

PHOTOGRAPHING AND VIDEOTAPING IN THE SCHOOLS

State and federal laws safeguard students and their families against the release of student information used by schools or provided by schools to parties external to the school district. Films, videotapes, photographs, and web-based images of students in the schools are subject to the provisions of these laws.

The Appleton Area School District shall observe measures intended to protect students from their involvement in films, videotapes, photographs or web pages to which they or their parents may reasonably object.

The administration will maintain and disseminate administrative rules and regulations to implement this policy.

Legal Reference: Wisconsin State Statute 118.125

Adoption Date: May 22, 2006

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Procedures

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The Appleton Area School District shall observe measures intended to protect students from their involvement in films, videotapes, photographs, or web pages to which they or their parents may reasonably object. The following procedures shall be implemented when students are being filmed, videotaped, or photographed for the newspaper or the web in the schools:

1. No videotaping, filming or photography will occur in private places (e.g., restrooms, locker rooms, and offices) where intrusion upon the privacy of a student of a nature highly offensive to a reasonable person may occur.
2. Representatives of the press/media will be expected to obtain permission from the Superintendent or his/her designee prior to interacting with staff or students on school property for any purpose. No other staff on site will be permitted to authorize on-site activities of this nature.
3. Parental consent shall not be required when a film or videotape will not leave the School District and it is only viewed by District staff.
4. Consent will not normally be required when stock footage of large groups of students, e.g. classroom groups, hallway shots, sporting events, etc., is being taped.
5. Advanced consent shall be obtained from parents or guardians of children when:
 - a. The film or tape will be taken from the Appleton Area School District either physically or by transmission.
 - b. The film or tape will be viewed by persons who are not professionally responsible for the specific setting (i.e., those other than District staff, a student teacher, or a student teacher supervisor).
6. When parental consent is required and some parents or guardians object to filming their children, the person making the film or tape will specifically avoid filming of the student(s) whose parents object or edit the film to delete those children from it.
7. Individual students will be allowed to exclude themselves from classroom shot(s) if they choose to do so.
8. Parents/guardians will have opportunity to exclude the photographing and/or videotaping of their children when footage will leave the District.

Adoption Date: May 22, 2006



Dear Parents:

The Appleton Area School District is very proud of the accomplishments of our students and values the opportunities to tell the community about them. Therefore, schools publish websites that showcase student work and videotaped productions are prepared for airing on Public Access Television as well as other promotional and educational opportunities for the District.

This letter is being sent to ask your permission to use images and/or the name of your child for one or more of the following purposes. Please identify your approval (YES) or disapproval (NO) to having your child's image and/or name used in the following ways:

- | | | |
|-----|----|--|
| YES | NO | 1. <u>Web Page Images:</u> One of the goals of school websites is to show-case selected student work so it may be seen and appreciated with a wider audience (i.e. parents, friends, relatives, etc.). Your permission will allow their work to be seen on the web. |
| YES | NO | 2. <u>School District Video Productions:</u> The School District periodically produces promotional presentations for the public on the academic and special events in our school. Your permission will allow your student to be interviewed and/or photographed for these features. |
| YES | NO | 3. <u>Newspaper and Television Requests:</u> Local media asks periodically to do special interest stories on schools and students. Your permission will allow your student to be interviewed and/or photographed for school-related features. |

Student Last Name _____ Student First Name _____

Grade _____ Date _____

Parent Signature _____

If this form is not returned by September 15, permission will be assumed to have been given.