



**USE OF STUDENTS IN DISTRICT MEDIA POLICY  
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>	The purpose of this policy is to protect the privacy of the district’s students and ensure that parents/guardians are informed of and exercise their right to protect the privacy of their child or children.
<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>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>Parent/Guardian:</b> Any individual who has legal custody over a minor student within the District.</p> <p><b>Student/Students:</b> Persons enrolled in school within the District.</p>
<b>Guidelines and Implementation Strategies</b>	The district follows an explicit process to ensure parent/guardian permission is provided before students are utilized in District Media. Students 18 years of age or older may grant their own permission. The Providence School District will respect and abide by a parent/guardian’s choice to grant permission of his/her/their student to appear in District Media.
Training, Oversight, and Communication	The District provides training and oversight to staff regarding the implementation and application of the Use of Students in District Media Policy.
Compliance with Laws, Confidentiality Requirements	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 event to the Board as soon as practicable and request of the Board a modification of the policy.

Legal Reference	Family Educational Rights and Privacy Act (FERPA) 20 U.S.C. § 1232g(a)(1)(A) and regulatory provisions 34 CFR § 99.12(a)
Cross Reference	503-Students Rights and Responsibilities
History	Approved by Board: 12/11/06, Resolution #12-17-06 Revised and approved by Board: 1/19/22