

**PORT EDWARDS PUBLIC SCHOOLS****Board of Education Policy**

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**NEWS RELEASES**News Releases

As a public institution endeavoring to serve the educational needs of the communities represented, it is important for the Port Edwards School District to disseminate information on activities, programs and concerns in the schools. Timely and accurate communications help to establish and maintain both respect for, and confidence in, the school system.

The Port Edwards School District is interested in publicizing the activities and achievements of the schools and students, but is very conscious of privacy concerns that may exist. The District recognizes that news media, including, but not limited to, web pages on the Internet and newspapers are public in nature, as they can be accessed by a variety of people in a variety of locations. Therefore, no identifiable images of district students may be posted on the district home web page, or any other unsecured page on the Internet under the district's control. Neither will sensitive information such as addresses, telephone numbers, or student records be posted. The District will post images of students or work created by students in district publications, and/or allow outside media to use images of district students, only after obtaining written permission from the parent, legal guardian or adult student.

News releases of a political or controversial nature, as well as those concerning the overall operation of the District's schools or the actions, policies and positions of the District, or those involving more than one school shall be made only by the Board of Education, the District Administrator, or his/her designee.

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LEGAL REF.: Sections 19.81 Wisconsin Statutes  
19.90  
118.125  
895.50(2)(a)

CROSS REF.: 821.2-Exhibit, Permission for Student Image/Work in District Publications

Adopted: 11/13/00

Reviewed:

Revised: 05/15/03, 12/08/03, 05/09/05, 12/12/05

## Permission for Student Image/Work in District Publications

Please fill out all sections:

### SECTION 1: District Publications

I hereby give permission for the Port Edwards School District to use images containing my child, or work created by my child, \_\_\_\_\_, during the 20\_\_\_\_ - 20\_\_\_\_ school year, for publication in district documents, including but not limited to the district newsletter and district promotional materials such as brochures, flyers, etc. I grant permission under the following conditions:

- The image/work may be used with my child's complete name attached or listed.
- The image/work may be used with only my child's first name attached or listed.
- The image/work may be used without my child's name attached or listed.

\_\_\_\_\_  
*Signature of parent or legal guardian*

\_\_\_\_\_  
*Date*

### SECTION 2: Other Media

I hereby give permission for the Port Edwards School District to allow the use of images containing my child, or work created by my child, \_\_\_\_\_, during the 20\_\_\_\_ - 20\_\_\_\_ school year, for publication in other media, including but not limited to the local newspaper, television stations, area promotional materials, etc. I grant permission under the following conditions:

- The image/work may be used with my child's complete name attached or listed.
- The image/work may be used with only my child's first name attached or listed.
- The image/work may be used without my child's name attached or listed.

\_\_\_\_\_  
*Signature of parent or legal guardian*

\_\_\_\_\_  
*Date*

### SECTION 3: Secure District Web Pages

I hereby give permission for the Port Edwards School District to allow the use of images containing my child, or work created by my child, \_\_\_\_\_, during the 20\_\_\_\_ - 20\_\_\_\_ school year, for publication on district web pages that can only be accessed by school staff, students and parents/guardians provided with an electronic password. I grant permission under the following conditions:

- The image/work may be used with my child's complete name attached or listed.
- The image/work may be used with only my child's first name attached or listed.
- The image/work may be used without my child's name attached or listed.

\_\_\_\_\_  
*Signature of parent or legal guardian*

\_\_\_\_\_  
*Date*