

Media Policy and Release

Richmond Public Schools (RPS) is excited to share and celebrate the accomplishments of our students, staff, and families through media. This can be in the form of photos, videos, and written stories published to social media, the traditional news media, and other RPS platforms.

As stated in the annual notice from the Superintendent regarding parents' rights under the Family Educational and Privacy Rights Act (FERPA), your student's school and RPS may promote the activities and accomplishments of students and staff, throughout the year, by:

- Arranging for news media to visit schools and classrooms, in particular when local, state, and/or federal officials are visiting;
- Posting stories and pictures on the school and school district websites and approved RPS social media platforms;
- Sharing "positive news" releases to local media outlets;
- Taking and sharing video, photos and applicable information about students who participate in any extracurricular activities, including, but not limited to, academic and/or sports competitions and school and/or local performances.

Under FERPA, RPS students and families have the right to opt-out of the taking and sharing any photographs, video, media by any means by signing the attached Media Opt-Out form. Therefore, if you do not wish to give permission for your student to be photographed and/or recorded and/or have those images shared with the media or on any RPS website, including that of your student's school, please sign and return the Media Opt-Out to your student's school no later than September 22, 2020.

This form will remain on file for the 2020-2021 school year and will be placed in your student's educational file. You can choose to withdraw this form at any time.

Media Opt-Out Form

Please sign and return this form to your student's school only if you have chosen to opt your student out of being photographed and/or recorded in any way and/or opt your student out of any media-related events/activities. If you choose to opt your student out, your student's "no media" status remains active through the 2020-2021 school year.

If at any time, you, as the parent/guardian, wish to change this status, the request must be made to your student's school in writing.

I, as the parent/guardian of _____, have read and understand the attached letter and I DO NOT give permission for my student to be photographed and/or recorded in any way and I DO NOT give my permission for any images of my student to be included in any RPS publications, at the division or school level. I understand that this selection will not affect my student's inclusion in the school's yearbook or the in-school use of his/her photo as part of class events and lessons.

Student Name (Please Print): _____

Student's School at the Time of Signature: _____

Parent/Legal Custodian/Guardian Name: _____

Parent/Legal Custodian/Guardian Signature: _____

Date: _____