



Administrative Procedure 2035

External and Internal Media Use of Images and Recordings

Board Governance Policy Cross Reference: [1](#), [12](#), [13](#), [14](#)

Administrative Procedures Cross Reference:

Form Cross Reference:

[External and Internal Student Media Release Form](#)

[External and Internal Media Coverage \(General\) Notice to Parents](#)

Legal/Regulatory Reference:

[Freedom of Information and Protection of Privacy Act](#)

Date Adopted: July 2014

Amended: May 2019

The Brandon School Division recognizes the important role the Communications Office and external media play in informing the public about our schools and Division through pro-active media coverage.

The Division also recognizes its obligation to protect the safety and privacy of our students and staff.

The purpose of this Administrative Procedure is to:

- Work with the Communications Office and external media to support and promote the vision, mission and strategic goals of the Division.
- Protect the rights, safety, and privacy of students, staff and families.
- Provide consistency in dealing with media representatives. Unless otherwise stated, "Media" refers to both External and Internal Media.

Rights of Use

Forms related to this Administrative Procedure are valid for the duration of the respective school year. Once consent is given, any works obtained during that respective school year may be used.

Educational Program – any recordings taken at a school must be carried out with minimal disruption to the educational process.

Recordings for educational purposes – students, teachers and other Division staff may take recordings of students at school or at school-related activities, or recordings of

student work for use within the school or the Division, as long as they are a part of, or supplement to, the education program at the Division.

Parental consent is not required for teachers and other Division staff to take recordings of students within the school or at school-related activities, or recordings of student work, as this is part of the [External and Internal Media Coverage \(General\) Notice to Parents](#) that personal information may be collected for the purpose of providing educational programs.

Public events – anyone attending a public event at a school may take recordings as long as they comply with the direction of the School Leader and school rules.

Daily school operations are not public events and the permission of the School Leader is required before parents or members of the public may take recordings at a Division school, including in hallways, classrooms, gymnasiums, and on school grounds.

Parental consent – the School Leader or designate will ensure that the written consent of the parent or a student who has attained the age of majority is obtained using the [External and Internal Student Media Release Form](#) before a member of the media or a person other than a Division employee may take recordings of:

- a student at school, if the student is identifiable;
- the student's work; or
- direct contact with the student (i.e. interviews).

General information for parents is available in the [External and Internal Media Coverage \(General\) Notice to Parents](#). The School Leader or designate must determine how best to communicate this information to parents.

School Web Page/Website Publications

The School Leader or designate must ensure that the written consent of the parent or a student who has attained the age of majority is obtained using the [External and Internal Student Media Release Form](#) before recordings of an individually identifiable student or student's work is posted or published on a school website, the Division website, or submitted to any other website by a Division employee.

Promotional Materials (Print or Electronic)

The Division regularly creates promotional materials for the purpose of informing students and stakeholders regarding a variety of different programs and activities. These promotional materials may be used for a number of years. They may also include photographs, recorded audio or video and/or performances.

Student Information and Work

The parent or a student who has attained the age of 18 years must complete the [External and Internal Student Media Release Form](#) before student information and work may be published, reproduced, displayed or posted for school related non-profit educational purposes outside of the Division.

Student Pictures

The School Leader or designate must inform parents about:

- student pictures, class pictures and team pictures for purchase by parents or students; and
- the intended use of student pictures such as class projects, yearbooks, publications and student identification cards.

The School Leader or designate must ensure that contracts for student photographs protect student and Division privacy and confidentiality.

Yearbooks

The production of school yearbooks is part of the educational program and photographs and other personal information may be included in the yearbook without requiring consent.

Notwithstanding the above, consent must be obtained before personal photographs such as baby pictures or other photographs taken outside the school program are included in a yearbook.

Photographs taken at public events or in classrooms may be included in a yearbook without consent.

It is required that personal information in a school yearbook, such as the student's education or career plans, be collected directly from the individual the information is about.

Yearbooks may not be posted on the Division website or a Division controlled website.

Yearbooks must be available for purchase only within the school community.