



Media Consent Release Guidelines

In the new buildings and throughout campus there is a proliferation of media resources available for instruction. The use of this equipment is very exciting, as it creates many new and exciting opportunities. This document contains some guidelines that need to be considered when recording and including students, guest lecturers, and others in the various electronic media resources available.

FERPA regulations require any information (media included) not considered Directory Information NOT be disclosed to anyone except the student without their prior written consent. ECU needs to be able to demonstrate that it has permission from the students and others to include them in electronic media.

To record an ECU class lecture, you need the following:

1. A media **consent release** form (form attached) must be executed by all students in the class-form must be permanently kept for your records; or
2. Clear notice in the class syllabus that the class will be taped, those who do not wish to be taped must notify the professor and those who do not so notify will be deemed to have given full permission to be taped and for ECU to use their recorded image for any purpose whatsoever. Provide this information to the class orally;
3. If you are focusing the video on students, both 1 & 2 are required.

Sample Language for Syllabus which should be prominently displayed:

This class will be videotaped and broadcast on the internet and/or distributed on other electronic media now or hereafter known. These video recordings may contain your image and your voice. You must notify me as soon as possible if you DO NOT want your image and your voice contained on the video. If you do not so timely notify me, then you understand and authorize that as part of this class we may videotape your image and record your voice and broadcast it on the internet and/or distribute it on other electronic media now or hereafter known.

To record guest lecturers, interview candidates, or others, you need the following:

1. A media **consent release** form must be executed by each individual (form attached). The form must be permanently kept for your records.

To record PK-12 students in conjunction with an ECU project/class:

1. The media **consent release** form must be signed by the ECU student teaching a course. In addition, the parent/guardian of each child being recorded must sign a media **consent release** form.
2. Before recording PK-12 students, communication from the ECU faculty/student to the public school classroom teacher **and** parents about the assignment is required. This can be a memo

that is attached to the top of the consent form or a separate memo included with the consent form. The memo should include what is being recorded, why and how it will be used (i.e., placed on a public web server for class viewing, used for educational conferences and/or presentations).

3. The ECU student, with the classroom teacher, is to verify that the public school students have both the ECU Media consent release form and the appropriate consent forms on file as per the policy of the school/school system.
4. Forms must be submitted to the faculty member teaching the course and retained permanently for their records.

ITCS Procedures for Uploading PK-12 files to a Public Web Server:

1. Files must be stored in a directory that is maintained by a responsible faculty member.
2. All files REQUIRE authentication. No files should be made available for public viewing.
3. Web space for video files can be requested at ithelp.ecu.edu
4. Web space using active directory course authentication must be removed at the end of every semester. For example, if you are using a course userid such as SOCI4001001, the students in subsequent semesters could view the materials unless the materials were removed. Hence the requirement to remove the material at the end of the semester.
5. ITCS approves one method for the uploading and viewing of PK-12 videos. It is the ITCS web uploader/viewer. The tool streams video and uses active directory authentication.
6. When requesting this space, the owner of the directory (faculty member or College IT administrator) must accept the terms and conditions, which includes confirmation that all of the appropriate forms have been signed and that the College of Education Procedure has been followed.
7. Students can have access to upload their video; however, before it can be viewed by the students the video upload must be approved by a faculty member. Before the student can upload a file, they must confirm the standard terms and conditions regarding copyright and in this case that they have signed a media release and had the appropriate forms signed by and sent to the parents of their classroom.
8. As part of our terms and conditions, we request that all users only use the tool to stream video and do not seek to download the files.
9. In special cases, ITCS will put in place a memorandum of understanding with departmental IT administrators, where the departmental IT staff is authorized to create directories/set permissions according to ITCS procedures.

To record patients or any act related to medical information:

1. Contact the HIPAA Compliance Officer (744.2030) PRIOR TO making any such recordings.



East Carolina University
Greenville, NC

Media Consent and Release

In consideration of being permitted to participate in East Carolina University technology initiatives, such as videotape recordings and virtual reality projects I, the undersigned, do for myself, my heirs, and personal representatives, agree to hereby release, hold harmless, and discharge ECU, all of its officers, agents, and employees from and against any and all claims, actions, or causes of action, liability, and demands whatsoever that I or my representatives have or may have against any of them which result from causes beyond the control of, and without the fault or negligence of East Carolina University, its officers, agents or employees which stem from, arising out of, or in connection with the use of my photographic portraits, or pictures, name, likeness or voice (for example, as an avatar in a virtual reality project), or any or all of them, either live or on archive video, including without limitation any and all claims for defamation or invasion of privacy with my participation in the video recording.

I understand that this consent may be revoked by notifying the instructor/classroom teacher of the intent to do so. Such revocation will indicate the wish to not participate in the video recordings and understanding that the instructor/classroom teacher will allow me/my child to sit in a portion of the room which will not be videotaped/video archived. However, I/my child acknowledge that if I/my child speaks in class, what is said may be recorded. If I/my child do not wish to be videotaped/video archived and/or audio taped/audio archived, I/my child will not be penalized in any way whatsoever. I acknowledge that should I/my child decline to be videotaped, an alternate assignment will be provided.

My signature below acknowledges my understanding that this involves the taping, broadcasting, and archiving of classroom sessions. I understand and consent that this information may be placed on a public web server with authentication for class viewing. I also understand and consent to the possibility that any broadcast and reproduction of any class session may be used without my prior examination and/or approval.

I understand that by recording other people besides myself, that I am responsible for obtaining this media **consent release** form for each person in my media. In addition, I have informed each participant how the video will be used and stored.

In witness thereof, I have caused this Consent and Release to be executed this ____ day of _____, 20__.

Witness:

Participant (Parent or Guardian):

Signature

Signature

Child's name if applicable: _____

If you have questions about this form, contact the instructor/classroom teacher.