

**COMMERCIAL BROADCASTING AND PHOTOGRAPHY
OF LONDONDERRY SCHOOL DISTRICT EVENTS**

PREAMBLE

The Londonderry School Board recognizes that the District sponsored sporting and extracurricular activities (hereinafter referred to collectively as “School Events”) have garnered much attention from the general public. In order to ensure that these School Events (and the participants) are properly depicted and the images are not used commercially in an inappropriate or unauthorized manner, the Londonderry School Board recognizes the need to place reasonable restrictions on the use, sale, display and dissemination of programming, pictures, film, recordings or other electronic images of such School Events and the participants. Nothing herein shall be construed so as to prohibit persons from photographing or recording School Events, or the participants, for personal or family use.

**COMMERCIAL BROADCASTING, DISTRIBUTION AND DISPLAY OF SCHOOL
EVENT RECORDINGS**

The Londonderry School District reserves the exclusive right to the broadcasting, replicating, distribution, sale, and display of all recordings of School Events, and to the images of the participants. Specifically, the broadcasting, replicating, distributing, sale or display of any taped or digitally recorded School Event (hereinafter referred to collectively as “recordings”), including the images of the participants, via cablecast, TV broadcast, podcast, webcast, and/or any other means of electronic or taped distribution or display, is strictly prohibited without the prior written permission of the Londonderry School District.

Notwithstanding the foregoing, the Londonderry School Board recognizes that providing students, parents and family members with high quality recordings of School Events, including the images of the participants, can be of great value to the District, community, friends, parents and family members. To this end, the Superintendent of Schools is authorized to develop licensing rules under which videographers may be licensed and regulated to provide such recordings. These rules shall contain provisions that prevent the inappropriate use of student images and the improper release of personally identifiable information.

PHOTOGRAPHY

The photographing of any School Event, or the participants, for commercial purposes without the prior written permission of the Londonderry School District is strictly prohibited. Pursuant to this policy, the term “commercial purposes” shall include, but shall not be limited to, the photography of any School Event, or the participants, for private sale, the use of images of a School Event or the participants to promote the sale of goods and/or services, or any other use of photographic images of either a School Event or the participants for any other form of pecuniary gain. Notwithstanding anything contained herein to the contrary, newspapers with paper or

electronic (daily or weekly) circulation in excess of 500 copies/recipients shall be exempt from these regulations.

Notwithstanding the foregoing, the Londonderry School Board recognizes that providing students, parents and family members with high quality photographs of School Events, or the images of the participants, can be of great value to the District, community, friends, parents and family members. To this end, the Superintendent of Schools is authorized to develop licensing rules under which photographers may be licensed and regulated to provide such a service. These rules shall contain provisions that prevent the inappropriate use of student images and the improper release of personally identifiable information.

INDOOR SCHOOL EVENTS

Any persons seeking to photograph or otherwise produce recordings of any School Events occurring within any school building other than for personal or family use must also obtain prior approval, at the building level, from the following individuals:

North – Assistant Principal
South – Assistant Principal
Matthew Thornton – Assistant Principal
Londonderry Middle School – Assistant Principal
Londonderry High School – Assistant Principal
Moose Hill Kindergarten – Director
Moose Hill LEEP – Director

LONDONDERRY SCHOOL BOARD

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