

WOODBURY PUBLIC SCHOOL DISTRICT
PUBLICITY AND DIRECTORY INFORMATION POLICY

TO ALL PARENTS

Please sign and return this form. Be sure to print all information clearly. Thank you.

Student Name

Grade/Teacher Name

Street Address

Phone Number

Parent/Guardian Signature

Date

CONSENT/NON-CONSENT TO PUBLICITY FOR 2008-09 SCHOOL YEAR

Throughout the school year, Woodbury Public School District will conduct activities that may be publicized by the school district and/or through local or national news media. Please indicate by checking below whether you consent or do not consent to the release of publicity information concerning your child. This form **must be returned** to school with your signature. If this form is not returned, Woodbury Public School District will assume that you have given your consent to the release of publicity information concerning your child.

- I **grant permission** for my child to participate in any publicity activities for events sponsored by the Woodbury Public School District. Such activities may include interview sessions with news reporters; photographs for newspapers or various school brochures, and the annual report; videotaping for local and national television newscasts, cable programming and school district promotional videos; and photographs for Internet web sites of the school district.
- My child **may not** participate in any publicity activities for events sponsored by the Woodbury Public School District.

CONSENT/NON-CONSENT TO REGARDING WEBSITE POSTINGS

We are sending you this parental consent form to both inform you and to request permission for your child's photo/image and personally identifiable information to be published on the district and/or school's web site.

As you are aware, there are potential dangers associated with the posting of personally identifiable information on a web site since global access to the Internet does not allow us to control who may access such information. These dangers have always existed; however, we as schools do want to celebrate your child and his/her work. The law requires that we ask for your permission to use information about your child.

Pursuant to law, we will not release any personally identifiable information without prior written consent from you as parent or guardian. Personally identifiable information includes student names, photo or image, residential addresses, e-mail address, phone numbers and locations and times of class trips. If you, as the parent or guardian, wish to rescind this agreement, you may do so at any time in writing by sending a letter to the principal of your child's school and such rescission will take effect upon receipt by the school.

Check one of the following choices:

- A. I/We GRANT permission for a photo/image that includes this student without any other personal identifiers to be published on the school and/or district's public Internet site.
- B. I/We GRANT permission for this student's photo/image and name to be published on the school and/or district's public Internet site.
- C. I/We GRANT permission for this student's photo/image and all other personal identifiers listed above to be published on the school and/or district's public Internet site.
- D. I/We DO NOT GRANT permission for photo/image that includes this student to be published on the school and or district's public Internet site.

PLEASE RETURN TO YOUR CHILD'S TEACHER/HOMEROOM TEACHER ASAP

(OVER)

DIRECTORY INFORMATION

The Family Educational Rights and Privacy Act (FERPA), a Federal law, requires that the Woodbury Public School District, with certain exceptions, obtain your written consent prior to the disclosure of personally identifiable information from your child's education records. However, the Woodbury Public School District may disclose appropriately designated "directory information" without written consent, unless you have advised the District to the contrary in accordance with District procedures. The primary purpose of directory information is to allow the Woodbury Public School District to include this type of information from your child's education records in certain school publications. Examples include:

- A playbill, showing your student's role in a drama production;
- The annual yearbook;
- Honor roll or other recognition lists;
- Graduation programs; and
- Sports activity sheets, such as for wrestling, showing weight and height of team members.

Directory information, which is information that is generally not considered harmful or an invasion of privacy if released, can also be disclosed to outside organizations without a parent's prior written consent. Outside organizations include, but are not limited to, companies that manufacture class rings or publish yearbooks. In addition, two federal laws require local educational agencies (LEAs) receiving assistance under the Elementary and Secondary Education Act of 1965 (ESEA) to provide military recruiters, upon request, with three directory information categories - names, addresses and telephone listings - unless parents have advised the LEA that they do not want their student's information disclosed without their prior written consent.

If you do not want the Woodbury Public School District to disclose directory information from your child's education records without your prior written consent, you must notify Edward Murphy, Director of Pupil Personnel Services in writing by September 30, 2008. The Woodbury Public School District has designated the following information as directory information:

- Student's Name;
- Participation in officially recognized activities and sports;
- Address;
- Telephone listing;
- Weight and height of members of athletic teams;
- Electronic mail address;
- Photograph;
- Degrees, honors, and awards received;
- Date and place of birth;
- Major field of study;
- Dates of attendance;
- Grade level; and
- The most recent educational agency or institution attended