

Taigh Sgoile na Drochaide - Media & Communications Policy

Revision: 1

Effective date: 2021-Feb-05

1. Introduction

This policy is designed to guide and advise all communications and media decisions made by the school.

2. Policy Statement

This Policy sets up a standard framework for how the school, as an organization communicates with the media and external parties. The goal of the policy is to help the school create and maintain a positive relationship with the public, as well as to protect it and its students and stakeholders. This policy also outlines issues around privacy and the capturing and sharing of people's voice and likeness.

3. Students and Guardians

3.1. Students will be given a media release form at the beginning of the year for their parents to sign allowing their image to be used in school promotional material or media releases, as well as giving permission for them to be recorded.

3.1.1. This is not a mandatory form. Any and all parents who do not want their child to be photographed or recorded will be accommodated. The child in question will not be recorded and will be removed from locations where recording is taking place, and/or edited out of a recording. In the case that a child is edited out of a recording, the edited copy will be the only copy available for media release or use by the school.

3.1.2. The form will cover both audio and visual media.

3.1.3. The child must also consent to being photographed or recorded regardless of having the release form signed or not.

3.2. This policy will encourage and teach students to be advocates for themselves.

3.3. When guardians or members of the general public who are not volunteering are in a location where they may be recorded they will be advised, to the degree that staff are able. Should they be recorded they will be asked to sign a media release form.

4. Working Group

4.1. The working group will form a "Media Relations Committee," which will draft and approve all forms and other documents that are distributed to Parents,

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Guardians, or another relevant party regarding media interaction. This includes, but is not limited to, media release forms for children, consent forms for adult speakers etc.

- 4.2. In the case that the school must release a statement, the Media Relations Committee will draft a statement and it will be approved by majority vote and submitted to the relevant outlet.
- 4.3. The Working Group may work as a replacement Media Relations Committee, in the committee's absence.

5. Teachers

- 5.1. Teachers will act as advocates for students reminding them that if they do not wish to be photographed or recorded they do not need to be. This is especially true for those students whose parents did not sign the media release form, in which case they and any volunteers will make sure that the child is not recorded or photographed.
- 5.2. There is an expectation that Teachers will be recorded on video, audio and in pictures for marketing, communications and educational purposes.
- 5.3. Should a teacher be approached by a reporter without preparation they will use their best judgment in how they choose to reply or not. They are encouraged to refer questions or requests to the working group for an official school response.

6. Volunteers and Visitors

- 6.1. Visitors will be advised if there is interest in having their visit recorded, or if there will be recording in progress during their visit.
- 6.2. A visitor or volunteer will not be forced to be recorded or recorded without their knowledge.
- 6.3. A visitor or volunteer will be asked to sign a media release form if there will be recording taking place during their visit. If they do not wish to be recorded, the school will make every effort to accommodate.

7. Conclusion

- 7.1. It is the intention of this policy to establish a best practice for the school in regards to media relations.

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- 7.2. This policy will be reviewed annually to ensure that it is accomplishing its goals.

Revision History & Approval

Revision	Date	Approved by
1	2021-Feb-05	Kenneth MacKenzie