

Policy

PHOTOGRAPHS OF STUDENTS

Taking pictures of district students and buildings for commercial purposes is prohibited without written approval of the superintendent or his/her designee. Requests for such photograph must be made in writing to the superintendent or his/her designee.

“Commercial purposes” in this context is defined to mean for sale or for use in connection with the advertisement or promotion of goods or services.

“School students” in this context means boys and girls enrolled in the school during that part of the day they are at school, on the school grounds, or engaged in any activity under the direction and supervision of the school.

Photographs Used by the School District

Passaic Public Schools may publish information or photographs about students and their accomplishments in District-sponsored publications, the district web-site, and at various school functions. Examples include the following:

- A. A program from a concert, sporting event, or a playbill showing a student's role in a production, event, or performance;
- B. The annual yearbook;
- C. Public galleries or exhibitions of student work; and
- D. Honor roll, recognition lists, or graduation programs.

A “Media Release Non-Consent Form” (Exhibit) will be sent home on an annual basis. Parents/Guardians that do not wish for their child’s photograph to be used in the above described manner may sign and return the non-consent form. In addition, parents may send a letter to the school principal at any time during the school year indicating their preference or changing their preference.

Pictures of children with educational disabilities shall not be disseminated in any way unless permission is granted by parents/guardians. Photographs of children placed in the district by the New Jersey Division of Child Protection and Permanency (DCP&P)* shall not be published without permission of the division case worker.

PHOTOGRAPHS OF STUDENTS (continued)

*NOTE: as of January 2013 the Division of Youth and Family Services (DYFS) changed its name to Division of Child Protection and Permanency (DCP&P).

First Reading: October 30, 2017
Second Reading: November 20, 2017
Adopted: November 20, 2017

Key Words

Exploitation, Safety, Photographs of Students, Student Photographs, Student Photographs, Web Site

Legal References: N.J.S.A. 18A:11-1 General mandatory powers and duties
N.J.S.A. 18A:36-35 Disclosure of certain student information on internet prohibited without parental consent
N.J.S.A. 18A:54-20 Powers of board (county vocational schools)

Possible

Cross References: *1100 Communicating with the public
*1110 Media
*1120 Board of education meetings
*1140 Distribution of materials by students and staff
*1250 Visitors
1320 Participation in out-of-school community activities
*5125 Student records
*5141.4 Child abuse and neglect
*5145.12 Search and seizure
6142.10 Technology
6145.3 Publications
6145.4 Public performances and exhibitions
*6171.4 Special education

*Indicates policy is included in the Critical Policy Reference Manual.