



In our increasingly digital and online landscape, the role of media consent has evolved. With the proliferation of social media platforms and the ease of sharing content online, we must adapt our media consent practices to protect both ourselves and the individuals involved.

Online platforms present unique challenges and considerations when it comes to media consent. The PSMF works to ensure that the media consent forms cover the use of digital platforms and clearly outline how the media may be shared online.

The primary purpose of a media release consent form is to ensure that the individual understands how their media will be used and gives their explicit permission for this use. This helps to prevent any potential legal issues related to privacy or copyright infringement.

To take part in the Primary Schools Music Festival we must have FULL CONSENT on the Department for Education's **Media Consent Form – Child/Student** form.

The FULL CONSENT option on the form states:

Full Consent — Internal, external and promotional use

- Includes secure intranets and platforms, internal newsletters, year books, internal publications.
- Includes public websites, social media, print publications, recognised traditional media (broadcast, online, print).
- Includes advertising and promotional materials.

Photos

The PSMF may use individual and group photos and vision (taken by PSMF staff before, during or after concerts, at rehearsals/workshops) on our website, and on promotional / marketing purposes for outside agencies that we work with. For example:

- The professional photographer/s we employ may use photos on their website as an example of their scope of work. The official photographer has all the photos from the concert series on their website, this includes individual student photos; group photos; photos taken before, during and after the concerts. These photos are password protected. People that purchase these photos include – teachers, schools, and families of performers and Guest Artists.
- Ding Productions involved in the PSMF concert series may post on their socials / website to promote the collaboration we have with their Artistic Director.
- The Department for Education may use photos on their socials to promote our program and celebrate the concert series.
- We use photos on our socials (Facebook and Instagram) and in our concert program.



Vision

Concert downloads

An official videographer films the concert series. Concert downloads are password protected.

Affiliated schools distribute the concert download to choir students in their school. Students use a password to access the concert download.

Guest Artists have the capability of downloading the concert after entering their password.

Social Media

The Department for Education creates a post for social media during the concert series to promote the program using vision and images captured during a rehearsal.

Promotional

Television channels may film students. An example of this is the weather cross that occurs on free to air news programs.

Rehearsals, workshops etc.

PSMF staff are filming rehearsals, workshops, auditions, etc. This vision is used by the PSMF for promotional materials shown during the concert series, on the Festival of Music website and on our social media platforms (Facebook and Instagram). The vision may also be used as a learning tool for students and teachers. For example, a dance sequence may be filmed, put onto our password protected website, for students to access at home and practice.

Please note

Where permission is revoked, every effort will be made to remove relevant media from distribution, however this may not be possible or practical in some situations.