

## **ADMINISTRATIVE PROCEDURE – AP440-3**

### **Media Consent**

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Area: Operations  
Policy Reference: Communications (PO440)

Approved: May 12, 2014  
Revised: June 8, 2020

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#### **1. Purpose**

The purpose of this administrative procedure is to support the Board in maintaining positive working relationships with the news media while respecting the privacy and confidentiality of students.

This procedure supports the promotion of positive news and events taking place across the Board (by means of photographs or videos of students and/or their school work or participation in school events / extracurricular activities).

#### **2. Definitions**

**Multi-Media Project** – a work or a compilation of work which involves the manipulation of electronic data such as photos, videos, sound or text.

**News Media** – any individual or group of individuals employed by a radio or television station, newspaper, magazine, periodical or news agency to gather information and report on an event or incident.

**Parental Consent** – permission given on a minor's behalf by at least one parent, or a legal guardian, or by another person properly authorized to act for the minor, for the minor to engage in or submit to a specified activity – in this case to be recorded on camera for still images, video or audio.

**Quality Photo** – an image that can be reproduced for use in multi-media presentations, usually a minimum of 300 dpi by means of the original camera settings. Note: This often excludes images taken with phones, iPads or other personal electronic devices.

**Social Media** – refers to any online environment in which the general public can post content and follow or comment on content posted by others.

### **3. Procedures**

- 3.1 Media Consent must be completed at the beginning of each school year for all students by their parent(s)/ guardian(s). Students who are 16 or 17 and have removed themselves from parental control or students who are 18 years of age or older may sign on their own behalf unless they require legal guardianship of another adult or parent.
- 3.2 Media Consent must be updated in PowerSchool by the school administrative assistant at the beginning of each school year for reference throughout the school year.
- 3.3 Classroom teachers shall facilitate the distribution and collection of Media Consent at the start of the school year and when new students enter the classroom throughout the year.
- 3.4 The Media Consent must be kept on file at the student's school for two school years. Consent will be tracked year-to-year in electronic student records.
- 3.5 Teachers must be aware of any students who cannot be included in photos or videos that are taken on behalf of the Board or news media. When photography or audio/video recordings are taking place, teachers are to inform the designated photographer or videographer of which students do not have parental consent for inclusion in multi-media projects or news media reports.
- 3.6 School Administrative Assistants shall be responsible for keeping a record of students who have parental consent to be included in multi-media productions or news media reports and may be asked to verify the status for individual students on a case-by-case basis.
- 3.7 The staff member, volunteer or media representative photographing or videotaping school events must consult with the classroom teacher or school office prior to the event to ensure parental consent has been given for students to participate in news-related or promotional multi-media projects.
- 3.8 Signage may be posted at events to remind guests that photos and videos may be taken, directing attendees to speak with an event organizer if they have concerns.
- 3.9 Principals and project or event leads may submit quality photos (300 dpi or higher) to the Communications department for use in multi-media projects to

promote positive news stories about their schools. It is the responsibility of the sender to ensure that students included in the photo or video clip have parental consent for inclusion in multi-media projects or news media reports.

- 3.10 If an employee has questions or concerns arising from the implementation of this administrative procedure, they should be addressed with their immediate supervisor.

## **4. Sources**

Nil

## **5. Appendices**

Nil

## **6. Related Policies and Administrative Procedures**

- 6.1 Communications Policy (PO440)

## **7. Related Forms**

- 7.1 Media (Audio, Video and Photography) Consent Form (Form AF440-3A)