



AlHuda International School

SOPs for Media Coverage

by Department of Public Relations

SOPs for Media Coverage

Introduction

Media coverage and promotion is handled by the Public Relations (PR) department at the AIS Head Office, Islamabad. This includes photography and videography at all AIS branches. Following SOPs regarding media coverage and upload process are to be followed by all the branches in order to make the process efficient.

Note: Media coverage and submission of photographs/videos doesn't automatically ensure their upload on the School website or Social Media. Rather, the decision to use a photograph/video in digital or print media rests with the PR department. The department encourages selective media coverage and submission of all events, unless otherwise specified.

Guidelines

General:

1. Only **trained/designated photographers** from each branch should take the pictures/videos of the event.
2. Branches that are equipped with an **Official Camera** must use that instead of mobile phone. All other branches may use the best available mobile phone camera.
3. **Preplan** the activities so that two activities do not fall simultaneously on the same day/time which may result in coverage of only one activity at the expense of the other.
4. Only **special or innovative activities** are to be photographed (everyday activities need not be covered).
5. The **area/class** chosen for the media coverage must be **prepared beforehand**. Care must be taken to ensure cleanliness, students to be in proper uniform with tidy look.
6. Photography should not spoil the **essence** of the activity. Ensuring that the activity is conducted as **intended** and that students remain fully **engaged** should remain the top priority. **Group** shots can also be taken once the activity has concluded.
7. **For Group shots**, on-duty staff should ensure that students are timely gathered, and arranged in an organized manner on stage such as on graduation ceremonies, high achievers, reading certificates etc.
8. Female staff present in the media coverage area must be in **Niqaab** for the duration of the photography/footage or their photography should be avoided altogether.
9. Teachers are to **guide children** from before not to look in the camera rather focus on the activity.
10. The below mentioned events are to be covered as follows:
Qira'at Competition: Finals only, **Sports Week:** Opening, Final Rounds and Closing Ceremonies only.
11. Take selected shots which cover the **crux of the event**. Do not take unlimited, unnecessary, repetitive shots.
12. Avoid taking pictures of female staff/guests presenting the prize/certificate on competitions/ceremonies. Rather **take single or group pictures of the students with their prize/certificate**.

13. **Do not** take pictures/videos of children who are **not willing** or whose parents are not willing for them to be photographed.
14. **Videos** covering **highlights** of only **special/grand events** (Qira'at Competition, Art & Literature Competition, Sports Day etc.) or any **innovative** activity should be made according to the media guidelines.
15. Class Incharges should try to give **equal opportunity** of participation & coverage to all students.
16. **No one besides the PR department** is allowed to **upload** school pictures/videos on social media. Staff, however is encouraged to share posts from school's official Facebook and Instagram accounts.
17. In case of any **changes in designated photographers** (exit or change in designation), PR department should be intimated by the Branch Head along with nominating new photographers so that they can be trained accordingly.

For Montessori Section:

- Select one level for one type of activity coverage so that same activity coverage isn't done for all levels.

For Primary Section:

- As students of **Grade II onwards** start offering *salah* in congregation, **scarves** and **full-sleeve shirts** are part of their uniform. Girls are **encouraged** to wear scarves in the initial years so that they get in a habit of properly wearing headscarves by **Grade IV**, when it becomes compulsory for them.

For Secondary Section & AS Girls:

- Make sure that SS & AS girls are in proper neat **Hijab** with **full sleeves**.
- Shots should focus the activity rather than the faces.
- **For Grades V – VII:** Group shots / Long shots should be taken in case of ceremonies/ events instead of solo shots.
- **For Grade VIII onwards:** Pictures should be taken from over the shoulder, behind the back, long shots, in Niqaab (where applicable) or focusing mainly on the activity instead of faces.

Upload Guidelines

1. To avoid unnecessary use of storage space, please upload only best and selected pictures.
2. For regular activities, 10 best shots and preferably group shots will be appreciated.
3. For special assemblies and activities that pertain to a specific day, the pictures should be sent for upload the same day along with writeup.

Media Upload Request

(Request to share event on Social Media)

1. **Within 1 day** of the event, a **brief writeup** about the activity/event along with pictures is to be submitted to the PR department using the online media portal '**AIS MEDIA HUB**'.

For submitting the pictures and write-up follow these simple steps:

- i) Go to www.aispk.org/media
- ii) Complete the 'Media Upload Request' form

iii) Fill all required details including the write-up and the pictures' link (dropbox.com / wetransfer.com / drive.google.com)

iv) Submit

2. In case of mobile shots, in order to maintain the quality of the pictures, directly transfer the pictures through data cable from mobile to a computer system and then upload on media portal. Please don't use WhatsApp as it optimizes (lowers the quality) of the pictures.
3. After processing by the PR department (picture selection, resizing, editing, watermarking – write-up editing) the event will be shared on social media/website and the respective branch/department head will be intimated via email.
4. PR Department will take up to 2 weeks to either upload or share feedback for the submission. In case it takes more than 2 weeks to process the upload request, PR Department will notify the concerned campus. In case a pile of albums is sent together at once to upload, expect a delay.
5. Any request/coverage that contradicts the Media SOPs will not be accommodated. Similarly, coverage that does not meet the required standards may not be uploaded.

Media Resource Request (by Islamabad branches only)

Request for Photographer/Videographer:

1. Request for PR Department's Photographer/Videographer must be submitted through the online media portal '**AIS MEDIA HUB**'.
 - i) For submitting Online Media request go to www.aispk.org/media
 - ii) Scroll down to the 'Media Resource Request' form
 - iii) Complete all required details
 - iv) Submit
2. Request must be submitted at least **3 days** prior to the event by the **Branch Heads/ Section Heads/ Coordinators**.
3. On rare occasions, when on-the-spot coverage needs to be done (such as unplanned visit by a guest etc.), the PR department can be requested directly and the request can be submitted afterwards. [Hence the request through form submission is a must in every instance].
4. In case of delay or cancellation of the event/activity, the **PR department** must be informed immediately so that resources can be allocated as per need.

Request for Camera (by H-11 Branch only)

1. Request for Camera must be submitted through the 'AIS Media Resource Request' form in the online media portal (www.aispk.org/media) and will be facilitated based on availability of camera.
2. The designated photographer / admin representative is responsible for directly issuing the camera from the PR department and returning it.
3. Camera Issue Form will be signed by the Issuer at the time of issuing and the PR representative at the time of return.
4. The camera should strictly be handled by the designated photographers only at all times.
5. After issuing, the responsibility of safe keeping of the camera lies with the Branch Head.
6. Camera must be returned to the PR department right after the event/activity the same day.