

MEDIA PROTOCOL REGULATIONS

The Pembina Trails Media Protocol covers use of media in the classroom, the school, within the Division, and outside the Division.

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

1. School 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 School Division computer resources will be used in a responsible, efficient, ethical and legal manner, in accordance with the expectations outlined in the Pembina Trails Standard of Behaviour. To gain access all students under the age of 18 must obtain parental permission and must have their parent/guardian sign and return Technology Acceptable Use Agreement.
2. Parents must be made aware (through the Student Registration Form or other individual forms for specific events) that during school events where the public is welcome, photographs may be taken and 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 student class presentations, transmissions 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.

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

3. All School Division computer resources will be used in a responsible, efficient, ethical and legal manner, in accordance with the expectations outlined in the Pembina Trails Standard of Behaviour. 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

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