

CASTRO VALLEY UNIFIED SCHOOL DISTRICT

4400 ALMA AVENUE • P.O. BOX 2146 • CASTRO VALLEY, CALIFORNIA 94546

MEDIA RELEASE CONSENT/INFORMATION

Castro Valley Unified School District (“District”) is proud of the many accomplishments of our students and staff. Often, such accomplishments draw the attention of the media, newspapers, television stations, or other media who visit the schools to photograph, film, and/or interview students. The District requests permission to reproduce through printed, audio, visual, and/or electronic means activities in which your students have participated in his/her education program. Authorization will enable the District to use specially prepared materials to train teachers and/or increase public awareness and promote continuation and improvement of education programs through the use of mass media (i.e., Twitter, Facebook), displays, brochures, and/or websites, etc.

In addition, at the Board of Education meetings, the District may take candid photographs, video, and audio recordings and students may have his/her photograph, name, audio recording and/or video image included in a publication (i.e., Board Minutes, Board Briefs) or website.

Parents/Guardians may opt-out of having their students’ photograph or video recording used in district materials including newsletters, brochures, websites and video used on the Internet or in other venues by completing the [Media Release Consent Form](#) in the registration packet. If you opt-out, the District will also request news media not interview your student or film/photograph your student. While the local news media typically honors such requests, the District does not have the legal authority to prevent students from talking with media before or after school or dictating who media outlets film or photograph. Parents/Guardians are encouraged to have a discussion with your student(s) about your wishes should the media wish to interview them.

Students, parents and visitors should be aware that the District does not have the legal authority to prevent your student from being photographed or filmed by news media or other parties at public events such as athletic competitions or student performances.

Authorization must be filed with the school principal *each school year* and remains valid through the end of the school year. Additionally, Parents/Guardians shall have no right, title, or interest in these published images or recordings, nor shall find cause for action or injuries reported from them. Parents/Guardians will not receive monetary compensation for any publication herein authorized.