

Media/Web/Publication Release

Piedmont Unified School District (“District”) is proud of the many accomplishments of our students and staff, and celebrates these accomplishments by sharing information with the community. While the intent of this practice is to be informative and celebratory, the District recognizes that concerns may arise regarding a student's right to privacy. The following is a notice regarding the use of your child’s voice, image, likeness and/or artwork.

The District, its employees or its students may, as a part of a course or for other approved purposes, produce or participate in video, motion picture, audio recording or still photograph productions, broadcasting, publications, performances, presentations, and/or projects involving digital or visual artwork. The District may publish information about students and share their accomplishments in District-sponsored publications or display such information at various school or public functions, on the local cable channel, website(s), or in the school yearbooks. *Such productions, presentations, and/or artwork will be used for non-commercial purposes by the District and will not be sold to other persons or entities.*

Throughout the course of the school year, the media may be in our schools or at school sanctioned events to cover our activities. The majority of the media coverage featuring students is considered human interest stories that do not contain sensitive subject matter or are not controversial in nature. Often, media are present at our request to showcase our students and teachers engaged in exciting educational activities.

It is the intent and practice of the District to publish, post, or release only a student's name, photograph, audio and/or video recording, displays of student work or other school-related information ONLY as related to student achievement (e.g. academic/athletic recognition or award), student activity (performance/activity) or student accomplishment (e.g. a specially selected piece of work). Students may be identified by name to provide them with recognition opportunities when appropriate. In instances where the building administrator has a concern about maintaining student confidentiality or the sensitive nature of media related stories, parental permission will be sought prior to allowing the student to participate.

If you do not wish to have your child featured in any form of public media, please indicate your preference in the Media Opt-out portion of the Annual Registration process in Infinite Campus.

This policy does not apply to yearbooks, or high school newspapers/newsletters/web publications.

Note: even if a parent/guardian indicates that PUSD may not release student information to Media, post it to Web, or include it in District-sponsored publication, this does not limit PUSD from sharing certain information about their student with the public. For instance, the district may, without consent and even if a parent/guardian selects “No” for Media/Web/Publication consent, publicly share information about their student, such as name, videos, audio, and photographs, relating to their student’s participation in extracurricular activities and school events open to the public at large *which by their very nature involve exposure to the public* (e.g, athletic events, theatrical productions). Similarly, PUSD may, without consent and even if a parent/guardian selects “No” for Media/Web/Publication consent, publicly share photographs and videos that do not feature their student or identify their student by name, but in which their student appears in the background.