

Dear Parents:

The second page of this document is our Media Release Authorization Form, and I ask you to consider it carefully before signing. We have had some occasions when a parent did not realize the impact of this form. For example, students without photo releases cannot have a picture of their academic accomplishments or winning sports team published in the Eagle Edition newsletter. We want to make sure we are respecting the privacy of every family as well as meeting the social and emotional needs of students when they are hoping to see their pictures published.

One of our core values at Annunciation is continuous improvement. Part of this commitment to keeping up with technological advances including communicating on Facebook, Twitter and other media sources. (Find us on Facebook at *annunciationbvmparish* and on Twitter at *AnnuncCinci*.) When you visit these accounts, I think you will find that our pictures are used in an appropriate way that spreads Annunciation's mission throughout the community.

Again, we always want to respect the individual privacy of each family. If you choose not to sign the release, please make sure your child is aware of your desire. You may also want to inform your child that they should remove themselves from group photos when a camera is present so we do not have to ask them to do so. Please be aware that other parents may take photographs of your child during classroom parties, field trips, athletic events, or other school-related activities.

Annunciation cannot control the extent to which other parents publicize such photographs on social media or in other forums, and assumes no liability for any such publications. If you are a parent who takes photographs that include children other than your own at school-related activities, Annunciation encourages parents to exercise respect and caution, being sensitive to the preferences of other parents when it comes to publicizing those photographs.

This release becomes effective at the time of enrollment and remains in effect for the entire time the student is enrolled at Annunciation. Of course, should you ever wish to revoke the permission granted by the release, simply send a letter to the School Office, 3545 Clifton Avenue, Cincinnati, Ohio 45220. If you have any specific questions about the wording of the release, please contact me at aertel@abvmcincy.org.

Please review the attached consent form and return it to school. We need a separate form for every child.

Thank you for your consideration!

Sincerely,

A handwritten signature in cursive script that reads "Tony Ertel".

Mr. Tony Ertel
Principal

