

**Winton Primary School Fox Street Winton Victoria 3675**

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**Media Consent Policy**

**Rationale:**

1. The media provides unrivalled opportunities to promote school achievements and activities, but must be used in a manner that enhances our school image and does not infringe departmental requirements or personal privacy.

**Aims:**

1. To use the services of the commercial and social media to enhance and promote community perceptions of our school, our staff and our students.

**Implementation:**

* Our school recognises the advantages of promoting its achievements and activities via wider professional and social media services.
* Staff or parents will seek approval of the principal before any contact is made with the media.
* Department of Education and Training employees are free to make public comment on issues relating to education, but in doing so, we are wary not to make comments that can be construed as negative criticism of our school, our community, School Council, staff, the Department of Education or community members.
* As a matter of professional courtesy, and as a requirement of Section 3.6 of the Teaching Services

(Conduct of Duties) Order 1998 staff will communicate with the principal before making public comment or formal statement on educational issues that bears on the organisation or program of the school or place of work.

* Formal media statements are to be made by the principal or School Council president.
* Similarly, any approaches by the media to the school or its employees for comment or information must be immediately redirected to the principal.
* The principal may refer inquiries to the Department of Education and Training’s Media Relations Branch, particularly if they appear to be of a potentially sensitive or controversial nature.
* Prior to any student’s image, name or work appearing in the school newsletter or the wider media, written consent must be provided by parents.
  + The following Media Consent form which is to be included in the Student Enrolment Form must be used to obtain such consent.

## Review cycle

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| **Date Implemented** | August 2022 |
| **Author** |  |
| **Approved By** | Glenrowan Primary School Council – August 2022  Winton Primary School Council – August 2022 |
| **Responsible for Review** | Principal |
| **Review Date** | August 2025 |



**GLENROWAN/WINTON PRIMARY SCHOOL**

MEDIA CONSENT FORM

Dear Parents/Carers,

At Glenrowan and Winton Primary Schools we celebrate the efforts of our students by mentioning their participation in school events and their achievements in our school newsletter. The Glenrowan school newsletter, “The Warby Whisper” is also posted on the web via the local community’s “Glenrowan Gazette” newsletter, and **school webpages** and our **Facebook** page. Photographs of students are usually included. We may also use photographs/videos of students in local and educational publications along with examples of their work when promoting the school or its activities in the Wangaratta “Chronicle” or the “Benalla Ensign.”

We invite local press to school events from time to time and they are expected to follow school policy on the publication of photographs of students. Should a situation occur outside this framework, eg. social magazines, TV or radio coverage, you will be contacted with more information and for specific permission if your child is involved.

We allow parents/carers to record school performances as this creates a memento that can be shared with other family members. Video or audio recording is permitted at school under a copyright licence paid by DET on behalf of all government schools (AMCOS/ARIA licence).

If you have **any concern** about how photographs/videos of your child may be used by the school please let me know.

Karly Duncombe

PARENTAL CONSENT

I , \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_give consent for my child’s name and photographic materials of my child \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(name) and his/her work to be used for the educational purposes as described above, with the understanding that where my child’s specific details are required I will be contacted for further consent.

Parent/guardian name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_