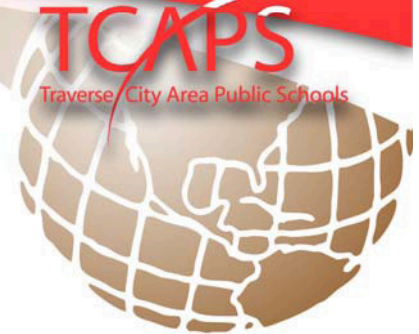


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## Use of Printed and Electronic Photographs, Video, and Original Student Work Release Form

My signature gives Traverse City Area Public Schools permission to use my child's photograph or video clip in printed or electronic material used for advertising purposes, such as childcare brochures, newspaper supplements, and other printed or electronic material promoting Traverse City Area Public Schools. My child's photograph, video clip, or original work may also be used on Traverse City Area Public Schools' Web site as part of the Internet. It is understood that when a photograph, video clip, or original work is used on the Web site, that no more than my child's first name will be used. No home address or telephone number will appear.

\_\_\_\_\_  
Student's Name (Printed)

\_\_\_\_\_  
Student's School

\_\_\_\_\_  
Parent's Signature

\_\_\_\_\_  
Parent's Name (Printed)

\_\_\_\_\_  
Parent's Contact Phone Number

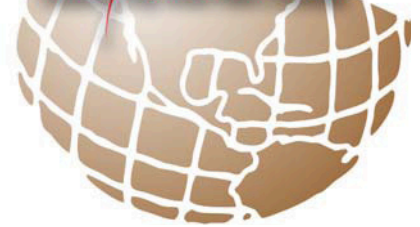
\_\_\_\_\_  
Date



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Traverse City Area Public Schools



### Directory Information Notice

Generally, school officials must have written permission from the parent/guardian or from the student (if the student is 18 or older or is otherwise legally emancipated) before releasing any personally identifiable information from a student's education record. However, the Family Educational Rights and Privacy Act (FERPA) allows school districts to disclose, without consent, appropriately identified "directory" information, unless a parent/guardian or eligible student have advised the District to the contrary in accordance with District procedures.

Directory information is generally not considered harmful or an invasion of privacy if released. The Traverse City Area Public Schools may include this type of information from students' education records in certain school publications. Examples include:

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

This information may also be disclosed to outside organizations without a parent's prior written consent. For example, but without limitation, directory information may appear or be disclosed in the form of news releases in the media or to companies that manufacture class rings or public yearbooks. In some circumstances, directory information may be released to third parties to the extent permitted under the Michigan Freedom of Information Act. 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 students' names, addresses, and telephone listings unless parents/guardians or eligible students have advised the LEA that they do not want their student's information disclosed without prior written consent.

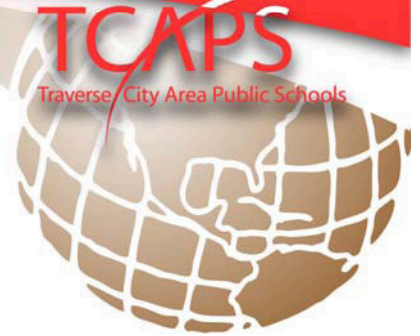
The Board of Education of the Traverse City Area Public Schools has designated the following personally identifiable information contained in a student's education records as "directory information":

- A. Student's name, address, telephone listing, e-mail address.
- B. Parent/Guardian name, address, telephone listing, e-mail address.
- C. Date and place of birth.
- D. Participation in officially recognized activities and sports.
- E. Weight and height of members of athletic teams.
- F. Dates of attendance, honors, degrees and awards received, grade placement.
- G. Most recent previous school attended.
- H. Photographic images of students.
- I. Information generally found in yearbooks.



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Major field of study.

Parents or eligible students who do not want the Traverse City Area Public Schools to release any or all directory information, must inform the District of their objection(s) by providing written notice to the student's building Principal by the third Friday in October.

