

[Click to view Policy](#)

## PRINT AND DIGITAL MEDIA PUBLICATION

### Parent/Guardian Permission

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

When the publication, broadcast or distribution of audio/video recordings goes beyond the control of the school, special permission is required from the student or the student's parents/guardians if the student is under 18 years of age. (See appendices) Once the form is dated and signed, the form shall remain in effect until consent is revoked. The consent of parents/guardians may be withdrawn at any time by notifying the school principal in writing.

This would include:

1. Publishing student names or student 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 work or samples of student 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 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 DVD's to student or the community.

In the event that a properly completed consent form is not obtained for a student, the publication/broadcast will not be distributed with that particular student's content. When publishing student created work, staff members must note 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 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.