

WSD MEDIA RELEASE FORM

& Guidelines for

Videotaping or Photographing Students

Videotaping, filming, or photographing students while participating in school activities may constitute a disruption in the planned instructional process if it is done without adequate preparation and justification, and may violate the Family Educational and Privacy Act (FERPA) which protects the privacy of parents and students.

Videotaping, filming, or photographing students is expressly prohibited except as described below:

1. **Release of Student Directory information** – If you are going to video or take pictures of students and do not intend on using their names for any reason, then generally there is no problem. **However**, if you are going to use the student's name to address them during an interview or for any other reason, then you **MUST** get parent permission, even if just their first name.

Parents may elect not to have their child videotaped, filmed or photographed. Schools MUST tell parents and eligible students about releasing directory information (such as the name of a student) and allow parents and eligible students a reasonable amount of time (48 hours minimum) to request that the school not disclose directory information about them.

2. Events such as awards assemblies, plays, concerts, athletic contests or similar events which have newsworthy aspects, are open to the public and therefore the media are not intended to be part of these guidelines.
3. In the event of fire, accident or unusual circumstance, the principal will determine if the public and/or media may be permitted access to the school.
4. These guidelines are not applicable to videotaping, filming and photography which will only be used by school officials with a legitimate educational interest or where the work meets other exceptions to FERPA's disclosure rules.

However, videotaping, filming, or photography of any student **without the explicit knowledge and permission of the student** is expressly prohibited, except where it is done as a direct consequence of security procedures implemented with the express knowledge and approval of the superintendent.

Public and Private Producers/Media

Permission for videotape/film producers and/or directors from outside the school district must be secured from the Superintendent of Schools or his/her designee, the affected building principal and the teacher(s) involved. The requestor must provide sufficient reason to justify an intrusion into the school's learning activities.

Before any such permission may be granted, the prospective producer/director must provide the School District with an outline of the intended production and distribution, the production's goals and a description of the treatment, if appropriate, planned to achieve those goals. This outline must be submitted to and approved by the Superintendent's Office in advance of the start of any in-school videotaping or filming.

The Superintendent or designee will inform the requestor which, if any, students are not to be videotaped, filmed or photographed due to the parent's failure to provide the Permission Form or decision to deny permission. Any approval of a project is conditioned upon the requestor's commitment to film, photograph or videotape only those students whose parents have provided permission for such.

When such permission is granted, a designated liaison will be established by the Superintendent or designee, and this liaison will establish necessary contacts and participate in the project as the Wenatchee School District's representative. In most cases the designated liaison would be the building principal.

As part of the project's permanent documentation, the film/audio/videotape producer will provide the Wenatchee School District with one (1) print or electronic copy of the finished production.

School Personnel and Parents

Staff members who plan activities which may include their videotaping/filming/photographing of students, will obtain, in advance, approval from the building administrator. A video, film or photograph of students prepared by staff or students which includes students whose parents have not provided permission may not be shown outside of school and may only be shown to school officials with a legitimate educational interest or others for whom consent is not required by FERPA.

Alternatively, if parents' permission is obtained the videotape, film or photograph can be used to the extent of permission which all parents provided.

Web Publishing of Photographs

Photographs of individual students or groups of students may be published on the school's internet site **only if** permission is granted in writing. This restriction does not apply to photographs of public events where individual students are not identified.

Video Conferencing with Participants Outside of the School District

Reference guideline number one (1). Generally parent permission is recommended due to the need of student management during live video conferencing.

Violations

In the event there is an allegation that a student has violated this policy, the Student Conduct and Disciplinary Policy shall apply, including all rights to due process.

Any violation by a staff member may be subject to immediate and serious discipline up to and including dismissal, as consistent with the offense.

Legal References:

20 U.S.C. 1232g; 34 C.F.R. part 99, Family Education Rights and Privacy Act of 1974 as amended.

Audio taping reference: RCW 9.73.030.

Wenatchee School District
Media Release Form



Date: _____

I hereby give _____
(name of videographer/teacher/etc.)

the unqualified right to take videos/pictures of me, _____
(Subject's name – Please Print)

and to use the videos/pictures in school related media presentations on
the World Wide Web and/or for promotion of

_____ School's program.
(Name of School – Please print)

I understand that these pictures will be accessible to anyone with Internet
access and may be used in instructional settings. **In addition, these
pictures may not be used for profit.**

Subject Signature: _____

Name Printed: _____

Parent's signature if minor child: _____

Address: _____

City: _____ State: _____ Zip: _____

Photographer/Teacher: _____

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