



LEARNING & VALUES
for Life

August 2011

Dear Parents,

My name is Shira Garber Strosberg and I am the new Director of Communications/Brand Manager at Schechter. Part of this role includes informing local newspapers and synagogue bulletins about the accomplishments of our students, and taking photos throughout the year to include in Schechter publications, such as *Shavuon*, the weekly electronic parent newsletter. We will also take group videos of children so that we can share the Schechter experience online with parents, grandparents, friends and prospective families.

Enclosed is a **Media Release Form**. Please print, fill out, sign and return this form to grant Schechter permission to publish news about and/or pictures of your child.

The safety of our students is our primary concern. Therefore, **please note that we never include students' names on the Schechter website or other online media**. We respect the wishes of our parents, but please know that if you check "No" on the form regarding photos and/or group videos, we might need to move your child to the side during performances that are being videotaped to ensure that your child does not appear in the group videos. We also will not include your child in the *Shavuon* "Photo of the Week," and classroom teachers will not include your child in photos for distribution to parents in class newsletters.

If you would like your student's name to appear in articles sent to your synagogue bulletin about grade-level milestone events, please check the first "Yes" on the form and indicate the synagogue to which we should send this information.

Thank you very much for your help in spreading the word out about our wonderful Schechter students. Please call or email me if you have questions about this form or photo/media coverage of Schechter and its students.

I look forward to meeting you soon!

Sincerely,

Shira Garber Strosberg
Director of Communications/Brand Manager
617-630-4609
shira.strosberg@ssdsboston.org

Solomon Schechter Day School of Greater Boston

2011-12 Parental Permission for Media Release

Please print and include all Schechter students in your family:

Student's first name _____ Last name _____ Grade _____

Student's first name _____ Last name _____ Grade _____

Student's first name _____ Last name _____ Grade _____

Student's first name _____ Last name _____ Grade _____

Student's first name _____ Last name _____ Grade _____

Please note: Schechter does not post children's names on any online media.

Information / Photo Release:

- Yes, I grant permission for Schechter to release information, name, and/or pictures of my child(ren) to newspapers, magazines and television media and for use in website, online media and Schechter publications.
- No, I do not want my child(ren)'s photo or information to be released by Schechter for **any** external or internal publications.

Group Video Release

- Yes, Schechter may include my child(ren) in group videos for use on the website and online media.
- No, I do not want my child(ren) included in group videos for use on the website and online media.

Synagogue Information

Please list your synagogue on this form so that your child's name can be included in articles sent to your synagogue's bulletin for grade milestone events.

Synagogue _____ Town/city _____

Parent's signature _____ Date _____

Please sign and return this form to either school office.