

July 2016

Dear Parents/Guardians,

The Summit Public School District is proud of its programs and students. We frequently publicize news about our schools and students on the district website, www.summit.k12.nj.us, in online newspapers, newsletters, and on our social media sites, i.e. Facebook, Twitter and Instagram.

As you are aware, the news media has undergone significant changes over the last several years. Most of our publicity now is via websites and social media.

According to a New Jersey law established in 2002, we are required to obtain your written permission to post information about your child on the internet. Therefore, we are attaching a publicity permission form developed by the State Department of Education to meet the requirements of the law. We have modified the form somewhat to meet our current needs, and those modifications are indicated in italics on the form. However, the modified form still meets the requirements of the law, including the paragraph about the “potential dangers” of the internet.

More than a decade has passed since the establishment of this law and, since then, the internet has become an integral part of daily life in homes, businesses, and schools. Despite the wording that we must include on the attached form, we believe that through years of education and safe-use practices, many of the “potential dangers” of the internet, that were of concern in 2002, are now lessened. Therefore, in the absence of serious concerns, we encourage you to grant publicity permission so your children’s achievements can be celebrated and they can fully participate in all the opportunities involving the internet that our schools offer.

If you do not grant publicity permission, please inform your child of your decision.

Please fill in the form printed on the other side of this letter and return it to your child’s homeroom teacher. We must have a completed form on file for each student. If you have any questions, please feel free to contact me at 908-918-2100 x3400 or at kgreco@summit.k12.nj.us.

Sincerely,

Karen Greco

Communications Officer

Parent/Guardian Publicity Consent Form

We are sending you this parental consent form to both inform you and to request permission for your child's photo/image and personally identifiable information to be published in print, broadcast and online media, on the Summit Public Schools' website - www.summit.k12.nj.us - and on our social media sites including Facebook, Twitter and Instagram. (We are defining publicity as information that is disseminated outside of our schools.)

As you are aware, there are potential dangers associated with the posting of personally identifiable information on a website since global access to the internet does not allow us to control who may access such information. These dangers have always existed. However, we as schools do want to celebrate your child and his/her work. The law requires that we ask for your permission to use information about your child.

Pursuant to law, we will not release any personally identifiable information without prior written consent from you as parent or guardian. *Please note that the Summit Public Schools does not ever intend to disclose for publicity purposes students' residential or email addresses, phone numbers, or dates and times of class trips, but does foresee, with your consent, the possibility of disclosing for publicity reasons student names, photos, grade levels, and schools.*

If you, as the parent or guardian, wish to change your child's publicity permission status, you may do so at any time in writing by sending a letter to the principal of your child's school.

Please check **one** of the following:

_____ I/We GRANT permission for this student's photo/image, *name, grade level, and school to be published in print, broadcast, and online media, on the Summit Public Schools' website, on our social media pages, i.e. Facebook, Twitter and Instagram, and other internet media websites that cover news or publicity about the Summit Public Schools.*

_____ I/We DO NOT GRANT permission *for the use of any photo/image or other information about this student to be used for any publicity purposes.*

Student's Name (print) _____

Student's School (print) _____ Grade (print) _____

Signature of Parent/Guardian (sign) _____

Relation to Student: _____

Date: _____