

CRICK PRIMARY SCHOOL

Press & Publicity Policy

1 Background

There is increasing concern over the use of photography and video in schools where this is not carried out by the school, e.g. the press, parents etc. This policy sets out Crick School's stance on the use of photography and videoing in school.

2 Printing of Pupil Names by the Press

Crick School encourage and welcome the press in school to report on special events and particular successes. This is an important vehicle for raising the profile of the school in the local community and celebrating achievement both for the school and individual pupils. Sometimes the press arrives uninvited if they sense a 'good story' for whatever reason. In the past if a photograph is printed it has been accepted practice for the caption to include full names and ages of the pupils. In some cases the newspaper is reluctant to print unless this information is provided. In order to protect the identity of the minority of children where this could be a problem or a concern to parents the following advice is offered.

- a) Provide only first names and ages.

If it is appropriate or reasonable we will obtain prior permission from parents/carers to use full names (e.g. of individual or small number of children when the press visit is known well in advance)

Only allow full names to be printed if all parents/carers of the subjects agree to this.

- b) Only allow interviews if parent/carer permission has been obtained in advance and they are aware of the reason for and content of the interview.

3 Television and Radio

We will always seek parent/carer permission in advance before pupils are interviewed for radio and television. Ensure they are fully aware of the purpose and content of the interview.

4 Photography and Videoing in School

4.1 By Parents/Carers

Parents/carers are understandably keen to record their children's special moments in school such as appearances in school productions, sports days etc. Crick School has agreed that parent/carers will be allowed to photograph or video at such occasions. However, the school does ask parents to respect that any resulting photographs or video is for personal use only and will not be sold or used for any other purpose.

4.2 By the School

Photographs and/or videos are regularly taken in school to provide a record of special events or simply for teaching purposes. Sometimes videos or photographs are sold to parents who wish to have their own copies, e.g. of music or drama productions, photographs of schools trips. When this is done it is good practice to obtain parental permission in advance particularly if copies are to be on sale afterwards.

Use Appendix 1 Consent Form

5 Children Photographing Each Other

This practice can occur extensively during offsite activities, particularly during residential periods. Staff should maintain the supervision and management control specified in the Offsite Activities Guidelines 2003. There may be incidents where children take inappropriate photographs, perhaps showing friends and other children inappropriately dressed. Staff should endeavour to discourage this practice, but ultimately parents are responsible for monitoring their child's use of cameras and subsequent use of their images involved.

Use Appendix 2 Consent Form (off-site)

Date: November 2009

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