



# DISTRICT SCHOOL BOARD OF PASCO COUNTY MEDIA RELEASE NON-CONSENT FORM

MIS Form #667  
Rev. 5/12

The District School Board of Pasco County (DSBPC, the District) strives to celebrate the accomplishments of its students by sharing information with the community. To do this, the District may submit press releases to local media (newspapers, radio, television, online news blogs) that include student names, student work, student photographs, and video and/or voice recordings.

In addition, the District may choose to publish and/or display this information in District-sponsored publications, at various school or public functions, on the District's local cable channel, website(s) and various social media channels, or in the school yearbook. 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.

Pursuant to the Federal Family Educational Rights and Privacy Act (FERPA), school districts are permitted to release "school directory information" unless parents exercise their right of refusal. Under the FERPA law, this information could include: student name, residential address, e-mail address, phone numbers, photographs/images, school locations, field of study, degrees, honors and awards received and participation in athletics and other activities.

It is the intent and practice of the School 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 and **ONLY** as related to student achievement (e.g. academic/athletic recognition or award) or student accomplishment (e.g. a specially selected piece of work).

If you agree to allow DSBPC to publish and/or display such information about your student for non-commercial purposes and without cost, no action is required.

If you **DO NOT** grant permission for the District to release your student's name, photograph, schoolwork, and/or video or voice recording in the manner stated above, **you must complete, sign and return this Media Release Non-Consent form to your child's school.** Please note that the Media Release Non-Consent Form is available in the administrative office of your child's school and on the District web site, and a signed form is considered valid for one (1) school year.

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By signing and returning this form to my child's school, I formally state that **I DO NOT** grant permission to the District School Board of Pasco County to release my child's name, photograph, audio and/or video recording, or displays of work to the media; to publish information about my child's accomplishments or achievements in District-sponsored publications; or to display such information on the District's local cable channel, website(s), various social media channels, in the school yearbook, or at school or public functions during the current school year.

Last Name of Student \_\_\_\_\_ First Name \_\_\_\_\_

Student # \_\_\_\_\_ Grade \_\_\_\_\_ School \_\_\_\_\_

I understand fully the conditions set forth in this document.

Name of Parent or Guardian (Please Print) \_\_\_\_\_

Signature of Parent or Guardian \_\_\_\_\_

Date \_\_\_\_\_ Contact Phone Number \_\_\_\_\_

DISTRIBUTION: Original - School or Department Data Entry; Copy – Individual