



Onslow County School District

Parent Notification

Multimedia **OPT-OUT** Notice

Pursuant to the Family Educational Rights and Privacy Act (FERPA), a federal law, and Onslow County Board of Education Policy 4700, the Onslow County School District is permitted to release the name, photograph, and school organizations in which a student participated without prior consent of the student or the student's parents or guardian. From time to time, students have their pictures and comments taken for various school-sponsored activities.

Onslow County Schools' students, educational programs, school events, and community oriented activities are sometimes the subject of newspaper features, as well as television and radio broadcasts. The Internet and Web sites have also become an electronic means of informing both the school community and the general public of school activities.

The School District recognizes that these media outlets publicize our accomplishments and provide valuable information about the School District. The School District also recognized that with the proliferation of mass media outlets parents may have concerns about maintaining a child's privacy. Onslow County Schools believes the privacy issues arising from multimedia outlets in the school setting should ultimately be decided by a student's parents or guardian. Therefore, please read carefully the following information.

Your child's photograph (group or individual), verbal and written comments, and schoolwork may appear in various media outlets. The following are examples of such media utilization:

- Video and audio recording, interviewing and/or photographing by newspapers, television stations, and radio stations.
- Articles on World Wide Web sites written and published by newspapers, television stations, and radio stations.
- School District newsletters and publications.
- The School District's Internet and World Wide Web site, including classroom and school building Internet and Web pages.
- School newspapers and other student-related publications.
- Publication of a student's essays and artwork in print or electronic media.
- Onslow County Schools' internal television broadcasts and government television station broadcasts. This station is utilized as both an educational program for our students and as a source of information to the greater school community.
- As instructional tools for educational purposes.
- Video replay of school productions, such as plays, high school musicals and graduation ceremonies.

OPT-OUT PROCEDURES

Onslow County Schools will permit a student's image, verbal and written comments, and a student's work to appear in such multimedia outlets unless the parent or guardian of the student objects, in writing. Parents or guardians may object to the use of their child's image, comments or work appearing in any form of media by submitting the Media Opt-Out Form to the principal of the building your child attends within 30 calendar days of the start of school or enrollment in the District. (Extenuating circumstances may warrant a parent making a request during the school year).

If you do not timely file a written objection, your silence will serve as implied consent. Your child's image, comments, or work may be used for any multimedia purpose unless you choose to affirmatively opt-out.

Should you have any questions or concerns regarding this Notice, please contact:

Office of Public Affairs, Suzie Ulbrich

Onslow County Schools

Central Office

200 Broadhurst Road

Jacksonville, NC 28541

910-455-2211

You may also want to review School Board Policies:

Policy Code 4700 Student Records

Policy Code 3225/7320 Technology Responsible Use

Available on the School District's Web site at www.onslow.k12.nc.us under "OCS Board Policy"



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Multimedia **OPT-OUT** Form

I **do not** wish my child to be interviewed, included in media production, articles or photos for the school, District, or classroom website, media, newspaper, yearbook, videotaping for school functions, classroom, or other instructional purposes.

STUDENT FULL NAME

GRADE LEVEL

PARENT/GUARDIAN NAME (**PRINTED**)

ADDRESS

CITY, STATE, ZIP CODE

CONTACT NUMBER

PARENT/GUARDIAN **SIGNATURE**

DATE

A separate form is required for each child attending Onslow County School District.
This form must be submitted to the principal of the school your child attends.