

Instruction

ADMINISTRATIVE REGULATIONS ON PUBLISHING OF STUDENT IMAGES / NAMES

6141.324AR

Publishing Student Images

- Schools will print a general written announcement at the beginning of the year in a communication to all parents or guardians (such as a newsletter) announcing:
 - a. the routine videotaping or photographing of school concerts, assemblies, etc;
 - b. these images are routinely displayed or shown in a variety of settings including, but not limited to, meetings, publications, and the school's web site; and
 - c. student names are not connected with their images.

Parents or guardians who do not want their child videotaped or photographed and those images displayed in the circumstances described are asked to contact the school principal.

- If videotaping, audio taping, or photography is planned for a more specific school setting (e.g., a classroom), a written announcement of the planned activity incorporating both that activity and any potential future activities of a similar nature will be sent to the parent or guardian. For example, a letter could state the following:

During the week of October ____, _____, the students and I will be videotaping their presentations of essential questions they have developed and research they have conducted on life in the rain forest. Students will use these videos to conduct a self-evaluation of their performance.

This is the first time this year I will be using videotape, audiotape, or photography in my class. However, from the date of this activity forward I will be utilizing these media in a variety of instructional activities within this class during the remainder of the year. The images are routinely displayed in a variety of settings including, but not limited to, meetings, publications, and the school's web site. Student names are not connected with their images. If you do not permit your child to have his or her image recorded and displayed please let me know, in writing, and I will honor your wishes during this project and for the remainder of the year.

I look forward to the beneficial use of videotape in evaluating our upcoming presentations and hope you will let your child participate.

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(continued)

Publishing Student Images (continued)

- In certain circumstances, it may be desirable to display a student's image in a publication or on the school's web site with his name, such as when an award is given. Publishing a student's image with his name requires **express written permission** from the parent or guardian.
- This provision of seeking prior permission does not apply to school yearbooks, school newspapers, or images published by the working press. However, if a parent or guardian has a concern about the publication of a student's image in those settings, that concern should be brought to the school principal.

Publishing Student Names

Recognizing a student's accomplishments through appropriate publicity shares the good news of a student's achievement and can build or reinforce his positive self-image. This publicity often takes the form of publishing student names on building bulletin boards, in newsletters, and increasingly, on classroom and school web pages.

The following guidelines cover the most common circumstances under which students' names may be published:

- Full names may be printed or posted alone or in lists for performances, memberships, awards, accomplishments, and other similar circumstances as long as there is no correlation with an accompanying student picture without prior permission.
- When original student work is printed or posted without an accompanying student picture, a student's first name and, if necessary for clarification, grade designation may be cited (e.g. Kathy, grade 7A, John, grade 4E) with prior notification (school general written announcement).
- If it is deemed desirable to display a student's image, his name may not be associated with that picture without **express written permission** from the parent or guardian.