



# INTEROFFICE MEMO

## PLANO INDEPENDENT SCHOOL DISTRICT

March 23, 2009

TO:            School Principals                            PTA Presidents  
                   School Yearbook Chairs                    School Historians  
                   School Publicity Chairs                    Campus CTAs

FROM:        Karla Oliver, Executive Director for Government and Community Relations  
                   Mary Gorden, Communications Specialist/Publications Editor

RE:            **PHOTOS for District Publications (Deadline – April 23, 2009)**

The communications department will work this spring and summer to update district publications and the district website. Your assistance is requested in submitting photos to the communications department for consideration in these district publications.

A theme for 2009-10 has not yet been developed; however, photos submitted by our schools will undoubtedly inspire the creative process! Your school's photos will be considered for publication in the following printed materials and on the district website:

<u>Publication</u>	<u>Recipients</u>
Calendar Book	Plano ISD Families (early August) Relocating Families and Realtors (year-round)
MAPSCO Map	Plano ISD Employees (early August) Relocating Families and Realtors (year-round)
Student/Parent Policy Guide	Plano ISD Students (take home to parents in August)
Staff Inservice Brochure	Plano ISD Employees (mid-July)
Plano ISD Web Site	Relocating Families, Current Families, Individuals Worldwide

We would appreciate receiving as many photos (digital or traditional hard copy - which we will scan) that your school would like to submit. Photos will be returned, upon request.

Attachments to this memo:

- 1) List of Events and Programs – suggestions of photo opportunities
- 2) Photo Submission Form – documentation of photo details, deadlines, contact information
- 3) Publicity Consent and Release Form – may be used if a form is not already on file for the students in the submitted photos

We are excited about featuring photos of our students and staff throughout the district in these widely-disseminated publications.

Thank you, in advance, for your help!

## Plano ISD 2009-10 District Publications

### Photo Submissions - Suggested Events and Programs

The following list of events and programs may help you with ideas for photo submissions. Schools are also welcome to submit photos of events and programs not listed here.

Academic Competitions	Collin County Adventure Camp	Parent Involvement
Academic Subjects (classroom activities)	Colonial Day	PASAR After-school Program
Assemblies	Drug-abuse Prevention	P.E.
AVID	Ellis Island Day	PTA Programs/Events
Award Winners (individuals/groups)	Environmental Clubs/Events	Publishing Centers
Band	ESOL Classes	Reflections Contests
Bank Day	Fairs	Reunions
Bilingual Programs	Field Trips	Safety Patrol
Book Fairs	Fine Arts Performances	Science Fair
Book Reading Time	Fundraisers	School Breakfast/Lunch Week
Cafeteria	Graduations	Spirit "Stores"
Career Education	Guest Speakers	Special Needs Students
Celebrations	Heritage Farmstead	Sports (action photos)
Choir	Libraries	Student Clubs
Citizenship Awards	Multicultural Events	Talent Shows
Classroom Activities	Orchestra	Technology
College & Career Week	Outdoor Camp	Theater
	PACE	
	PAL	

# **Photo Submission Form**

**2009-10 Plano ISD Publications & Web Site**

*This form is also available to download online: [www.pisd.edu/news/publicity](http://www.pisd.edu/news/publicity)*

(Please type or print) (Use back of form, if necessary)

(More than one person per campus may submit photos for consideration. )

School Name: \_\_\_\_\_

Contact Person for Photo: \_\_\_\_\_

Phone Numbers(s): Work \_\_\_\_\_ Home \_\_\_\_\_

Would you like these photo(s) returned to you? Yes \_\_\_\_\_ No \_\_\_\_\_

Photo Content (brief description of program/activity): \_\_\_\_\_

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Photo Subjects: (left to right with identifying titles -  
ie: student, teacher, parent, business person, etc.):

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Photographer's Name/Title (if known, for photo credit):

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Photo Submission Deadline: **Thursday, April 23, 2009** to:

Plano ISD Communications Office  
Attn: Mary Gorden, Publications Editor  
2700 W. 15<sup>th</sup> Street  
Plano, TX 75075

**OR**

e-mail the form and digital photos to: [Mary.Gorden@pisd.edu](mailto:Mary.Gorden@pisd.edu)

FAX: (469) 752-8096

Questions? Contact Mary Gorden at (469) 752-8030.

Thank you!

**Plano Independent School District  
Publications, Video, Internet Consent and Release Agreement**

Students who attend school in the Plano Independent School District are occasionally asked to be a part of school and/or District publicity, publications and/or public relations activities. In order to guarantee student privacy and ensure your agreement for your student to participate, the District asks that you sign this form.

The form referenced below indicates approval for the student's name, picture, work, voice or verbal statement to appear in school publicity or District publications, videos or on the District's Web site. For example, pictures and articles about school activities may appear in local newspapers or district publications. These pictures and articles may or may not personally identify the student. The pictures and or videos may be used by the district in subsequent years.

**AGREEMENT**

**Student and Parent/Guardian release to Plano ISD the student's name, voice, verbal statements, portraits (video or still) and consent to their use by PISD.**

Plano ISD agrees that the student's name, voice, verbal statements, portrait or picture shall only be used for public relations, public information, school or district promotion, publicity, and instruction.

Student and Parent/Guardian understand and agree that:

- No monetary consideration shall be paid;
- Consent and release have been given without coercion or duress;
- This agreement is binding upon heirs and/or future legal representatives;
- The photo, video or student statements may be used in subsequent years.

If the Student and Parent/Guardian wish to rescind this agreement they may do so at any time with written notice.

**Effective Date of Agreement:** \_\_\_\_\_

**Student's Name:** \_\_\_\_\_  
(Print Name)

\_\_\_\_\_  
(Student's signature if at least 18 years old.)

**Parent/Guardian:**

\_\_\_\_\_  
(Print Name)

\_\_\_\_\_  
(Signature)