

**Policy**

PHOTOGRAPHS OF STUDENTS

Taking pictures of district students and buildings for commercial purposes is prohibited without written approval of the superintendent or his/her designee. Requests for such photograph must be made in writing to the superintendent or his/her designee.

“Commercial purposes” in this context is defined to mean for sale or for use in connection with the advertisement or promotion of goods or services.

“School students” in this context means boys and girls enrolled in the school during that part of the day they are at school, on the school grounds, or engaged in any activity under the direction and supervision of the school.

Photographs Used by the School District

Passaic Public Schools may publish information or photographs about students and their accomplishments in District-sponsored publications, the district web-site, and at various school functions. Examples include the following:

- A. A program from a concert, sporting event, or a playbill showing a student's role in a production, event, or performance;
- B. The annual yearbook;
- C. Public galleries or exhibitions of student work; and
- D. Honor roll, recognition lists, or graduation programs.

A “Media Release Non-Consent Form” (Exhibit) will be sent home on an annual basis. Parents/Guardians that do not wish for their child’s photograph to be used in the above described manner may sign and return the non-consent form. In addition, parents may send a letter to the school principal at any time during the school year indicating their preference or changing their preference.

Pictures of children with educational disabilities shall not be disseminated in any way unless permission is granted by parents/guardians. Photographs of children placed in the district by the New Jersey Division of Child Protection and Permanency (DCP&P)\* shall not be published without permission of the division case worker.

PHOTOGRAPHS OF STUDENTS (continued)

\*NOTE: as of January 2013 the Division of Youth and Family Services (DYFS) changed its name to Division of Child Protection and Permanency (DCP&P).

First Reading: October 30, 2017  
Second Reading:  
Adopted:

Key Words

Exploitation, Safety, Photographs of Students, Student Photographs, Student Photographs, Web Site

**Legal References:** N.J.S.A. 18A:11-1 General mandatory powers and duties  
N.J.S.A. 18A:36-35 Disclosure of certain student information on internet prohibited without parental consent  
N.J.S.A. 18A:54-20 Powers of board (county vocational schools)

**Possible**

**Cross References:** \*1100 Communicating with the public  
\*1110 Media  
\*1120 Board of education meetings  
\*1140 Distribution of materials by students and staff  
\*1250 Visitors  
1320 Participation in out-of-school community activities  
\*5125 Student records  
\*5141.4 Child abuse and neglect  
\*5145.12 Search and seizure  
6142.10 Technology  
6145.3 Publications  
6145.4 Public performances and exhibitions  
\*6171.4 Special education

\*Indicates policy is included in the Critical Policy Reference Manual.

**Exhibit**

Dear Parent or Guardian,

Passaic Public Schools enjoys celebrating the accomplishments of its students by sharing information with the community. To do this, the school district may submit media releases that include student names, student work, and student photographs to the media. The school district may also publish information about students and their accomplishments in school district-sponsored publications, school district social media accounts, or display such information at various school functions. Examples include the following:

- A program from a concert, sporting event, or a playbill showing a student's role in a production, event, or performance;
- The annual yearbook;
- Public galleries or exhibitions of student work; and
- Honor roll, recognition lists, or graduation programs.

While the intent of this practice is to be informative and celebratory, the District recognizes that concerns may arise regarding a student's right to privacy.

Pursuant to the Federal Family Educational Rights and Privacy Act (FERPA), school districts are permitted to release "school directory information" unless parents exercise their right of refusal. Under the FERPA law, this information could include: student name, residential address, E-mail address, phone numbers, photographs/images, school locations, field of study, degrees, honors and awards received and participation in athletics and other activities.

It is the intent and practice of the Passaic Public Schools to publish, post or distribute a student's name, photograph, audio and/or video recording, displays of student work, or other information **only** as related to student achievement (e.g., academic/athletic/artistic recognition or award) or student accomplishment (e.g., a specially selected piece of work).

If you agree to allow the school district to publish such information during the 20\_\_-20\_\_ school year, you need **not** reply.

*However, if you **DO NOT** grant permission for the District to release such information to the media, to publish such information in school district-sponsored publications; or to display such information at various school functions, you must complete, sign and return the attached Media Release Non-Consent form to your child's school no later than \_\_\_\_\_ (insert date). Please keep this letter for informational purposes.*

Please note that the Media Release Non-Consent form is sent home annually with all students. You may rescind this agreement at any time throughout the school year by sending a letter to my office. Such rescission will take effect upon receipt by the school. If you have any questions or concerns, please contact me at \_\_\_\_\_ (insert principal phone number)

Sincerely,

School Principal

PHOTOGRAPHS OF STUDENTS (exhibit continued)

**PASSAIC PUBLIC SCHOOLS**

**MEDIA RELEASE NON-CONSENT FORM**

Pursuant to the Family Educational Rights and Privacy Act (FERPA), school districts are permitted to release “school directory information” unless parents exercise their right of refusal. Under the FERPA law, this information could include: student name, residential address, E-mail address, phone numbers, photographs/images, school locations, field of study, degrees, honors and awards received, and participation in athletics and other activities.

*It is the intent and practice of the Passaic Public schools to publish, post or distribute a student’s name, photograph, audio and/or video recording, displays of student work or other information related only to student achievement (e.g. academic/athletic/artistic recognition or award) or student accomplishment (e.g. a specially selected piece of work).*

By signing and returning this form to my child’s school, I formally state that **I DO NOT** grant permission to the Passaic Public Schools to release my child’s name, photograph, audio and/or video recording, or displays of work to the media; to publish information about my child’s accomplishments or achievements in District-sponsored publications and social media; or to display such information at various school functions during the 20\_\_-20\_\_ school year. Examples include the following:

- A program from a concert, sporting event, or a playbill showing my child’s role in a production, event, or performance;
- The annual yearbook;
- Public galleries or exhibitions of student work; and
- Honor roll, recognition lists, or graduation programs.

Student’s Name: \_\_\_\_\_

School: \_\_\_\_\_

Homeroom Teacher: \_\_\_\_\_ Grade: \_\_\_\_\_

Name of Parent/Guardian (please print) \_\_\_\_\_

Signature of Parent/Guardian \_\_\_\_\_

**Please return this form to your child’s homeroom teacher no later than \_\_\_\_\_ (date).**

cc: Student’s Permanent Record