



**BAREFOOT
INITIATIVE**

MEDIA POLICY

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Drafted by: Anna Fawcus	Board approval date:
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OUTLINE

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1. PURPOSE

The purpose of this policy is to ensure that photos, videos and stories are collected and used ethically and honestly and that they portray with respect, dignity and accuracy the people and communities, with whom we work.

2. SCOPE

This policy applies to all Barefoot Initiative board members, volunteers, partners or visitors who are collecting content whilst in the field with Barefoot Initiative, or at events related to Barefoot Initiative. It covers still photography and video moving imagery and stories, including interviews and quotes. It applies to information, stories and images collected in the field, at fundraisers or events with or related to Barefoot Initiative and applies to all material published by Barefoot Initiative regardless of format.

3. DEFINITIONS

- 1) Images – means still photographs and video.
- 2) Stories – interviews, direct quotes, facts and personal details used in messaging, case studies, reports and communications.
- 3) Content — videos, photos, stories and interviews that Barefoot Initiative commissions, collects or sources that illustrates any aspect of Barefoot Initiative’s work or activities and may be used in digital or printed communications.
- 4) Child – is an individual below the age of 18 years
- 5) Informed consent — a person understands why their image, story and/or personal details are being collected; where and how they will be used and over what period of time; that their participation is entirely voluntary; the potential risks and consequences of their image, name and words being published; and then agrees to Barefoot Initiative collecting the content.

4. POLICY STATEMENT

Barefoot Initiative aims to ensure that all board members, volunteers, partners and visitors are aware of their obligations in regard to the use of images and stories, and comply with this policy to effectively manage these images and stories as representatives of Barefoot Initiative.

5. POLICY IN PRACTICE

6.1 Collecting Images and Stories in the Field

Collecting photographs, video, interviews or other visual or written content in the field is exclusively for professional use. Barefoot Initiative volunteers and visitors agree not to take photographs, video or conduct interviews in the field without permission from Barefoot Initiative.

Barefoot Initiative reserves the right to inspect any material, photo, video and text made within the framework of its projects during a field visit. Where content would potentially harm the organization, or individuals in the community, Barefoot Initiative reserves the right to prohibit the public dissemination of such content or to require that it be destroyed. All photos, videos or texts made as part of a field visit should be submitted to one of the Co-Managing Directors for review.

6.2 Copyright

Images and stories made during a field visit with Barefoot Initiative are the exclusive property of Barefoot Initiative and copyright is given to Barefoot Initiative except in the case when a professional photographer, videographer or writer is collecting this content, in which case a joint copyright will exist.

6.3 Standard of Practice (Code of Conduct) for taking photographs

All people we interview, photograph or film must give their free, prior and informed consent. All people photographed must clearly understand:

1. Why their image is being taken and/or their story and personal details being recorded
2. How and where images and stories may be used
3. Who may see images and stories that are recorded
4. We will only take images and stories of people who want to participate
5. We won't identify anyone who wishes to remain anonymous
6. We will represent people honestly and accurately
7. There won't be any repercussions if someone chooses not to be involved (for example we won't withdraw support for the community or individuals within it because of this decision)

People should be comfortable with the consent process and clearly indicate their willingness to participate. If they wish to place any restrictions on use of their name, stories or images, these must be clearly noted, so that we can record these with the resource. Informed consent should be achieved in the person's own language, ideally with a professional, independent translator who can speak both English and the local language fluently.

Local hierarchical structures must be respected to ensure that consent is sought from the correct people. For example, in some communities a village chief must give his consent before any filming, photography or interviewing is done. The most important aspect of informed consent is making sure a person truly understands what they are consenting to.

Where possible and practical, a written consent form should be completed. In some contexts, verbal consent can be sufficient. It can be extremely difficult to obtain formal written consent from every person photographed in the field. The quality of consent obtained is more important than whether it is documented in writing. We expect clear verbal agreement to be given before taking photographs of any person. Verbal consent requires a detailed discussion to take place between the photographer and the subject, giving the subject an opportunity to ask questions and raise any concerns. Adequate time should be allowed for this process to ensure that people clearly understand exactly what they are consenting to.

When photographing, or filming a child for work related purposes, Barefoot Initiative personnel and Partners *must*:

- Assess and comply with local traditions or restrictions for reproducing personal images;
- Obtain legitimate consent from the child and a parent or guardian of the child. As part of this an explanation as to how the photograph or images will be used must be given;
- Ensure photographs, films, videos and DVDs present children in a dignified and respectful manner and not in a vulnerable or submissive manner. Children should be adequately clothed and not in poses that could be seen as sexually suggestive;
- Ensure images are honest representations of the context and the facts;
- Ensure file labels do not reveal identifying information about a child when sending images electronically; and/or
- Ensure images of children available for public use do not reveal any identifying information.

6.4 Standard Practice for using photographs

Manipulation

Images and footage used by Barefoot Initiative must be accurate and authentic representations of what was shot. A photographer is permitted to do some basic colour corrections to their images, as part of their artistic process, before delivering them to Barefoot Initiative. However, no changes should be made that alter the concept or context of the image or misrepresents the true picture. For example:

1. images or footage should not be changed to duller or sepia tones, or more vivid, colourful tones, to make the situation look worse, or better, than it is;
2. people or items should not be Photoshopped out of or into images or blurred, unless permission has been given for security or protection reasons.

3. images should not be cropped or flipped nor composite images created.

Potential issues should be addressed during the shoot in regard to things that may create a security risk to a person, or an ethical risk to Barefoot Initiative. These might include signs/logos/nametags that identify a place or person, nudity, or inappropriate graphics, or multinational logos on clothing, buildings or signage.

Giving back

Wherever possible and practical, Barefoot Initiative will provide subjects with copies of images and materials in which their image and words are used.

Remuneration

We do not pay communities or individuals to take their images or collect their stories.

6. MONITORING & REVIEW OF POLICY

The Co-Managing Directors are responsible to ensure that this policy is implemented, and that all Barefoot Initiative personnel and volunteers are orientated during their on-boarding. The Co-Managing Directors will review and update this policy every two years, and all changes will be presented to the Board of Directors for validation.

7. RELATED POLICIES & PROCEDURES

- Child Protection Policy
- Volunteer Policy



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ANNEX 1: BAREFOOT INITIATIVE PHOTOGRAPHY SUBJECT RELEASE FORM

(this is not a release for commercial use)

By signing this release form, I hereby grant to Barefoot Initiative the right to reproduce, display and disseminate worldwide and in perpetuity, in any traditional or electronic media format, my likeness as shown in the photographs described below, which photographs are owned by Barefoot Initiative, for the purposes of reducing rural poverty, increasing food security, improving human health and nutrition, and ensuring more sustainable management of natural resources.

The photographs containing my likeness were taken on
(date) _____
in the (location including town/country)

by (photographer's
name) _____

I further confirm that these images are a true likeness of me and the images were taken with my knowledge and consent.

Name of Subject _____ Age (if
under 18 years)

_____ Date

_____ Signature

Address and other contact information

IF SUBJECT IS A CHILD UNDER 18 YEARS OF AGE: I confirm that I am the legal guardian of the child named above and therefore may grant permission for this subject release on behalf of the child:

Name of Legal Guardian

Relationship to Child

Date _____

Signature of Guardian

Name of Witness

Organization Affiliation

_____ Date

Witness Signature