

*Adopted:* September 9, 2013  
*Revised:*

INDEPENDENT SCHOOL DISTRICT NO. 761  
OWATONNA, MINNESOTA

**550 PUBLIC VIDEOTAPING / FILMING / PHOTOGRAPHING SCHOOL EVENTS**

**I. PURPOSE**

The purpose of this policy is to protect the privacy and security of all students, staff and the ISD 761 school community as well as to ensure the integrity of ISD 761. This policy provides direction and guidance for videotaping/filming/photography of public school events.

**II. GENERAL STATEMENT OF POLICY**

- A. 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.
- B. Parents may elect not to have their child videotaped, filmed or photographed through the use of a parent/guardian form which shall be made available annually in conjunction with the District's student directory notification all of which is available in the school office.
- C. Events such as awards assemblies, plays, concerts, athletic contests, graduation ceremonies or similar events which have newsworthy aspects are open to the public and therefore the media are not intended to be part of this policy. 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.
- D. This policy is not applicable to videotaping, filming and photography which will only be used by school officials with a legitimate educational interest. 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.

### **III. PUBLIC AND PRIVATE PRODUCERS/MEDIA**

- A. Definition – Media pertains to the following: Communication channels through which news, entertainment, education, data, or promotional messages are disseminated. Media includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet. Individuals representing a media must have credentials for proof of identification.
- B. Videotaping, filming or photographing from outside the School District of students while participating in school learning activities must be approved by the Superintendent, his/her designee or the building Principal.
- C. 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, his/her designee or the building Principal in advance of the start of any school videotaping or filming.
- D. The Superintendent, his/her designee or building Principal will inform the requestor which, if any, students are not to be videotaped, filmed or photographed. 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.
- E. As part of the project's permanent documentation, the film/audio/videotape producer will provide the School District with one (1) print or electronic copy of the finished production without charge.

### **IV. SCHOOL PERSONNEL**

District personnel who plan activities which may include their videotaping/filming/photographing of students, will obtain, in advance, approval from the building Principal. 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.

**V. WEB PUBLISHING OF SCHOOL DISTRICT EVENTS**

Photographs, videotape or film of students may be published as long as no student names are used to identify students. Written permission must be granted by the Superintendent, his/her designee or building Principal prior to the use of student names in the web publication.

**VI. VIOLATIONS**

Any violations of these guidelines may result in denial by the School District for future school events to be accessed by the violator.