

# SOUTH BRUNSWICK TOWNSHIP PUBLIC SCHOOLS

**Scott Feder**  
Superintendent of Schools



**Jennifer K. Diszler**  
Assistant Superintendent for Curriculum,  
Instruction and Administration

**David Pawlowski**  
Business Administrator / Board Secretary

**Kimberly Maloy-White**  
Assistant Superintendent for Human Resources

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September 2020

## Re: FERPA Act and the Media Release Non-Consent Form

Dear Parent or Guardian,

South Brunswick School District traditionally celebrates the accomplishments of its students by sharing information with the community. To do this, the District may submit media releases that include student names, student work, and student photographs to the local media. The District may also publish information about students and their accomplishments in District-sponsored publications or display such information at various school functions. Examples include the following:

- A program from a concert, sporting event, or a playbill showing a student's role in a production, event, or performance;
- The annual yearbook;
- Public galleries or exhibitions of student work; and
- Honor roll, recognition lists, or graduation programs.

While the intent of this practice is to be informative and celebratory, the District recognizes that concerns may arise regarding a student's right to privacy.

Pursuant to the Federal Family Educational Rights and Privacy Act (FERPA), school districts are permitted to release "school directory information" unless parents exercise their right of refusal. Under the FERPA law, this information could include: student name, residential address, E-mail address, phone numbers, photographs/images, school locations, field of study, degrees, honors and awards received and participation in athletics and other activities.

It is the intent and practice of the South Brunswick School District to publish, post or distribute a student's name, photograph, audio and/or video recording, displays of student work or other information **only** as related to student achievement (e.g., academic/athletic recognition or award) or student accomplishment (e.g., a specially selected piece of work).

If you agree to allow the School District to publish such information during the 2020-2021 school year, you need **not** reply.

*However, if you **DO NOT** grant permission for the District to release such information to the media, to publish such information in District-sponsored publications; or to display such information at various school functions, you must acknowledge this form through the Genesis Parent Portal or complete, sign and return the attached Media Release Non-Consent form to your child's school no later than September 15, 2020. Please keep this letter for informational purposes.*

Please note that the Media Release Non-Consent form is available annually through the Genesis Parent Portal. You may rescind this agreement at any time throughout the school year by sending a letter to the principal. Such rescission will take effect upon receipt by the school. If you have any questions or concerns, please contact (732) 297-7800, Ext. 3103.

Sincerely,



Scott Feder  
Superintendent of Schools

**SOUTH BRUNSWICK SCHOOL DISTRICT**



**MEDIA RELEASE NON-CONSENT FORM**

**SEPTEMBER 2020**

Pursuant to the Family Educational Rights and Privacy Act (FERPA), school districts are permitted to release “school directory information” unless parents exercise their right of refusal. Under the FERPA law, this information could include: student name, residential address, E-mail address, phone numbers, photographs/images, school locations, field of study, degrees, honors and awards received and participation in athletics and other activities.

*It is the intent and practice of the South Brunswick School District to publish, post or distribute a student’s name, photograph, audio and/or video recording, displays of student work or other information related only to student achievement (e.g. academic/athletic recognition or award) or student accomplishment (e.g. a specially selected piece of work).*

By acknowledging this form through the Genesis Parent Portal or by signing and returning this form to my child’s school, I formally state that I **DO NOT** grant permission to the South Brunswick School District to release my child’s name, photograph, audio and/or video recording, or displays of work to the media; to publish information about my child’s accomplishments or achievements in District-sponsored publications; or to display such information at various school functions during the 2020-2021 school year. The following are examples of where your child will be **excluded** from:

- A program from a concert, sporting event, or a playbill showing my child’s role in a production, event, or performance;
- The annual yearbook;
- Public galleries or exhibitions of student work; and
- Honor roll, recognition lists, or graduation programs.

Student’s Name: \_\_\_\_\_

School: \_\_\_\_\_

Homeroom Teacher: \_\_\_\_\_

Grade: \_\_\_\_\_

Name of Parent/Guardian (please print) \_\_\_\_\_

Signature of Parent/Guardian \_\_\_\_\_

**Please acknowledge this form through the Genesis Parent Portal or return this form to your child’s homeroom teacher no later than September 15, 2020.**

**High School students should return this form to their grade level office.**

cc: Student’s Permanent Record