



## Guidelines on Media and Photography

Ablaze would encourage a Business Partner to work with their School to raise profile. We believe it is of positive benefit to the overall well-being of the communities in which we live and work to

- acknowledge and encourage the achievements of young people
- acknowledge and encourage the business and education professionals' whose team-work underpins raising aspirations and attainment in our Schools
- ensure that local communities know about and feel proud of the achievements of their young people.

For businesses it creates a 'feel-good' factor:

- an opportunity to see what colleagues are contributing to the communities in which they live and work
- encouraging other colleagues and businesses to become involved in volunteering.

For the School and the local community it raises confidence and esteem, creating a sense of pride and 'can-do'

- among children and young people
- among teaching staff
- among parents, carers and local residents.

When working with Schools, their children and young people, there are some extra things to think about before simply applying your normal business processes for raising profile (inside and outside) your organisation.

**So, please follow these guidelines.**

### Always

- 📄 Seek the explicit permission of the School Co-ordinator or Head Teacher *before* taking photographs for any purpose. The School Co-ordinator may need to seek permission from Parents and Carers.
- 📄 Work in a responsible way in partnership with the School to support and encourage them to raise profile, celebrating young people's achievements; your organisation will almost certainly have a great deal more experience, expertise and access to media than an individual School and its Head. Guide them appropriately...and give them some great ideas!
- 📄 If an idea is business initiated, be clear with the School as to the objective of any internal/external publicity from the business' perspective (e.g. to recruit more volunteers, to raise the profile of the business and schools' partnership to the wider public).
- 📄 If an idea is School initiated, follow these Guidelines unless the School's or your Business' are demonstrably more stringent; don't become casual just because the School has presented the idea.
- 📄 Reach agreement on the key messages that jointly you want to promote.
- 📄 Agree 'who, what, when, where and how' with the School Co-ordinator for any business or media photo-shoot, filming or interview; remember that appropriate Supervision of young people *must* be provided by the School at all times.
- 📄 Via the School Co-ordinator gain explicit permission from parents/carers for any child/young person's name or quote to be used in an article or picture (whatever the media) whether for internal business communications or wider external media purposes. [NB All journalists securing quotes from children under the age of 18 are required to seek permission of their parents/carers for the quote to be published.]



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### Never

-  Take personal photographs of children and young people you work with and around. However much you want 'a snap for your photo album', it could be misconstrued, potentially, unwittingly distressing a child or young person and, putting your and your business' reputation at risk.
-  Allow photo-shoots, filming or interviews to take place without the presence of appropriate supervision agreed with and provided by the School...even if it means you have to unexpectedly cancel the arrangement.
-  Make financial gain from images – individually or as a business.
-  Use (or sanction the use by a third party) a child or young person's image or name on any image or in any article or media without the explicit permission of the parent/carer. Permission must be sought by the School and confirmed to you by the School Co-ordinator or Head Teacher.