State and federal laws safeguard children and their families against release of student information used by schools or provided by schools to parties external to the school district. Photographs, films and videotapes of children in the schools are subject to the provision of these laws.

The Eau Claire Area School District shall observe measures intended to protect children from their involvement in photographs, films or videotapes to which they or their parents or guardians might reasonably object under the law. The following provisions outline the extent to which that protection can and will be provided.

1. No videotaping, filming or photography will occur in private places (e.g., rest rooms, locker rooms, detention centers, and offices) where intrusion upon the privacy of a student of a nature highly offensive to a reasonable person may occur and for which charges of trespass may be actionable.

2. A signed parental consent form shall be required at all times to videotape, photograph or film an individual student where that student is not a public figure by choice (e.g., victim, informant, witness), where the private life of the student is likely to be invaded, where the student's misconduct has come to public attention, or where a student's physical, mental or emotional condition/behavior is likely to be publicly exposed.

3. Prior parental consent shall not be required for photographing, filming or videotaping purposes when a student has voluntarily chosen or been allowed by parents to participate in or be a spectator at a school-related activity that is open to the public (e.g., an athletic event, music concert, school play) or has chosen to be an officially designated school leader or role model (e.g., athlete, musical or drama star, student council president, homecoming queen, valedictorian). Rather, it will be assumed that the student and his/her parent or guardian have given tacit approval for the student to be photographed or videotaped. Such footage may also be replayed via video cassette recorder, television, internet or cable television without parental permission.

4. Prior parental consent shall not be required when stock or generic pictures, film or video footage is being obtained in public places (e.g., hallways, auditoriums, gymnasiums, general classrooms, playgrounds, athletic fields) by school district or external media sources. The staff and student body will be informed in advance when such photographing, videotaping or filming is to occur. Individual students will be allowed to exclude themselves from such shots if they so desire.

5. Prior parental consent shall not be required when a photograph, film or videotape will be made of individual students for professional purposes, will be controlled by school district employees responsible for the setting in which the photographing, filming or videotaping occurred, and will be erased or destroyed when the original purpose for which the record was made has been satisfied.
6. Parents may exclude individual students from other photographing, filming or videotaping activities not covered above by filing a letter requesting exclusion by September 5 of each school year with the school principal. The letter may subsequently be filed if such privacy is needed at a later date. School personnel will be responsible for protecting the rights of these students. It is expected that students who have reached the fourth grade will assist school personnel in protecting their own rights.

7. Because school grounds (e.g., playgrounds, athletic fields, parking lots) cannot be effectively shielded from the public, no assurance can be provided to students or parents that they are protected from photographing, filming or videotaping while using such facilities.

8. During normal school hours representatives of the press/media will be expected to obtain permission from the building principal or his/her designee prior to interacting with staff or students on school property for any purpose.

Adopted: March 1994
Revised: August 2000