



Williamsburg-James City County Public Schools

School Board & Central Office at James Blair

P.O. Box 8783 • Williamsburg, VA 23187

Phone: (757) 603-6400 • www.wjccschools.org

Media Release Opt-Out

This is an Opt-Out Form. Parents/Guardians who wish to opt-in do not need to return this form.

Dear Parents/Guardians:

Promoting the activities and accomplishments of WJCC students during the course of a school year provides our community with an opportunity to see and hear about the great things going on in our school division. To ensure student privacy, WJCC follows the guidelines of the Federal Educational Rights & Privacy Act (FERPA) whenever there is a public release of student information and/or images. This Media Release applies to external public relations efforts, including:

- Pre-arranged media visits to schools and classrooms
- School and school division websites and approved WJCC social media platforms
- 'Good news' releases to local media outlets
- Printed materials
- Videos on WJCC TV-47 or on division websites/social media platforms
- Video, photos and applicable information about students who participate in any extracurricular activity, including sports and performances.

If you **do not** wish to give permission for your child to be included in external public relations efforts, **please check the following box and return this form to the main office of the school your student attends.** You do not need to return this form if you wish to allow your child to participate in promotional efforts.

I do not wish for my student to be included in any promotional efforts nor do I wish for him/her to be photographed and/or videotaped. I understand that this selection will not affect my child's inclusion in the school's yearbook or the in-school use of his/her photo as part of class events and lessons.

If you change your mind and want to grant permission for external public relations activities, please contact your student's school.

Student Name
(Please print)

School