



## 604 - PUBLIC USE OF STUDENTS IN PUBLIC INFORMATION MATERIALS OR THE MEDIA

### PPSD POLICY

<b>General Belief</b>	The Providence School Board recognizes that featuring students – in photograph, video image, voice, written word, or published work and in the news is essential in communicating effectively about the District. The Board recognizes its responsibility to protect the privacy of the District’s students and to ensure that parents/guardians are informed of and exercise their right to protect the privacy of their child or children
<b>Purpose and Scope</b>	<p>The purpose of this policy is to provide guidelines to ensure the use of student images</p> <p><b>Position</b> A student may not be used in any school- or district-sponsored publication or web site or in any news medium unless the student’s parent/guardian has granted consent in writing. Students 18 years of age or older may grant their own consent.</p> <p><b>Desired Outcome</b> The Providence School District will respect and abide by parents’ choice to grant consent of his/her student to appear in District-sponsored media as well as in news outlets.</p>
<b>Definitions</b>	<p>The following definitions are provided to assist in understanding this policy and the legal obligations of the District.</p> <p><b>Consent:</b> Voluntary agreement given by students or their legal guardians for the use of student information in the media, typically obtained through written consent forms or electronic consent processes.</p> <p><b>District Media:</b> Channels of communication used to disseminate information about the district. Examples may include district social media, district website, promotional materials and messages, and media coverage featuring the district.</p> <p><b>Media:</b> Any form of communication intended for a large audience, including newspapers, television, radio, websites, social media platforms, and newsletters.</p>

	<p><b>Parent/Guardian:</b> Any individual who has legal custody over a minor student within the District.</p> <p><b>Student Information:</b> Any personally identifiable information about students enrolled in public schools, including but not limited to names, addresses, birth dates, photographs, academic records, and disciplinary records</p> <p><b>Student/Students:</b> Persons enrolled in school within the District.</p>
<b>Guidelines and Implementation Strategies</b>	<p>The Superintendent will develop administrative regulations to implement the Use of Students in Public Information Materials and the Media policy.</p> <p>The district follows an explicit process to ensure parent/guardian consent is provided before students are utilized in District Media. Students 18 years of age or older may grant their own consent. The Providence School District will respect and abide by a parent/guardian’s choice to grant consent of his/her/their student to appear in District Media.</p>
<b>Training, Oversight, and Communication</b>	The District provides training and oversight to staff regarding the implementation and application of the Use of Students in District Media Policy.
<b>Compliance with Laws, Confidentiality Requirements</b>	The Superintendent will ensure that all PPSD employees and all PPSD contractors comply fully with all applicable laws, rules, and regulations, and with all Board policies. In the event any part of any policy is unlawful, the Superintendent will report such an event to the Board as soon as practicable and request the Board a modification of the policy.
<b>Legal Reference</b>	Family Educational Rights and Privacy Act (FERPA) 20 U.S.C. § 1232g(a)(1)(A) and regulatory provisions 34 CFR § 99.12(a)
<b>Cross Reference</b>	503-Students Rights and Responsibilities
<b>History</b>	Approved by Board: December 11, 2006 Resolution #12-17-06 Revised and approved by Board: 1/19/22 Reviewed by Policy Committee: 8/7/2024