

POLICY AND PROCEDURES FOR VIDEO PRODUCTION

ORLEANS UNITED CHURCH



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Policy and Procedures for Video Production

Orleans United Church

Introduction

Orleans United Church(OUC) provides a video outreach service to extend our faith outreach to those beyond the church building. It is an extension of our ability to spread God's goodness and to provide our community, our region and beyond with a visual representation of the Orleans United family.

We recognize and appreciate the various gifts of our congregation. At the same time, we respect the personal nature of each member's faith journey, be it personal and private to outgoing and public. To this end, as Christian citizens in this world, we strive to provide a safe and secure environment for worship and participation. The following policy and procedures support our goal of providing a safe and sensitive environment to express our faith.

The policy addresses two general areas; the use of copyrighted material and intellectual property in video productions, and the protection of personal privacy. As the experience of producing video evolves, so will the policy.

The procedures address the way in which the policy will be applied in the actual production and post-production of video, both recorded and live broadcasts. The OUC Communications Group will develop and enhance the procedures consistent with the policy.

Scope of the Policy

This policy and the associated procedures cover video and audio recording by and for Orleans United Church, and recordings of members of OUC that may be made by third parties at OUC events.

Recordings made by third parties on OUC premises, of public events or of third party events, are not subject to this policy. OUC expects that any recordings made on OUC premises will follow relevant law and respectful practice.

Definitions

For the purpose of this document, the following context will be used for the terms listed below.

<i>Term</i>	<i>Context</i>
Pre-Production	Activities where the video production is designed and developed including the scripts, textual and visual graphics, written permissions, copyrighted and trademarked properties to be used.
Pre-Production	The written or other material that is developed during Pre-

Term	Context
Material	Production
Production	The actual recording or broadcasting of an event.
Post-Production	Activities involved in editing or modifying the recorded video content. This may include adding content from other sources to the recorded content.
Consent	The agreement by individuals to allow themselves to be recorded that indicates that their involvement is voluntary.
Written Consent	Consent granted in writing to allow individuals to be recorded in a video that ensures that the participation is authorized and is voluntary.
Implied Consent	Consent that is implicitly granted by a person's actions and the facts and circumstances of a particular situation, e.g., signage.
Dark Zone	An designated area that will not be recorded during a video production.
Recording Zone	Area which will be recorded during a video production
Masking	A digital or analog alteration of a person's face or body to hide the identity of that person.

POLICIES

Copyright Policy

As with all worship services conducted in the Sanctuary, Orleans United Church is required to provide compensation to composers and producers for copyrighted content used in the service. We comply to the guide of the United Church of Canada, "A Guide to Copyright Issues Facing Congregations Today." We subscribe to a licensing agreement for the use of music, lyrics and other material that permits us to include copyrighted material in our video outreach service.

Bound by License – Producers of video productions, whether live or recorded, need to ensure that audio, music, lyrics and other material used are covered within the framework of the licensing subscriptions of Orleans United Church.

Written Permission - For any material that does not fall under the licensing subscriptions, producers are to seek written permission to use that material. A copy of the request and the written permission must be included in the pre-production material.

Attribution – Attribution for material used, whether under the licensing subscription or through written permission, must be cited at the end of the video with the appropriate citations to the permissions granted.

Privacy Policy

While reasonable effort should be made to ensure the personal privacy for members of our congregation, members need to understand that the nature of video production is such that individuals may be inadvertently recorded. It is an important aspect of the video outreach service that exposure will be kept to a minimum and that everyone will be informed when a recording is taking place. This applies to recorded events on and off Orleans United Church property that are attributed to Orleans United Church.

Orleans United Church video outreach service privacy policy adheres to the federal Personal Information Protection and Electronic Documents Act and the Ontario Freedom of Information and Protection of Privacy Act.

Written Consent – Where persons will be recorded explicitly, producers will seek written consent from those persons prior to production. There will be two types of written consent; a blanket consent that will cover several productions, and an one-time written consent for a single production.

Blanket Written Consent will be used where a person will be recorded in several productions. The Blanket Written Consent will be governed by a fixed timeframe, agreed to by the producer and the person involved, and will not be longer than one year. For example, the Ministry Team will sign a consent form once for the year.

One-Time Written Consent will be used for one production only. It is used when a person is not expected to perform or be recorded explicitly in more than one production.

Implied Consent – Where persons as a group will be recorded, the venue for the recording will be appropriately marked with signage that announces that a video recording is taking place.

Prohibited Areas – Dark Zones will be identified for those who are concerned about their personal protection, notwithstanding that measures are in place to protect them. These zones will be identified during Pre-Production. Dark Zones must be identified by signage and respected by the producer during production. Note that it is not possible to completely exclude from a recording all sounds that may come from a dark zone.

Vulnerable Individuals – Vulnerable individuals are those who may not be able to protect themselves. For the purposes of the video outreach service, we regard those who cannot give consent on their own behalf to be vulnerable. Specifically, it is prohibited to record children or youth who are not 18 years of age or older in a way that will identify them unless there is a written consent provided by a parent or guardian

before production. In the event that the image of a vulnerable person is captured during a recorded event, and a vulnerable person can be identified, reasonable effort needs to be taken by the producer to attempt to mask the identity of that person.

Acceptable Use Policy

The use of OUC's video outreach service will be used in a manner that is consistent with the mission and direction of Orleans United Church. As such, all live and recorded productions must adhere to the privacy and copyright policies stated above.

Orleans United Church will only permit trained representatives of OUC, the Ottawa Presbytery and the Montreal and Ottawa Conference to have access to the equipment. Any other organization must request the service of Orleans United Church trained representatives to produce the event.

Productions that are created by other organizations will not be attributed to Orleans United Church. Producers are to ensure that a disclaimer of production is provided on the recorded video and in the opening and closing of a live production. Only those productions where the OUC Audio-Visual Team are participating in the production will contain attribution.

Right of Council

Orleans United Church Council or its designated reviewers have the right to periodically review any proposed or completed production to ensure that it meets the video production service policy.

Orleans United Church Council or its designated reviewers may prohibit productions or prohibit distribution of productions that do not meet the stated policy.

PROCEDURES

The following are examples of procedures to be developed for video outreach. These procedures are not exhaustive and will be expanded over time. The gatekeeper for these procedures will be the OUC Communication Group. As and when the procedures are developed by the Communication Group, they will be added to the policy document.

1. Written Consent

Written consent forms should contain the following:

- permission for use in a limited fashion, based on the specific production only
- description of the production and date and start time
- permission to use personal identifiers
- permission to record
- waiver not to claim
- restricted use of the consent
- producer agreement to comply
- identification of the individual and the producer
- date and signature of both the individual and the producer

Sample written consent forms are shown below.

Example Adult Consent

"I hereby authorize any images or video footage taken of myself, in whole or in part, individually or in conjunction with other images and video footage, to be displayed on the Orleans United Church Website and other official channels, in whole or in part, individually or in conjunction with other images and video footage, and to be used for media purposes including promotional presentations. I also authorize any media material created by myself to be included.

"I waive any and all rights to privacy and compensation, which I may have in connection with such use of my name and likeness, including rights to written copy that may be created in connection with this video production, editing and promotion thereof."

Example Child Consent

"I hereby authorize any images or video footage taken of my youth, who is under 18 years of age at the time of signing, in whole or in part, individually or in conjunction with other images and video footage, to be displayed on the Orleans United Church Website and other official channels, and to be used for media purposes including promotional presentations and marketing campaigns. I also authorize the display and use of any media material created by my youth.

"I waive any and all rights to privacy and compensation, which I, or my youth, may have in connection with such use of my youth's name and likeness, including rights to any

written copy that may be created in connection with video production, editing and promotion therewith.

“I am over 19 years-of-age and the parent or legal guardian of the youth, and I have read this waiver and fully understand its content.”

2. Implied Consent

Example signage for identifying that a video recording is taking place is as follows.

Recording Zone

NOTICE

Audio and visual recording in progress

AVIS

Enregistrements audio et visuels en cours

Dark Zone

NOTICE

This area is not being recorded by video

AVIS

Cette zone n'est pas enregistrée par vidéo

3. Copyright Attribution

Title –

Author/Editor –

Source –

License or Written Agreement Identifier -

Example:

“Creative Commons 10th Birthday Celebration San Francisco” by TVOI is licensed under CC BY 2.0

4. Copyright Clearance Request

In order to request the use of material not covered under the license subscription, the producer will need to request use through the author or editor. The following information will be required in order to seek permission.

- a description of the material
- an image of the material, if available
- how it will be used
- link to the original, if available