



## Administrative Form 2035N

# ***External and Internal Media Coverage (General) Notice to Parents***

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### **Administrative Procedures Cross Reference:**

[Communications](#)

[External and Internal Media Use of Images and Recordings](#)

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**Amended:** May 2019

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From time to time, a Brandon School Division representative or External Media Representatives (newspapers, magazines, radio or television stations, websites) request to come onto school property to report on and/or photograph/record an aspect of the school or its programs. These may thereafter be digitally manipulated, published, broadcast, re-broadcast or sold to other external media outlets.

External media requests will be directed to the Division Communications Office for careful consideration and subsequently sent for approval by the School Leader (please refer to Administrative Procedure [Communications](#)).

However, we recognize that you may not wish your child to participate. If this is the case, school staff will involve your child in other activities during the media's attendance. (Unless otherwise stated, "media" refers to both External and Internal Media.)

The Division cannot prevent external media outlets from photographing students from vantage points beyond our control, such as outside the school or across the street from the school. Nor can the Division prevent external media from interviewing students at these locations. If this is a concern, you should discuss the matter with your child to alert your child to this possibility.

Similarly, parents and the external media may take non-specific, non-identified recordings of children at public events in the school or off-site. In such instances, your child's image or voice or a digital manipulation of the image or audio may be recorded, broadcast or published. Once the photograph or recording has been taken, the Division cannot restrict or limit subsequent publication or re-broadcast. Student photographs and work that is showcased may be identified using the student's first name, last name initial, grade and school only.

In order to comply with [The Freedom of Information and Protection of Privacy Act](#), the Division is requesting consent from parents or students to post or publish student information and work on various public forums.

Please note the following information:

- Once photographs, student names and other identifying information or student work are released in any public forum, the Division cannot control or prevent the further distribution or use of the material by those who access the information.
- Parents or students are under no obligation to consent; it is their voluntary decision to do so. **If the External and Internal Student Media Release Form is not returned, a refusal to consent will be indicated.**
- Consent will be valid for the duration of the current school year. Once consent is given, any works obtained during that school year may be used now and any time in the future.
- **Consent may be withdrawn prior to posting or publication by notifying the School Leader in writing.**

If you should have any questions regarding this notice, please contact your School Leader.