

Proposal: The Membership and Communications Committees jointly propose the establishment and adoption of an “opt out” photograph policy allowing for the use of congregants’ photographs in both CBI’s electronic and printed materials.

This policy would allow for the use of congregants’ photographs which are taken at synagogue sponsored events to appear on the Beth Israel website and/or in printed CBI publications (e.g., *Shul Shofar*, flyers, brochures, marketing materials, etc).

Consent to publish such photographs of CBI members will be assumed unless the synagogue office is notified otherwise. Notification must be made in writing (by regular mail, fax, or email).

All new member application forms will be amended to include a line item permitting the use of the family members’ photographs taken at synagogue sponsored events on CBI’s electronic and/or printed publications. Individuals may opt out of this policy by sending written notification to the synagogue office.

All Religious School applications will be amended to include a line item permitting the use of students’ photographs taken at synagogue sponsored events on CBI’s electronic and/or printed publications. Parents may opt out of this policy on behalf of their minor children by sending written notification to the synagogue office.

In all cases, no identifying information of members, such as names, will be included with any photographs used — unless permission is first granted either orally or in writing.

REASON

To enhance our congregational website, as well as other printed and published CBI materials, it is extremely important to include active and current photographs that portray the vibrancy and diversity of our community. Without photographs our website and other marketing materials look lifeless and dull. Several of us were strongly advised of this at a recent URJ Marketing Workshop in Seattle. In our digital era, we were told, our website has become Beth Israel’s new front door. We believe the best and most efficient way to assure our ability to use members’ photographs would be to institute of an “opt out” policy. In other words, unless a member specifically asks in writing to NOT have their photograph appear in any CBI electronic or printed materials, it is understood they have granted permission. Furthermore, it is unwieldy at best and often impossible, to get verbal or written permission from individuals when group pictures are taken at synagogue related events. At present, many wonderful photographs exemplifying the liveliness and warmth of our congregational community remain unused and unshared.

IMPLEMENTATION

If approved by the Board, the Membership and Communications Committees recommend implementing the “opt-out” photograph policy in several ways:

1. A joint article from the Membership and Communications Committees would be included in the next *Shul Shofar* explaining the new policy and informing congregants of the deadline six weeks hence for “opting out.”
2. Separately, a joint letter from both Committees would be mailed to all CBI members explaining the new policy and with a reminder of the “opt-out” six week deadline.
3. Reinforce the information about the new “opt out” policy through reminders in the weekly synagogue emails during the six week period.
4. The Secretary will add the new policy to the CBI Policy Manual (which is also posted on the CBI website).
5. The new member application form and the Religious School registration form would both be amended to include a statement about the “opt out” policy.
6. After the six week period has passed, it is assumed any member who has not “opted out” has “opted in.”
7. At any time thereafter, a member may choose to “opt out” by sending notification in writing to the synagogue office.
8. Photographs of all members who have not “opted out” which are taken at synagogue related events, may be used on the CBI website and/or in other Beth Israel publications without requesting explicit permission each time.
9. If approved, a current list of those congregants who have “opted out” will be kept by the Communications Chair to ensure their photographs do not appear in any CBI electronic or printed materials.