



Publicity for Student Activities, Right to Opt Out of Publicity

Each school year provides many opportunities to publicize and celebrate our students. Publicity may take many different forms, including but not limited to: photographs and video shown in school; news releases; photos and video submitted to television, radio and newspapers; media interviews, stories, photography and video for television, newspaper or radio stories (at the discretion of the principal); school system displays; special events; postings on school web pages and/or the Board of Education website or other online sites associated with the school or school system, including social media; or online instruction-related activities.

Publicity can be part of a positive school experience for students, and this school and Wicomico County Public Schools (WCPS) are very proud to publicize students' accomplishments. Parents and guardians do have the right to opt out of publicity for a student, however.

Each student's publicity permission status is recorded in our student data management system as either Approved or Denied. As a convenience to our school families going forward, the recorded publicity permission status will continue into the new school year with continuing students.

- **Parents/guardians of continuing WCPS students who would like their student to continue to be included in publicity opportunities (Approved) OR not included in publicity (Denied) do not need to take any action on this notice.**
- **Parents/guardians who wish to change the publicity permission status for their continuing WCPS student may notify the student's school by providing a written request to approve or deny publicity permission at any time.**
- **Parents/guardians of newly enrolled students in WCPS will receive a copy of this notice at enrollment and will have 14 days from the student's first day in Wicomico County Public Schools to provide a written request to opt out of publicity (Denied) for the student. Parents/guardians who would like their student to be included in publicity opportunities (Approved) do not need to take any action on this notice. However, during the initial 14 days, the new student will not be included in any publicity unless the parent/guardian informs the school that the student can be listed as Approved.**

Please note that certain school events are public in nature, and publicity in the form of photographs, video, social media posts, etc. is often not within the control of the school or school system. This includes events such as concerts, awards programs, extracurricular activities and athletic events, county competitions, the countywide art show, and year-end events such as promotion ceremonies and high school commencement ceremonies. Student names will appear in event programs, on honor roll lists, on artwork and in yearbooks (along with a photograph) unless the parent/guardian makes a **separate** specific written request that the student's name and/or image be withheld.

Please contact your student's school if you have any questions. Thank you.