Vehicles & Parking

CUESA offers validation at the Washington Street Garage (101 Washington), making your first hour just \$.75. Stop by the CUESA Info Booth on Sundays (10 am to 3 pm) for validation.

No Disruption of Operations

Your filming must not interrupt normal market operations or sales (i.e. we cannot move sellers from their traditional stall locations or block customers' access to stalls). Your crew must treat all market sellers, shoppers, and staff with respect. Individual sellers reserve the right to remain off-camera. Please let us know if you have any questions or concerns.

Product Use

If any products are handled as a prop or part of the filming, this product must be purchased from the seller.

Please email or fax the attached application to Communications Director Brie Mazurek at brie@cuesa.org or 415-291-3275 (fax). For questions, call 415-291-3276 x104.

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CUESA's Jack London Square Farmers Market Photography & Filming Permit Application Form

Name of Applicant: _____ Date of Application: _____

Company & Title: _____ Website: _____

Address: _____ Phone: _____

Name of Company/Client for whom film/photos are being made: _____

Purpose of the filming/photography and when and where the material will be published/released:

Name of Site Crew Leader: _____

Phone Number of Site Crew Leader: _____ Size of Crew: _____

Date of Filming: _____ Hours of Filming: _____

Parking Requirements: _____

Equipment Details (please indicate if any of the below will be used and the quantity):

_____ Handheld camera _____ Rails and/or dollies _____ Tripod

_____ Microphones/booms _____ Lighting equipment including sun bounce screens, lamps, etc.

Special Needs or Requests:

In signing this application, the applicant agrees to assume responsibility for any damage to CUESA equipment or Jack London Square property, and to cause no interruption to the sellers' business at the Jack London Square Farmers Market. In some cases, a certificate of insurance naming CUESA as additional insured may be requested. When you arrive at the Jack London Square Farmers Market to film you will need to check in at the black CUESA Info Booth with a completed copy of this form. When you arrive at the Jack London Square Farmers Market to film you will need to check in at the black CUESA Info Booth with a completed copy of this form before you start filming. Thank you for your interest in CUESA and for supporting our work to cultivate a healthy food system.

Applicant Signature

Title

Date

CUESA Signature

Title

Date