



ACADEMY MEDIA RELEASE CONSENT FAQ's

WHAT IS THE REASON FOR THIS CONSENT FORM?

The College celebrates and acknowledges students academic and co curricular achievements and involvement in College life in a range of printed and electronic publications and media. Students may have the opportunity to be photographed or filmed for College publications, including the newsletter or website or promotions for newspapers and other media. The extent to which you would like your daughter to represent the College in this way is outlined below under the 3 categories for consent. The consent form, when completed and signed, will authorise the College to publish student names, results and achievements, to take photographs, collect comments and film/video footage of the student for educational and promotional purposes.

Category A is for student records, and identity purposes and is not negotiable. Category B & C is material that may be used for cross media electronic and printed communications. This may include: College newsletters, annual magazines, College website, PowerPoint presentations, Promotional advertising; general media, brochures, display material, newspapers, social media, outdoor media.

WHAT ARE THE 3 CATEGORIES FOR CONSENT?

This is a brief explanation of what the Academy media categories are and how you can participate in the Academy's promotional activities. Category **B & C** are opportunities for students to participate in the presentation of our College.

- A** Official school photos (group and individual), College newsletters & annual magazine, College website. College expectation
- B** College publications/brochures/flyers/Academy social media, Media ads (printed and electronic). *An appreciated option*
- C** Media Campaigns. *Expression of interest only.*

By selecting option C you consent to your daughter **being considered** for planned media campaigns that may involve interviews, outdoor media, cinema or social media. Only students who have ticked this option will be considered/contacted for inclusion. Families are contacted and fully briefed with the option of accepting or declining participation. You are under no obligation to participate in B or C, but please note that by opting out your daughter will be excluded from promotional material, and this may include other students if your daughter appears in a group.

THE CATHOLIC EDUCATION OFFICE MELBOURNE

The Catholic Education Office Melbourne (CEOM) and the Catholic Education Commission of Victoria Ltd (CECV) may also wish to use student photographs/videos in print and online promotional, marketing, media and educational materials, and your consent is requested on the form.

WHO SHOULD SIGN THE CONSENT FORM?

The form must be signed by the student's parent(s)/guardian(s). Students aged 15+ are also required to sign the form.

WHAT HAPPENS TO THE CONSENT FORM ONCE IT IS COMPLETED AND SIGNED?

The consent form will be placed in the student's file and retained by the College. It is updated annually.

FOR HOW LONG IS THE CONSENT VALID?

Parents/guardians and students will be asked to sign this form at the beginning of each school year. To allow the College to contain the costs of new photography and marketing materials, consent is sought to continue using the images and comments after the student has left the College.

I AM INVOLVED IN THE ACADEMY PERFORMING ARTS – DOES THIS MAKE A DIFFERENCE?

Students who are involved in the Academy Performing Arts are obliged to select category A & B at a minimum. This includes all students who perform in the school production. Students with performance skills are also encouraged to select category C as they may enjoy being part of the creative process of production.

WHO CAN I TALK TO ABOUT THIS FORM?

For further information and clarification please contact the College Registrar.