

Publicity Policy

Publicity in local newspapers and on the School Website(s) of school events, ventures and successes is an important PR tool. It acts as an additional vehicle for communicating with parents and also in raising the profile of the school within the local community.

St. Mary's Hare Park are very mindful that some parents may have concerns regarding their child(ren) being included in publicity material. Therefore, the following guidelines have been adopted:

Newspapers/Magazines/Prospectus

- ⊗ Newspapers/Magazines/Prospectus articles will not include any names of pupils. Exceptions will be when individuals are being applauded for personal achievement and the parent has given written permission.
- ⊗ On joining SMHP, parents complete a publicity authorization form. This gives them the option to agree /refuse permission for their child to be included in newspaper article and/or the Prospectus. Parents may at any time change their mind by completing another form.
- ⊗ The Public Relations Co-ordinator is responsible for organising compilation of an up-to-date list of consent forms.
- ⊗ Class teachers will receive a copy of the list and a copy will be filed in the School Office.
- ⊗ All articles must have the approval of the Headteacher before being submitted for publication. The latest publicity permission list must be checked before articles are submitted for approval

Television/Radio

Parents/carers will be fully apprised (in advance) of the purpose and content of the interview when seeking written permission for their child(ren)s involvement.

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School Websites

Apart from the Headteacher, staff and pupils' pictures will not be used on the School Websites.

Any work posted online (written or pictorial) will only have first names; surnames must not be included.

Other Websites

On occasions, outside agencies/organisations may wish to use publicity photographs taken during their visit on their website. Prior to any visit, parents in the affected classes will receive a detailed letter outlining the reason for the visit. Parents will have the opportunity to either refuse permission or give permission for their (unnamed) child(ren)'s photograph to be used on the website. It is essential that the Headteacher of SMHP has sight and gives final approval of the photographs to be used. This must be stated categorically when setting up any ventures with outside agencies/organisations.

Video/DVD Productions

In-house filming of concerts and productions are often taken and, in certain circumstances, these are copied and made available to our families and carers. A policy decision has been made to allow families/carers to photograph and video school events. This policy will come under review should at any time a concern be raised. Although to date no concerns have been raised on this issue, should this occur, we will respond immediately and review our policy.

Any involvement by the school in video/DVD projects with outside agencies (e.g. Havering Local Authority) will be discussed with the families involved. Families will receive full details about any projects/ventures and their written permission will be sought for their child(ren) to be part of any filming. Any children not allowed to be part of the filming will work in a separate room whilst filming takes place. It is essential that the Headteacher of SMHP has sight and gives final approval of film footage to be used. This must be stated categorically when setting up any ventures with outside agencies/organisations.