



School Policies

Policy Title	Publicity			
Written on		Reviewed on May 2017	Next review due	May 2017
SLT link	B Green		Iqbal Ismail	

Copies in	Policies folder ✓	Website ✓
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This policy has been written in conjunction with the college's Equality policy (Equality Act 2010).

PUBLICITY AND MEDIA CONTACTS

It is college policy to promote a positive media image. However, while it is important that we continue to publicise our activities, we should do this through improved coordination and presentation of all our external communications.

Alan Burton is the appointed manager of publicity and communications. All contact for publicity/promotional purposes, with outside agencies, should initially be referred to him.

PRESS RELEASES

Press releases can be used to publicise any college event, success story or initiative. Completed, word processed details should be given to Alan as soon as possible after the achievement or in good time for media circulation if detailing a forthcoming event. It can take two or three days to get into print, so please remember to allow time for editing, word-processing and Press Officer clearance. News is quickly "old" in media terms and this can mean a lot of wasted effort and lost opportunities if deadlines are not anticipated.

It doesn't matter how small an event or achievement might seem. One hundred words briefly describing the who, what, where and when can be significant. Not everything generates a photo opportunity and a feature, but we must capitalise on these whenever possible. As long as the main details are available, the wording can be worked on, so please don't feel inhibited or take up too much of your own time writing a lot. The more information you can give, the better, but notes are as good as, and sometimes better than, a grade A essay!

Please give as much notice of an event as possible, especially at busy times such as ends of term. A photograph is often as effective as a lot of words, but these often need to be pre-planned to allow time for processing and printing. However, do remember that photographs can also be used for 'in college' displays, on the web-site or in the newsletter, when freshness of news is not so crucial.

Photographs of students can present problems – there have been Health & Safety warnings about showing identifiable images of children. In all cases of students being photographed for publications or display, parental permission should be obtained. This is especially the case when a student is identified by name. In group photographs, where individuals are not identified, or in long distance scenes, there is less concern, but parents should always be consulted to be on the safe side.

Finally, it is important that the following protocol is observed for each press release.



1. The originator's name is stated as a contact/source of further information, if required.
2. The information is processed by the approved person, i.e. Alan Burton and a member of SLT where required.
4. A record of each Press Release is kept on file.

It is vital that we are as efficient as possible in all media contact, and that any difficulties or contentious matters are referred to the Principal without delay.

COLLEGE NEWSLETTERS

Newsletters are an important part of college contact with parents/carers and the community. We are constantly seeking to improve our 'house-style' and to raise the interest level. All suggestions and contributions are welcome, but there will always be a need to edit in some way. Again, though, the more possible contacts we have, the better.

Newsletter deadlines are, however, important, so please channel appropriate information and items e.g. sports results, dates for diaries etc, in good time for these. Copy deadlines, to allow for editing and printing, will be announced each term.



DIGITAL IMAGERY & PHOTOGRAPHY PERMISSION

Digital imagery is an exciting medium which can motivate and inspire pupils. Although the associated risks are minimal, schools have a duty of care towards students. Crown Hills recognises the need to ensure the welfare & safety of all young people. In accordance with our Child Protection and Safeguarding policies, we will not permit photographs, videos or other images of students to be taken without consulting the parents of students involved.

Crown Hills will take all reasonable steps to ensure that any images produced are used solely for the purpose for which they are intended. Photographs may be used in our printed publications for display around the college, as teaching resources within the curriculum, on the school website and, on occasion, in the press in recognition of significant achievement. Video clips may also be used as teaching aids within the curriculum and for staff training and educational purposes at both local & national level. At no time will the images be sold to any other organisation.

If there is any personal or legal reason why you would not want your child identified in the manner outlined above, it is imperative that you make sure your child is aware of your wishes and acts upon them. In addition, you should also let us know by completing the form below. Unless you let us know to the contrary, we will assume that you are happy with our policy.

Please complete, sign & return this form to Alan Burton (Educational Technologist) at Crown Hills Community College. Queries regarding this form should be addressed to him at the above address or by telephone on 0116 2736893

Digital Imagery and Photography Permission Form

Please return this form to:

Alan Burton, Educational Technologist, Crown Hills Community College, Gwendolen Road, Leicester LE5 5FT).

Name of Child _____ Tutor Group _____

Name of Parent/Carer _____

I **do not consent** to Crown Hills Community College photographing or taking video images of my child as described above.

Signature of Parent/Carer _____