

ROLLING RIVER SCHOOL DIVISION POLICY

Print and Digital Media Publication

IGDB/P
GBCH/P

Rolling River School Division (RRSD) recognizes that print media, digital media, and the internet are a positive way to showcase divisional and school activities or share student and employee work.

The Division remains committed to protecting the privacy and safety of all students and employees. To support student and employee safety and protect privacy, the Division has established procedures to manage the publication, broadcast, and distribution of print and digital media.

School Administrators are responsible to ensure that the agreement form (Appendix A) is signed by parents/guardians annually. Once dated and signed, this form will remain in effect for the current school year or until consent is revoked by the parents/guardians.

Employees will sign the agreement form (Appendix B) at time of hire. Once dated and signed, this form will remain in effect until consent is changed by the employee.

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[Regulation](#)

Legal Reference: Bill 30 – The Safe Schools Charter Amendment to 41 (1) (b.1) (b.2)

Date Adopted: October 5, 2022

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Student - Parent/Guardian - Employee Permission

For the purposes of recognizing a student's accomplishments or publicizing and promoting school activities within the school, student, parents /guardian or employee permission is **not** required to use student / employee names, photographs, recordings (audio and video) or work during regular school activities such as class presentations, in-school broadcast systems or during school assemblies or concerts, or where public access is limited or controlled.

However, when the publication, broadcast or distribution of that content goes beyond the control of the school and becomes public domain, special permission is required from the student or the student's parents/guardians if the student is under 18 years of age or employee. A consent form will be signed (Students- Appendix A or Employees -Appendix B).

Once dated and signed, this form will remain in effect for students for the current school year or until consent is revoked. The consent of students (18 years of age or over), parents/guardians may be withdrawn at any time by notifying the School Administrator in writing.

Employees will sign the form at time of hire. Once dated and signed, this form will remain in effect until consent is revoked by the employee. o consent may be withdrawn at any time by notifying the employee's Supervisor in writing.

Publication, broadcast or distribution of content would include:

1. Publishing student / employee names or photographs in the school newsletter, on School Division hosted websites, or in printed Divisional promotional material.
 - Students may only be identified by first names in any format being published to the internet unless the student is being recognized for a local, provincial, and/or national award. In these cases, both first and last names may be used.
2. Publishing student / employee samples of work in the school newsletter, on School Division hosted websites, or in printed Divisional promotional material.
 - Student work may only be identified by first names in any format being published to the internet or distributed to the greater community.
3. Publishing, broadcasting or distributing digital media content containing a student's / employee's name, image or recording (audio or video). Examples could include publishing video clips of classroom activities to the web, presenting or distributing student or teacher created media to students or the community.

In the event that a properly completed consent form is not obtained for a student/ employee, the publication/broadcast will not be distributed with that particular student/ employee content.

When publishing created work, staff must note that the Copyright Act provides that copyright subsists in every original literary, dramatic, musical, and artistic work made by a Canadian resident for a term lasting through the lifetime of the author plus fifty years. Normally, the author owns copyright. The only exception is work done in the

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course of employment under a contract of service or apprenticeship, in which case the employer owns the copyright. Since the teacher-pupil relationship is not a contract of service, it is not an exception to the rule and the student owns copyright.

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Policy**

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“Appendix A”

Student Name _____

Grade: _____



ROLLING RIVER SCHOOL DIVISION PRINT & DIGITAL MEDIA RELEASE FORM

Rolling River School Division recognizes that print and digital media and the internet provide an ideal means to showcase and promote School and Divisional activities and share student work with other students, parents/guardians, staff and the global community.

1. Student photographs or samples of student work may appear in the web version Publication of Student Photos & Student Work Samples of the school newsletter, the school website or its associated teacher websites only with prior permission from the parents/guardians.
2. Publication of Student Names - Students appearing in photographs may only be identified by first name in any format being published to the internet or distributed to the greater community. This would include student names appearing in, but not limited to...
 - (a) the web version of the school newsletter
 - (b) the school website or its associated teacher websites
 - (c) student, classroom or teacher authored multimedia content
 - (d) Divisional promotional material

NOTE: In situations where a student is being recognized for a local, provincial and/or national award, both first and last names may be used.

3. Publication & Distribution of Multimedia Content - Student, classroom or school created multimedia content may only be published to the web and/or distributed with prior permission from the parent s/guardians. (For example, student, classroom or teacher authored multimedia content... classroom presentations, science fair projects, audio or video podcasts).

Please **CHECK ONE** option and sign below:

- ☐ **YES, I DO** grant Rolling River School Division permission to publish my child's name, photograph and samples of my child's work as per the protocols outlined above for the purposes of recognizing my child's accomplishments or publicizing and promoting school activities.
- ☐ **NO, I DO NOT** grant Rolling River School Division permission to publish my child's name, photograph and samples of my child's work as per the protocols outlined above for the purposes of recognizing my child's accomplishments or publicizing and promoting school activities.

Name of Parent or Guardian (Print): _____

Signature of Parent or Guardian: _____

Date: _____

Note: Once dated and signed, this form shall remain in effect for the current school year or until consent is revoked. You may, at any time, amend this form by notifying (in writing) the school principal of the change. Note that consent of parents/guardians may be withdrawn at any time.

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“Appendix B”



ROLLING RIVER SCHOOL DIVISION EMPLOYEE PRINT & DIGITAL MEDIA RELEASE FORM

Rolling River School Division has established an online presence to further connect and form relationships with students, parents, staff and the community at large. Social media platforms, including Facebook and Twitter will be used as a communication tool to promote and celebrate our division. These platforms will be used to share information, including news articles and photos, to represent Rolling River School Division.

- 1. Publication and Distribution of Employee Photos** - Employee photographs may appear on Rolling River School Division's website, social media platforms, or be distributed in the Division newsletters only with prior permission from the employee.
- 2. Publication and Distribution of Employee Names** - Employee names may appear on social media platforms or be distributed in the Division newsletters only with prior permission from the employee.

Please check ONE of the following four options and sign below:

Having read and understood the protocols outlined above,

- ☐ **YES, I DO** grant Rolling River School Division permission as per items 1 and 2 above to publish **both my photograph and my name.**
- ☐ **YES, I DO** grant permission as per item 1 above to publish **my photograph only.**
- ☐ **YES, I DO** grant permission as per item 2 above to publish **my name only.**
- ☐ **NO, I DON'T** grant Rolling River School Division permission to publish my name or photography as per the protocols outlines above.

PLEASE NOTE: Photos taken at a large scale Divisional event / public forum are excluded from this form. Subjects in such photos will not be identified by name unless approval is/was granted.

Name of Employee: _____

Signature of Employee: _____ Date: _____

The personal information contained on this form is collected and protected under the authority of the Public Schools Act, the Education Administration Act, and the Freedom of Information and Protection of Privacy Act and will be used for administrative purposes. If you have any questions about the collection of this information, contact the Access and Privacy Officer, Rolling River School Division, 36 Armitage Avenue, Minnedosa, MB R0J 1E0, (204) 867-2754.