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The use of media or Information Communication Technology (ICT) is one of Manitoba Education, Citizenship and Youth's Foundation Skills and is infused throughout most subjects and grade levels in accordance with current provincial guidelines. Students will be involved with media in PRSD in all their classes from Kindergarten to Grade 12.

The purpose of the instructional Media Protocol is to encourage and support the teaching and learning opportunities available to staff and students, while at the same time respecting legal and moral issues associated with the use of media.

This Protocol aims to promote the widest use of media in the safest manner. In situations where divisional staff has control, reasonable measure will be taken to obtain parent or guardian consent for use of student images and to ensure that the taking of those images is appropriate. It is the responsibility of teaching staff to use prudent judgment to protect students as much as is reasonably possible from the inappropriate taking of photographs and videos. Students will be instructed that all photos and videos of others shall be respectful of the person(s) involved.

Schools will take the necessary steps to ensure that all staff, students and parents are provided with information regarding the Instructional Media Protocol and its appropriate use and implementation.

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PRSD Instructional Media Protocol covers use of media in the classroom, the school, within and outside the Division.

When media is used and shared, the following guidelines are recommended:

1. Division computers, software, networks, electronic systems and access to the Internet are intended for educational or research purposes and for conducting valid school business. It is presumed that all Division computer resources will be used in a responsible, efficient, ethical and legal manner, in accordance with the expectations outlined in the Prairie Rose Code of Conduct and Behaviour Policies. To gain access all students under the age of 18 must obtain parental permission and must have their parent/guardian sign and return the Technology Acceptable Use Agreement.
2. All Division computer resources will be used in a responsible, efficient, ethical and legal manner. The following are among activities that are not permitted.
  - Sending or displaying offensive messages or pictures
  - Harassing, insulting or attacking others
  - Damaging computers, computer systems or computer networks
  - Making unauthorized repairs or additions, adding software or reconfiguring systems
  - Violating copyright laws



3. Parents must be made aware annually through the (Student Registration Form or other individual forms of specific events) that during school events where the public is welcome; photographs may be taken may be displayed. These events could include, but are not limited to:

- Sporting events
- Concerts
- Productions
- Graduation
- Celebrations

Special parent permission is not required for the use of media during regular school activities such as students class presentations, transmission using internal school broadcasting networks, and school assemblies where public access is controlled.

The parent signature on the Student Registration Form and Acceptable Use agreement Form shall be deemed sufficient.

Specific permission is required from parents when the publication and distribution of students and/or staff produced media goes beyond the school or other trusted environments where divisional staff has control.

Specific parent permission is also required when students images are used that show an identifiable image of their child and/or use the name of their child along with the name of the school and/or location.

Publication and distribution of such media includes professional media such as television, video and film companies, newspapers, and magazines.