

## Guidelines for Posting Student Images On District 214 Website

In conjunction with the district's technology procedures relating to student safeguards, *"No students will be identified, except in cases of public performances, such as athletic and theater events."*

This means...

- In cases of public performances, such as athletic and theater events, students may be identified with name and photo.
- Photo without name – Okay to post (Photo by itself does not identify student.)
- Name without photo – Okay to post (Name by itself does not identify student.)
- Name with photo – **Need parent consent** (Name/photo combination does identify student.)
- Articles with group photos but no names underneath – Okay to post, as long as the article does not identify student(s).

*\*Parental consent may have been given via the online registration process.*

*Students who are 18 years old can give their own consent.*

Consent forms can be found in the District Staff Information folder, under Community Relations, Media Information, Consent Forms.

*\*The data processor and secretary for associate principal for operations at each school has a list of parent names who did not give consent to have their child's photo on the school/district website. If a parent's name is not on the list, consent was given at registration. The list is updated annually.*



## ACCESS BY MEDIA

### Policy 5.3

**The district will cooperate with representatives of the media by granting authorized access to information and to district buildings according to established written procedures.**

#### **Staff Procedures**

(SC approved 5/6/03)

- Information provided to the media should be timely, accurate, concise, and not violate confidentiality of other individuals.
- The director of community relations is the preferred district person to work with the media on district-wide issues. The principal/ director or designee is the preferred staff person to work with the media at each building.
- Staff members are not obligated to respond to media inquiries but may refer them to the director of community relations or the principal/ director.
- Staff members choosing to respond to media inquiries should make it clear to what extent they are authorized to speak on behalf of the school district and to what extent they are expressing personal opinions.
- The director of community relations should be informed by staff of all school/ district-related interviews that pertain to controversial issues, and the principals/ directors should be informed by staff of all interviews that pertain to controversial issues at their respective sites.
- Coaches/ sponsors of cocurricular activities are encouraged to grant interviews with the media regarding their activities.

#### **Student Procedures**

- Student images should not be used for commercial gain.
- Students must have signed parental consent forms when the interview pertains to controversial issues, negative incidents, or crisis situations.
- Students may be interviewed by newspaper reporters (no photographer) and radio reporters during school hours with the approval of the principal/ director or designee. When requests for student interviews are granted, the interview will be conducted in the presence of the supervising staff member and with minimal loss of instructional time and interruption to the school environment.
- Students may be interviewed by television reporters and newspaper reporters accompanied by a photographer **only if** their parents have signed a parental consent form. Obtaining consent from parents for the broadcast of their child's

name and image is important, because the release of information that can individually identify a student can implicate state and federal student records laws. The category of "student records" includes documents from transcripts and disciplinary history to other information that can make a student "individually identifiable," such as the combination of a student's name and image.

- Students may be interviewed at school-related activities with the approval of coaches/sponsors when the interview directly relates to that particular school-related activity and is intended to garner positive coverage.
- Students do not need parental consent to be filmed or recorded if they are 18 years of age or participating in a public performance, i.e., school athletic events, theatre productions; or are in the background of a scene as a camera pans a classroom, stadium, hallways.
- Consent forms also are not needed when District 214 uses student images without their names in promotional items, i.e., brochures, newsletters, etc., because the student is not "personally identifiable" by image alone. Thus, the image by itself is not a student record, and its distribution is limited in scope.

### **REMEMBER**

- **Students must have signed parental consent forms when the interview pertains to controversial issues, negative incidents, or crisis situations.**
- **Quote and Photo:** Signed parental consent form needed
- **Quote only:** No consent form needed
- **Photo of a group of students and no names listed:** No consent form needed
- **Image on television and no name listed:** Consent form needed
- **Image of a group of students on television and no names listed:** No consent form needed

There are three types of Parental Consent forms. They are for **DISTRICT PURPOSES ONLY, GENERAL FORM FOR MEDIA**, and **DISTRICT 214 INTERNET PURPOSES**. They can be accessed from the District Staff Information conference folder, clicking on Community Relations folder, and then Media Info folder.



## How to Sell Your Story to the News Media

In order to interest a reporter in a news story, you will need to think like a reporter. Ask yourself the following questions (Your news stories should meet at least one, and sometimes more of these criteria.):

- Is your news current? Reporters are interested in featuring stories that are happening now. Old news is not news.
- Is your news a “first”—something that no other schools in the country have tried, that is one of a kind in the state or nation, or that is part of a pilot program?
- Is your news timely? Does it reflect an education trend? Does it involve observance of special calendar events such as African American History Month, Arbor Day, Mathematics Month, or Youth art Month?
- Is your news interesting to people outside the school? Does it have relevance and meaning for its audience? Is it something that community members can relate to? Is your news informative? Would readers, listeners, or viewers benefit from the knowledge?
- Does your story have an “angle”? Examples: a classroom project that is successful because of senior citizen involvement.
- If your news would interest people only in your local school community, have you targeted your news story to media outlets covering only your area?
- Is your news story visual? How? Describe the visual elements (costumes, scenery, action, etc.). Television reporters always look for stories with visual appeal.
- Is your news unusual or out of the ordinary? Examples: boys taking child-care classes; students receiving varsity letters for academics instead of for sports.
- Is your news feature material? Does it have “color,” human interest qualities, and a wealth of background material?
- Does your news show school-community involvement? Examples: community participating in environmental projects; students assuming roles of local government officials; businesses adopting schools or contributing their services to them.