



Administrative Procedure 1605 STUDENT PARTICIPATION IN MEDIA REQUESTS

Responsible: Office of Communications and Community and Engagement

PURPOSE

This administrative procedure established the protocols necessary when asked to have students interviewed, videotaped, asked for a comment, photographed or otherwise documented by any other media source (including social media) in the Washoe County School District ("District" or "WCSD").

PROCEDURE

1. Contact the Office of Communications and Community Engagement immediately to inform them of the request (775-348-0250), and specifically the District's Public Information Officer at 775-333-3789.
2. Ensure the student has an active media release signed by the parent/guardian that allows the student to participate. Student may also have an affirmative check during online registration that will appear as an "OK" on the student's summary page in the District's online electronic student records database (known as "Infinite Campus" or "IC") with either "External Media OK," "Internal Media OK" or both marked as OK.
 - a. External Media: refers to media outlets, including but not limited to: broadcast, print and Internet pages, not affiliated with or otherwise controlled by the District. The student must have "External Media OK" marked in IC to participate in an external media event.
 - b. Internal: refers to media, including but not limited to: broadcast, print and Internet pages, affiliated with or otherwise controlled by the District. This media may be communicated to District staff only, and/or may be communicated to the general public. The student must have "Internal Media OK" marked in IC to participate in an internal media event.
 - c. External Media and Internal Media: If both are marked OK in IC, the student may participate in any media event.
3. If the student does not have a media release, inform the parent/guardian the District must have signed release form in order for the student to participate.
4. The following are options and the process to follow when obtaining a signed media release form:
 - a. The school may send the media release form electronically to the parent/guardian to be signed and request it be returned to the school electronically.

- b. The parent/guardian can take a picture on their smart phone of the signed media release and send it to the appropriate staff member via email using the email address listed in IC.
 - c. The signed form must be uploaded to OnBase in parental permissions and the media release information updated in IC.
 - d. After the signed media release form is uploaded to OnBase, the student may participate.
5. DO NOT allow the student to participate:
- a. If the media release has not been signed that it is OK for student to participate.
 - b. If the media release OK does not appear on the summary page in IC for the current school year registration process allowing the student to participate.
 - c. If the student's parent/guardian cannot be reached by phone allowing participation.
6. UNDER NO CIRCUMSTANCES should any student participate whose parent/guardian has denied access to the media through the form or the online registration process. "Participation" includes interviews, photos taken (including in a group setting), or any other media exposure.

IMPLEMENTATION GUIDELINES & ASSOCIATED DOCUMENTS

- 1. This Administrative Procedure reflects the goals of the District's Strategic Plan.

REVIEW AND REPORTING

- 1. This procedure and any accompanying documents will be reviewed bi-annually.

REVISION HISTORY

Date	Revision	Modification
01/01/2013	1.0	Adopted as Accepted Practice
01/03/2014	2.0	Revised: converted to Administrative Procedure
7/31/2018	3.0	Revised: included new update to IC, Internal and External Media