



Administrative Procedure 6240 DENIAL OF CONSENT FOR MEDIA RELEASE

Responsible: Department of Student Accounting

PURPOSE

This administrative procedure shall describe the protocol for how to ensure that students whose parent/guardian has opted out of media release are marked in Infinite Campus and that parents/guardians are notified as to what opting out means.

PROCEDURE

1. Please follow these procedures when a parent/guardian opts-out of media release for a student.
 - a. Check to make sure NO is marked in the student summary on Infinite Campus under MEDIA.
 - b. Pull a query of all students who have NO marked and Blanks.
 - c. Send the following Connect Ed call to those parents who marked NO only.
 - i. Send English to English speaking parents
 - ii. Send Spanish to Spanish speaking parents (See Administrative Procedure, Blackboard Connect for help with Spanish translation)
 - d. Scripts
 - i. English Script:
 1. Hello. This is (your name) from (your school name). I am calling today because you checked that you did not consent for the school to use your child's photograph or name in media projects. I want to make sure that you are aware this means your child will not be pictured in the yearbook, have his/her name in any programs, or have his/her picture in the class picture. If you would like to change to consent to have your child's photograph and name in media projects, please call me at (school phone number). Thank you and Good bye.
 - ii. Spanish Script:
 1. Hola. Le habla (your name) de la escuela (your school name). Le estoy llamando hoy porque usted marcó que no dio su consentimiento para que la escuela use la fotografía o el nombre de su niño o niña en proyectos de los medios.

Quiero asegurarme de que usted sepa que esto significa que su hijo o hija no será fotografiado en el anuario, que tiene su nombre en algún programa o que tenga su foto en la foto de la clase. Si desea cambiar el consentimiento para que la fotografía y el nombre de su hijo o hija estén en proyectos de los medios, llámeme al (número de teléfono de la escuela). Gracias y adiós

- e. When parents call to consent, please fill out a media consent form (see forms: Media Release) write on the form:
 - i. The name of the caller,
 - ii. The phone number he/she called from,
 - iii. The date and the time of the call,
 - iv. Sign your name to the form as the person who took the call.

DESIRED OUTCOMES

1. This Administrative Procedure shall ensure that parents who select that they do not consent to media release will be aware that their students will not be in the yearbook, class picture, and other school publications.

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 annually.

REVISION HISTORY

Date	Revision	Modification
2/2012	1.0	Adopted as Accepted Practice
1/03/2014	2.0	Revised: converted to Administrative Procedure
06/20/2017	3.0	Revised: added Spanish script