

MEDIA STATEMENT

The Culver City Unified School District (“District”) is proud of the many accomplishments of our students and staff. Often, such accomplishments draw the attention of newspapers, television stations or other media. Students are occasionally photographed or videotaped during the course of a school day or during student activities. Students also complete artwork projects during the school day or during student activities. Artwork includes musical, dramatic, and other performances and presentations, as well as all forms of visual and digital artwork. The following is a notice regarding the use of your child’s voice, image, likeness and/or artwork.

The District, its employees or its students may, as a part of a course or for other approved purposes produce or participate in video, motion picture, audio recording or still photograph productions, broadcasting, publications, performances, presentations, and/or projects involving digital or visual artwork, which may involve the use of students’ names, likenesses, or voices. Such productions, presentations, and/or artwork will be used for non-commercial purposes by the District and will not be sold to other persons or entities. Such productions, presentations, and/or artwork may be copied, copyrighted, edited, and distributed by the District in the manner described above. Examples of the uses of such productions, presentations, and/or artwork include, but are not limited to, School Accountability Report Cards and Cable TV broadcasts.

It is also the District’s practice to allow photographs, video footage, audio recordings, comments, and/or names of students to be used in district-produced materials including but not limited to web sites, brochures, posters, other printed materials, and cable television programming. The District’s Communications Coordinator or designee may also release such content to local, regional, or national media organizations including but not limited to newspapers, periodicals, radio, network television, cable television, and film, as well as releasing such content on social media, for purposes of recognizing students’ accomplishments or promoting the District/schools in the local and/or extended community. Students may be identified by name to provide them with recognition opportunities when appropriate.

When using a child’s name, likeness, or voice, the District will retain the right to use and reuse, in any manner at all, the video, motion picture, audio recording or still photograph productions, broadcasts, publications, presentations, performances, and/or artwork as described above. The District is also forever released and discharged from any and all claims, actions and demands, arising out of or in connection with the use of said video, motion picture, audio recording, still photograph, broadcasts, publications, presentations, performances, and/or artwork, including, without limitation, any and all claims for invasion of privacy and libel.

There will be no financial remuneration for the use of any child’s work, recordings, and/or photos either for initial or subsequent transmission or playback and the District is released from any liability resulting from or connected with the publication of such work. Parent

permission or consent may be rescinded for Media Release; however, in order for the revocation of permission/consent to be effective, it must be made in writing to the school Principal and said revocation will not affect the publication or work that has already been produced.

It is authorized for the District to assign, transfer, or otherwise convey without limitation, all rights, titles, and interest in any works created by a student for submission to state, national and international competitions where a transfer of copyright and intellectual property rights is required.

Whenever practicable, the District will attempt to obtain parental permission in advance of media contact with students. However, the District may not be able to obtain consent in the event of spontaneous or unplanned media presence on campus.

This notice does not apply to yearbooks, school newspapers/newsletters or Web publications (secondary only). Photographs or likenesses of students may appear in yearbooks, school newspapers, or Web/school-sponsored publications, without consent.

--- Joshua Arnold

Superintendent, Culver City Unified