

Dear Bright Beginnings Families,
Our District uses a variety of communication methods to inform our families and community members about the happenings at each of our schools. These include, but are not limited to, District and school newsletters, the District website, social media pages and profiles as well as external communication tools, such as articles in Shorewood Today magazine, Recreation Activity Guides, or other stories that may appear in outside news/media outlets, like the Milwaukee Journal Sentinel.

Please review the definitions of each media and permissions for each of them below. If you give permission, you are saying it's okay for the District to publish your student's photo on the specific, outlined media. If you do not give permission, your student's photo will not be published. You can give permission for all media, to no media, or you may pick and choose. (This also applies to all classes, programs or activities offered by or through the Shorewood Recreation and Community Services Department.)

If the District publishes a photo of a student on a social media page or on the District website, their name and photo will not appear together without separate, explicit parental/guardian permission first. If the District would like to publish your student's photo and name together on one of its social media pages or profiles or on the District website, you will be contacted separately with that request.

DISTRICT WEBSITE: The District maintains a website (www.shorewoodschools.org) to provide information about important events, updates and student accomplishments to both current families as well as families who may be considering a move to Shorewood. Any student photo published on this page would not be password protected and would be viewable to the public at large.

- **SOCIAL MEDIA PAGES:** Currently, the District maintains Facebook (www.facebook.com/shorewoodschools and www.facebook.com/shorewoodrecreation), Twitter (www.twitter.com/shorewoodlearns), Google+ (google.com/+ShorewoodSchoolDistrictMilwaukee) and Instagram (www.instagram.com/shorewoodschools) accounts, as well as a YouTube channel (<https://www.youtube.com/channel/UCOXoZZ4ZxnxPwNQJqs9qRTg>.) Like the District website, these tools help us inform our various publics about our District. They are not password protected, and all images and videos are viewable to the public.
- **OUTSIDE MEDIA:** Occasionally, we get requests from various media outlets to cover news or human-interest stories directly related to our District or larger educational issues. The District also publishes stories quarterly in Shorewood Today magazine. While we work with outside media personnel to ensure that students' names and photos aren't published together, we cannot control coverage of District events that are otherwise open to the public, including athletic events, drama performances and music concerts, etc.

If you have any questions, please do not hesitate to contact the District's Communications Coordinator, Katelin Watson at kwatson@shorewood.k12.wi.us.

I, the undersigned, give the Shorewood School District the following permissions regarding communication and various media.

- A. DISTRICT WEBSITE: Check this box if you would **not** like your child's name or image to appear on the District website.
- B. SOCIAL MEDIA: Check this box if you would **not** like your child's name or image to appear on the District's social media page/profiles.
- C. OUTSIDE MEDIA: Check this box if you would **not** like your child's name or image to appear to appear in any outside media, including, but not limited to, Shorewood Today Magazine, Recreation Guides, the Milwaukee Journal Sentinel or local news affiliates.

Parent/Guardian Signature: _____

Student Name (Please Print): _____