



## MEDIA RELEASE OPT-OUT FORM

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**NOTE: As of the 2018-2019 school year, Richmond Public Schools (RPS) uses an “opt-out” media release procedure.**

Promoting the activities and accomplishments of RPS students throughout the school year gives our community the opportunity to learn about the great things taking place in our schools. To ensure student privacy, RPS follows the guidelines of the Federal Educational Rights & Privacy Act (FERPA) whenever there is a public release of student information and/or images. This Media Release applies to internal and external public relations efforts, including:

- Pre-arranged news media visits to schools and classrooms
- School and school district websites and approved RPS social media platforms
- ‘Good news’ releases to local media outlets
- Printed materials
- Videos on RPS TV
- Video, photos and applicable information about students who participate in any extracurricular activity, including sports and performances

If you do not wish to give permission for your child to be included in any RPS promotional efforts, at the district or school level, please check the box below and return this form to the main office of the school your student attends. **You do not need to return this form if you wish to allow your child to participate in RPS promotional efforts.**

I do not wish for my student to be included in any promotional efforts nor do I wish for him/her to be photographed and/or videotaped. I understand that this selection will not affect my child'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 Time of Signature: \_\_\_\_\_

Parent/Legal Custodian/Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_

NOTE: If opted-out, a student's “no media” status remains active throughout his/her enrollment in any RPS school. If at any time, a parent/guardian wishes to change this status, the request must be made to the child's school in writing.