

# **MACS Promotional Media and Public Broadcast Policy**

## Introduction and Purpose:

Given the broad presence and the role of electronic and digital media in today's society, it is important for staff, students and parents to understand that student images, photographs, and recordings may appear and/or be heard by persons outside of the school environment through the use of digital and audio technologies. From time to time, video/audio recordings and/or photographs are made of various school activities which may be cablecast over the local public access channel, or other cable or broadcast channels and/or displayed/streamed on the district/school web site, or in a district/school print or electronic publication. These may also be used within MACS for educational purposes.

Students may, from time to time, be featured in interviews, on-camera discussion, the internet, and other forms of digital and electronic media. Additionally, photos, student artwork, projects or performances may be displayed or shared. Student produced work (print or non-print) may be used by the district in the course of instruction or presentation to the public. MACS may also reproduce, make alterations or additions to, or may legally protect the material in whole or in part.

## Individual Recording:

For the safety of the children, MACS has developed the following policy for videotaping of any event that occurs on school grounds.

There should be NO individual recording or videotaping by any parent or volunteer, unless authorized by the Director, of any school event either on grounds or non-public events such as such as field trips, class parties, and class presentations). The school, will be solely responsible for providing any recording or videotaping for such events on the MACS website or social media sites. Only students whose parents have approved the (.... Permission slip language).

## Visits by News Media, Local Cable Access or Other Third Parties:

Visits to the school by representatives of the news media or other persons seeking to interview, photograph, record, videotape, or film students, staff members or school activities must be arranged after consultation with, and permission obtained from, the Director or his/her designee. At the discretion of the Director or his/her designee, parents may be asked to sign general or specific permission slips to authorize interviewing, photographing, filming or videotaping of their children while at school or while participating in school activities. Filming and videotaping of non-public school events and those which are inconsistent with the above requirements shall not be permitted.

The school will follow all pertinent copyright laws.

Filming and videotaping by other institutions, agencies, or groups may be permitted on a case-by-case basis, as determined by the Director or his/her designee, and only after parental permission has been obtained.

Such filming and videotaping must be consistent with and supportive of the established educational policies, goals, objectives of the school.

Sponsorship of the program by the educational institution, agency or group must be identified at the beginning and end of the program.

Approved by Board, January 2016