

STUDENT INFORMATION MEDIA RELEASE PROCEDURE

Swampscott Public Schools (SPS) celebrates the accomplishments of students, faculty and staff through a variety of print, audio, and online media. There are occasions when the Swampscott Public School District and District Schools (the "District") desire to document and or release information concerning a student and/or that student's school work, activities, and/or academic and athletic achievements. The purpose of the Student Information Media Release Form is to request your permission, in advance, to allow information about your son/daughter and/or your son's/daughter's school work and/or school activities and events, and/or academic and athletic achievements to be released.

The documentation of this information could be through text, photographs, audio, video, film, slide, or any other electronic and printed formats currently developed, (known as "Recordings").

The release of this information could be through the District's Internet Websites, Social Media Channels, Government and Educational Access Cable TV and Web Channels and/or a District-initiated media event.

Such information may include some or all of the following:

- a photograph or video recording of your son/daughter,
- his/her first and last name,
- age, grade level, teacher, coach's or sponsor's name,
- the name of the school your child attends,
- information about your son/daughter's school work, activities and/or achievements
- examples of your son/daughter's school work, activities and/or achievements

Parent-signed Media Release Forms are not required for:

- Photographing or videotaping anonymous students engaged in normal classroom/school activities.
- Photographing, videotaping or interviewing students at events that are open to the public, such as athletic events, fine arts performances, graduation ceremonies, and similar events and activities
- "Crowd", "background" or "group" images where any students that appear in such images are not otherwise identified
- Media coverage that is not District-initiated

Student grades, home addresses, and personal telephone numbers will not be released through the District's Internet Website, Social Media Channels, Educational Access Channels and/or a district-initiated media event.

(see reverse side)

STUDENT INFORMATION MEDIA RELEASE

I have read the Swampscott Public School's Student Information Media Release Procedure and I authorize the Swampscott Public Schools and or my son/daughter's school to record, film, photograph, audio record, video record my child's name, image, likeness, spoken words, student work, performance and movement, in any form (hereinafter collectively referred to as "Works"), and to display, publish, distribute or exhibit these Works or any part thereof for the purpose of and in connection with any material that may be created by the Swampscott Public Schools and/or any specific Swampscott Public School for the Swampscott Public Schools and/or and specific Swampscott Public School, including, without limitation, for posting on the Swampscott Public School's and/or any specific Swampscott Public School's website and social media sites, and any website that has been approved by the Swampscott Public School's Information Technology Department and/or for broadcasting on television including Swampscott Educational Access (SEA) and/or displaying, publishing, distributing or exhibiting such information at community or school-based events (such as, posting within a classroom, in a school hallway, in school projects, school newsletters, at a school open house or a public exhibition of student work or announcement of a student's scholarship, awards, honors and/or post-high school plans or as part of classroom instruction).

I understand and agree that use of such Recordings will be without any compensation to the student or the student's parent or guardian.

I understand and agree that the Swampscott Public School District and/or its authorized representatives shall have the exclusive right, title, and interest, including copyright, in the Recordings.

I understand and agree that the Swampscott Public School District and/or its authorized representatives shall have the unlimited right to use the Recordings for any purposes stated or related to the above.

I hereby release and hold harmless the Swampscott Public School District and its authorized representatives from any and all actions, claims, damages, costs, or expenses, including attorney's fees, brought by the student and/or parent or guardian which relate to or arise out of any use of these Recordings as specified above.

Student Name _____ School _____ D.O.B. _____

Parent/Guardian Name (please print) _____

Parent/Guardian Signature _____ Date _____