

Marcia F. Wilkinson, *Director of Community Relations*
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550 West Merrill, Birmingham MI 48009

Dear Parent or Guardian,

Re: Media Release/Restriction Form

Please only use this form if you do NOT want your child included in school/district or media publications.

Periodically our schools are visited by local media outlets as well as internal staff seeking to promote the activities of our students, staff and Pre-K children. Pictures, filming and interviews may take place. They may be used in print, television, the district website, marketing materials, and social media sites, as many print publications place their information online.

BPS adheres to the Family Educational Rights and Privacy Act (FERPA), a federal law designed to protect the privacy of students. **By signing this form, we will not release personally identifiable information or pictures of your child.**

Please fill out the Media Release form below and return it to your school office by September 12, 2011.

Student's Name: (please print) _____

Student's School: _____ Student's Grade: _____

Print name of Parent/Guardian: (print) _____

Signature of Parent/Guardian: (sign) _____

Relation to Student: _____ Date: _____

____ **I do not** give Birmingham Public Schools permission to release photos, videos or quotes, or any identifiable information about my student(s).

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The Family Educational Rights and Privacy Act (FERPA)

Parents/guardians, who wish to restrict the publication of certain kinds of information pertaining to their student's education records, must notify the district in writing. The Family Educational Rights and Privacy Act (FERPA) is a federal law designed to protect the privacy of students' education records. FERPA has four parts:

1. Right to Request the District Not Release Directory Information: FERPA permits the school district to release "Directory Information without prior written parental permission. Directory information is defined as: name address and phone number (unless unlisted) of student; major area of study and participation in officially recognized activities and sports; weight and height (if on an athletic team); dates of attendance; awards; most recent previous school attended; and photograph, film or video images for possible internal or external publication in newsletters, newspapers, television or other electronic media such as Web sites and e-mail communications. Parents/ guardians who DO NOT wish to have the above items released, must notify the district, in writing, no later than September 17, 2010 or 14 days after initial enrollment. The district is not able to honor requests for partial release. A letter should be sent to BPS, Community Relations, 550 W. Merrill, Birmingham, MI 48009. The written request will be shared with the student's school, and "Directory Information" will not be released in any building publications, yearbooks, athletic programs, student directories, Web pages, cable programming or external media.

2. Right to Access: Parents/guardians or adult students have the right to inspect and review all of their student's education records. Requests should be made in writing to the building principal. If it is believed that the information is inaccurate or misleading or violates the privacy or other rights of the student, a request may be made to school officials for amendment.

3. Right to Consent: Parents/guardians or eligible students have the right to consent to disclosure of personally-identifiable information in a student's record, except where FERPA authorizes disclosure without consent, usually to school officials with legitimate educational interest.

4. Right to File Complaint: Parents/guardians or eligible students have the right to file a complaint with the U.S. Department of Education when a violation of the Family Educational Rights and Privacy Act of 1974 is suspected.