

MEDIA WAIVER/INTERNET PUBLISHING

The School District of New Berlin may, at times, use photographs, photographic images, names, audio recordings, and/or video recordings of students for purposes of general publicity in publications, public relations, promotions, publicity and advertising. In addition, schools or the district may want to include news about activities and events on their own Web sites. The following are examples of such media utilization:

- School District and school building newsletters and publications.
- School District World Wide Web site, school building and classroom Web pages.
- School District and school building social media sites.
- School newspapers and other student-related publications.
- Publication of a student's essays and artwork in print or electronic media.
- School District internal television broadcasts and cable channel broadcast.
- Presentations/video/instructional tools for educational purposes.
- Video replay of school productions, such as plays and high school musicals.
- Video and audio recording, interviewing and/or photographing by newspapers, television stations, and radio stations.
- Articles on World Wide Web sites written and published by newspapers, television stations, and radio stations.

The School District of New Berlin will permit a student's image, verbal and written comments, and a student's work to appear in such multimedia outlets unless the parent or guardian of the student objects, in writing.

Parents/Guardians who DO NOT want their child(ren) to be interviewed, photographed or recorded for school publicity or news media purposes, must submit a letter in writing to the appropriate building principal. This media opt-out will be good for the current school year.

Adopted: 8/12/13