

Media Permission Consent and Release

During our school year and summer program, photos and videos may be taken of your child to be used for external and internal purposes. Please review the description below for what qualifies as external and internal use and sign the corresponding form.

We ask that you please be mindful if photographing or filming your child at a Wolf School event. Please be aware that other parents may have chosen media permissions different than yours. We ask that you be mindful of this before you post or share any images or video containing someone else's child.

All forms must be signed and submitted to the Main Office **within 10 days** of the start of school or approval for external and internal media consent will be assumed.

If you wish to change your child's permission status at any time, please fill out a new form and return it to the Main Office. If you wish to change your child's status for a particular occasion (e.g., 8th Grade Video), please email the Advancement Office (rbernardo@thewolfschool.org) indicating your decision for this particular exception.

Media permission is given on a year by year basis. Please be aware that if you change your child's permission status this will not alter prior external use of your child's photo or video. For example, your child may still be featured in a brochure created and distributed from previous years when external permission had been given.

Internal:

The following are internal communications in which a photo or video of your child may be used. These are intended only for the internal Wolf community which consists of current staff, current students, and current parents of The Wolf School. We ask that you respect this and please not share any of the following with members outside of current Wolf families and staff.

- ***Displays/Class Projects***
Photos to be used on displays and bulletin boards within the school and classrooms of the school.
- ***School Events***
Photos and videos of students to be shared with those attending school events at Wolf such as Parent Orientation, Founders' Day, and Grandparents' Day.
- ***Team or Class Photos and Videos***
If a group photo is taken or a video is made for a specific class or student team, that photo or video may be shared (emailed or printed) with the students and parents of those students involved. Examples of this include the 8th grade video, the basketball team photo, or a group photo of a class.

- ***Internal Communications and Materials***

Emailed or printed and distributed to current students, families and staff only. This may include the yearbook, internal newsletters (e.g., Camp Confidence newsletter), internal flyers, and email reminders for school events.

- ***Wolf Weekly***

Emailed to current Wolf parents and current staff only.

- ***Internal Documentation***

Filming or photographing of school events are done by Wolf staff to archive the activity (graduation) or to preview the activity with students (horseback riding). Staff may also make classroom videos for instructional purposes such as Social Thinking videos or specific lessons to be shown to students, staff, and families only.

External:

The following are external communications in which a photo or video of your child may be used. These forms of communication are distributed to individuals outside of the internal Wolf community. Please note, photos or videos may be shared on multiple communication mediums. For example, a Wolf website story may be shared on a Wolf social media page. In general, we do not identify your child by name in external publications or posts. Occasionally, your child's first name might be used to acknowledge recognition for accomplishments. For example, congratulating a student for winning the yearbook cover contest.

- ***Social Media***

Photos or videos to be posted on the official Wolf School Facebook, Twitter, Instagram, and YouTube pages.

- ***Website***

Photos or videos to be used on the official Wolf School website. These include slideshows of events like an after school program or a basketball game, as well as images on our home page and other website pages.

- ***Marketing Materials***

Photos or videos to be used in various marketing materials such as our Annual Report, Annual Fund mailing, School Profiles, event films, brochures, flyers, invitations, placed advertisements, etc.

- ***Email Marketing***

Photos to be used in various email communications with various members of the Wolf community including past families, professional contacts, donors, and others. These communications come directly from The Wolf School and are part of our overall marketing plan. These emails include: monthly newsletters, invitations, reminders, and announcements sent from The Wolf School.

- ***Press Releases***

Photos to be shared with local press outlets in conjunction with a press release regarding The Wolf School.

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We recognize the need to ensure the welfare and safety of our students, especially when it comes to photography and film. In addition to abiding by best practices we also require parent/guardian's permission to use any photos or videos taken via this consent form.

Please feel free to keep the previous two pages as reference throughout the year and return this page to the Main office. If you have any questions regarding any aspect of our media use please contact the Advancement Office.

I/We agree that I/we have read the media permissions outlined above and fully understand its terms and conditions. I/we release The Wolf School from any liabilities and grant The Wolf School permission for (please check all that apply)

- Internal Use
- External Use
- Both Internal and External

Child's Name

Parent/Guardian Signature

Date
