



MEDIA AND PRESS RELATIONS

OBJECTIVE

The media may contact *Crestwood Preparatory College* (the “School”) and individuals employed by the School for a variety of reasons: interest stories, academic issues, responses to events, school crises, and community and educational concerns. Regardless of the reason, it is important to remember that the faculty and staff of the School have a responsibility to protect the identity and rights of students, and to keep parents aware of ongoing media interest and actions being taken by the School to protect students.

POLICY

In order to assist staff to be prepared to respond to the media in a way that serves the interests of students, staff, and the entire school community, the following procedures apply.

In working with the media, it is important to understand the timelines with which reporters work and the need to provide them with prompt, factual responses. Media usually file their stories on the hour, primarily between 9 a.m. and 4 p.m., with the morning being the prime time for interviews and videotaping on-site.

It is also important to remember that there are no “off the record” comments.

Media Requests to Individuals

1. Any individual employed by the School who is contacted by the media will not respond to the request for comment unless authorized in advance by the Head of School. The individual will instead ask for detailed information about the request from the specific reporter, including name, media represented, telephone number, area of interest, approach to story, and timelines.
2. An appropriate response shall be formulated by the Head of School or designate.
3. Only with written parental/guardian consent may students speak with media on school property.

School Request for Media Coverage

1. If teachers or staff wish for local media coverage of stories or events, they will formulate and follow a media strategy in collaboration with the Head of School or designate.



Contentious Issues

1. When a media inquiry relates to a potentially contentious issue, the Head of School will formulate an appropriate response.

STUDENT MEDIA CONSENT POLICY AND FORM

PURPOSE

While studying at *Crestwood Preparatory College* (the “School”), students may contribute to or be a part of works or activities the School records for certain School-related purposes. Examples of such activities are teaching, promoting, publicizing, reporting, fundraising, to encourage enrollment or donations from alumni, for explaining the School or its activities, or for other similar purposes. In order to record a student participating in such activities, and to be able to use the recordings for School-related purposes, the School requires a consent from the student.

The purpose of this policy is to balance the School’s need to advertise and promote its activities and students through the use of media, while also respecting a student’s choice to not be featured in such School-related media.

GUIDELINES

- The School may wish to promote or showcase its students, their participation in School-related activities for teaching, promoting, publicizing, reporting, fundraising, to encourage enrollment or donations from alumni, for explaining the School or its activities or for other similar purposes (these are the “Activities”) by taking and making recordings of the students and the Activities they participate in (these are the “Recordings”).
- To do so, the School requires a form from each student featured in the Activities. A Student Media Consent Form is attached, and should be distributed to all students and/or their parents to agree to and sign, before the beginning of each School year.
- The Recordings must only be made using School Technology. “School Technology” is defined in the Acceptable Use of Technology Policies of the School. Staff must not use any personal devices to take or make any recordings of students for any purposes whatsoever, unless prior written permission for specific limited purposes has been obtained in writing from the applicable School authorities.
- Only School staff members who are authorized by the School may take and make the Recordings.



- However, the School may permit authorized third parties (e.g. media stations, professional videographers, etc.) to take and make Recordings for certain specific purposes. In such cases, all authorized third parties must adhere to the requirements of this and other School policies in their most current versions, to any applicable contracts and agreements, and to all applicable laws and regulations.
- Staff members must not make copies of the Recordings for any reason, unless they have obtained prior written permission from the applicable School authorities. When obtaining such permission, the reason for making the copy, and the number of copies to be made, must be clearly and truthfully stated in writing.
- If a staff member is permitted to make copies of the Recordings for an approved purpose (e.g. for a School-related presentation), all copies must be destroyed within 2 days of the end of the purpose. An email confirming all copies in the staff member's possession have been destroyed must be sent to the Head of School.
- If permitted to, staff may only use copies of the Recordings on School Technology. Staff members must not use or access the Recordings on their personal electronic devices or through personal online and email accounts under any circumstances whatsoever, unless prior written permission for specific limited purposes has been obtained in writing from the applicable School authorities.
- When creating IP, students and staff members must comply with the respective Acceptable Use of Technology Policies, Copyright Policy, and any other policies made or updated by the School.



STUDENT MEDIA CONSENT FORM

NAME OF STUDENT: _____ (“I”/”me” or “my”)

During the course of study at Crestwood Preparatory College (the “School”), I may be a part of, or participate in media or works developed, conceived, produced, performed, recorded by the School or by others in connection with the School’s activities. To use, broadcast, share and showcase the School’s activities including activities involving me, the School requires my consent. In exchange for my studying at and attending the School, I grant the School, its affiliates and representatives, the right to take and make photographs, sound recordings, and/or video recordings of me, my voice, likeness, and property including any works created by me (these are the “**Recordings**”) for use in connection with the activities of the School including for teaching, and for promoting, publicizing, reporting, fundraising, to encourage enrollment or donations from alumni, for explaining the School or its activities or for other similar purposes (these are the “**Activities**”).

As between the School and me, the School owns all copyright in the Recordings, and I waive any and all moral and personality rights I may have in the Recordings. I confirm that the School can do anything with the Recordings for the Activities, including use, reproduce, exhibit, display, distribute, edit, modify, translate and publish the Recordings, without any geographic restriction, in any format without further compensation or notification to the student. This includes, without limitation, the right to publish the Recordings in the School newspaper, on School websites and School social media accounts, alumni publications, and PR/promotional materials such as marketing and admissions publications, advertisements, fundraising materials, and any other School-related publications. The School is not responsible for any unauthorized reproductions of the Recordings made by third parties. I acknowledge that the Recordings may appear on the Internet or in publications outside of the School’s control. I waive any right I may have to inspect or approve the Recordings or any modifications made to the Recordings by the School. I release the School from all claims, demands and causes of action relating to the Recordings.

If I am under 18 years of age, my parent/legal guardian hereby confirms that they are my parent or guardian that they have read and understand the contents of this consent form, and that, on my behalf, my parent/legal guardian agrees to all of the terms of this consent form.

I AGREE

I DO NOT AGREE

(please check only 1 box)

Signed and agreed upon:

Name (Please Print): _____
(Name of parent/guardian if Student is under the age of 18; Name of Student if 18 years or older)

Signature: _____
(Signature of parent/guardian if Student under the age of 18; Signature of student 18 years or older)

Date Signed: ___/___/_____ (day/month/year)