



LUCF MEDIA GUIDELINES

Reviewed
2018



1. Purpose of this Guide

These media guidelines are designed to protect the best interests of all beneficiaries especially children who access the organizations programs.

Let us Create Futures has a team of skilled staff who work directly with beneficiaries in the community. The LUCF staff team abides by a strict child protection policy. These individuals are equipped with skills, knowledge and have built trust with beneficiaries in the community. A primary aim of the organization is to protect all beneficiaries, especially children.

Encouragement of over friendly interaction with individuals whom are not part of the child's everyday life can put children and beneficiaries within the community at risk of:

- Exploitation
- Breached confidentiality
- Unhealthy perception of stranger safety
- Future risk taking behavior

Volunteers, visitors and those who represent the media do not have the long standing knowledge and trust within the community therefore we request that the following guidelines are respected when working with LUCF and the community to whom LUCF provides services.



2. Photography & Video Guidelines

Images captured can have long-term impacts for individuals. Many beneficiaries have complex life situations. LUCF believes in empowering all children, youth and adults that access programs. Therefore photos must capture children and beneficiaries with dignity and respect.

- 2.1 An LUCF staff member or allocated volunteer must be present when photos are being taken.
- 2.2 All subjects must be asked and give consent prior to a photo/video being taken.
- 2.3 All children, youth and adults must be clothed. No photo's of naked or partially clothed children or adults are permitted.
- 2.4 Copies of all photos taken must be provided to the organizations management who will provide approval of images.
- 2.5 Community and beneficiaries must be captured with dignity the following photos are not permitted.
 - Photos/videos of upset or traumatized children, youth and adults.
 - Photos/videos of children, youth and adults who appear to be heavily disheveled.
 - Photos/videos of beneficiaries in the community that appear to be under the influence of alcohol or drugs.
 - Photos/images of children, youth and adults where the image might implicate the individual with complications from the law or disciplinary action.



The list above can have long lasting negative effects on an individual's life. If a negative image is taken or published the individual will often never be able to escape this and may result in a long lasting damaging impact on the person.

3. Interview Guidelines

- 3.1 Clear information about the purpose of the interview and how the information will be used must be provided to the Director. Approval must be granted from LUCF's Director before any interviews can be conducted.
- 3.2 A member of staff must be present throughout the interview.
- 3.3 Individuals conducting interviews within the community will respect cultural customs. This includes wearing appropriate clothing.
- 3.4 In the best interests of the beneficiary, publishing the real names of beneficiaries is not permitted. Names must be changed or omitted to protect anonymity.
- 3.5 Interviewees must have a clear understanding of why they are being interviewed and what the interview will be used for.
- 3.6 Interviewees must provide consent to be interviewed.
- 3.7 The interviewee has the right and will be encouraged to understand that if they wish to cease the interview at any stage or not answer questions this is their right.
- 3.8 The best interests of the beneficiary must be respected and represented in the



interview

I, _____ have read and understand the content of the Let Us Create Futures Child Media Guidelines. I agree to follow all the procedures outlined in that document.

Signature:

Date:

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LET US CREATE FUTURES

