Dear Parents and Guardians:

Because we are proud of the achievements of our students and staff, this school and Worcester County Public Schools often like to share the good news with the general public through publicity. Publicity helps to connect our local community with our schools, can be an important part of students’ positive school experience, and builds local pride!

Publicity may take many different forms, including but not limited to: photographs to hang in school or appear on school TV monitors; 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); Board of Education displays or multimedia; special events; video for school use or for television stories for publication in the school or district newsletters or in Board of Education news releases; postings on school web pages and/or the Board of Education website or other online sites associated with the school or school system; or online instruction-related activities.

For those parents/guardians who would like their student to be included in publicity opportunities, you do not need to take any action on this notice.

Any parent/guardian who does not wish to have their student appear in publicity must notify the student’s school in writing by September 15 of the current school year. Please note that if we do not receive written notification from you, it is assumed that you grant permission for your child to appear in publicity. The school will maintain a list of students whose parents or guardians have opted out of publicity for the student.

The publicity status of each student will hold for one full calendar year from September 15.

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 athletics, county competitions, the Worcester County Arts Festival, and year-end events such as promotion ceremonies and high school commencement ceremonies.

Please contact your student’s school, or the Office of Public Relations and Special Programs at 410-632-5046, if you have any questions.

Thank you and have a great school year!

Carrie Sterrs
Coordinator of Public Relations and Special Programs