

LEAVE MY CHILD ALONE!

A Family Privacy Project of Working Assets, Mainstreet Moms, and ACORN

Leave My Child Alone Host Kit

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Provided by
Working Assets,
Mainstreet Moms,
and ACORN.

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www.leavemychildalone.org

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Host How-To:

Top 6 to Know About Hosting

(PAGE ONE OF THREE)

It's easy to host a Leave My Child Alone event. We provide you with all the basic advice, forms, flyers and handouts. But the first thing to keep in mind is that in the end, this is your event and you can put it together any way you like! That said, here are some basics to help you along:

1. Post Your Event First

Please take just a few minutes to post your event at:

www.leavemychildalone.org/eventcenter

If you register your event, we can mail your Leave My Child Alone DVD to you, send you updates, and get an idea of where events are located across the country. If you run into any hassles, email for help and Diane can post the event for you: **diane@themmob.org**

2. Public or Private? Phone or No Phone?

Having a "public" event means other Leave My Child Alone supporters can find your event and attend. Having a "Private" event means other people will NOT be able to see your event.

When posting your event, you'll also be asked for a number where we can reach you. We would of course love to have your phone number in case a local media representative in your area would like to speak with a host. However, if you don't want your phone number listed, you're also welcome to put "no calls please" in place of a phone number.

3. What Will Guests Do at My Event?

You're welcome to pick and choose actions. Our main goals are to boost Opt Out awareness, help other families Opt Out, and encourage school districts to improve their Opt Out policies.

- Watch the Leave My Child Alone DVD addressing the impact of aggressive military recruitment under No Child Left Behind. The DVD runs 11 minutes and features Cindy Sheehan (mother of a slain soldier), Jim Massey (former Marine recruiter), and more.
- Write letters to your local Superintendent and School Board encouraging the endorsement of the Optimum Opt Out Resolution.
- Take Opt Out forms home to spread to friends, family, and neighbors.
- Sign on as Citizen Co-Sponsors of the Student Privacy Protection Act. You can fill out the form and mail it in, or do it online at **www.LeaveMyChildAlone.org**.



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Hosting (PAGE TWO OF THREE)

4. What Do I Need to Do at My Event?

It's your event, so structure it however you like. Here are some core elements that you may wish to include. Modify as you wish.

Write up a Party Agenda on poster paper, with any of the following activities:

- **Background:** Provide a brief background on the issue, see Kit for information
- **DVD:** Show Leave My Child Alone 11-minute DVD
- **Statement:** Consider making a statement, including the reason why you decided to host. (Whether it's a simple desire to take action, your own children, Iraq, the invasion of privacy, or the impact of No Child Left Behind that got you going, there's certainly plenty to choose from!)
- **Discussion:** Suggest time after the DVD for discussion.
- **Action:** Letter-writing; Citizen Co-Sponsorship; Opt Out. Be sure to set a modest action goal for your event (number of letters written, kids opted out, etc).
- **Socialize:** Allow time for socializing before, during and after the event

Present Materials and Describe Actions

Action: School Board Resolution with Cover Letter

- Provide the "Optimum Opt Out" School Board Resolution, a letter, pen, paper, envelope and district address
- Need your school district address? You can search by zip code at: **www.leavemychildalone.org/supes**, then address envelope to "Superintendent & School Board".
- **NOTE:** *If you know your district already has excellent policy and implementation practices, consider looking up your STATE School Board Association at **www.nsba.org** and send letters straight to their policy contacts.*

Action: Opt Out Your Own Child, Take 3 and Help Others Opt Out

- Provide the Opt Out Letter to any high school families to complete, plus pen, envelope, and school district address
- Need your school district address? You can search by zip code at: **www.leavemychildalone.org/supes**
- Encourage guests to take 3 forms and commit to helping 3 more high school families Opt Out
- **NOTE:** *Make sure guests understand that districts vary, and all families should follow up with their district to confirm their Opted Out status.*



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Hosting (PAGE THREE OF THREE)

Action: Sign Guests On as Citizen Co-Sponsors of the Student Privacy Protection Act (HR 551)

- If you have computer access, go to www.leavemychildalone.org and help your guests sign on in support of the Student Privacy Protection Act (H.R. 551).
- If not, print up Citizen Co-Sponsor forms, have guests complete them, and mail to U.S. Representative Mike Honda's office (address included).

5. What Do I Need to Do Before My Event?

- **Post Your Event at www.leavemychildalone.com/eventcenter:** Once your party is registered, guests can go directly to your own host's page to RSVP, and you can send out reminder emails easily.
- **Promote and Invite:** Phoning people is one of the best ways to build attendance. Additionally, you can use email, and also print up invitations or flyers (see Kit) to let people know about your event. Brainstorm with a friend about places to put flyers, and like-minded groups to contact. An optional sample press release is also included in the Host Kit — modify as necessary.
- **Guesstimate # of Guests, Print Materials:** You may want to wait until just before your event to get a good sense of how many people are attending. Just make sure you leave time to print up enough Opt Out Letters, School Board Resolutions and Sample Letters, and any of the background information (on Section 9528, Military Recruitment, etc.) you'd like to have for your letter-writers.
- **Pens, Envelopes, Stamps, Snacks, Donation Jar:** Postage and printing can add up, so don't be shy about asking for small donations toward the cost of your materials. Consider asking friends to bring refreshments.
- **Visit LeaveMyChildAlone.org:** Your guests will have questions about the campaign. Check out our web site and familiarize yourself with its resources.
- **Write Down Your District Address:** Look up your Superintendent at www.leavemychildalone.org/supes and have the address handy.

6. HAVE A GOOD TIME!

However you run your party, remember to have fun while you are raising awareness about the growing recruitment pressure from the occupation of Iraq, the violations of privacy, and the threat to local control all so neatly wrapped up in Section 9528 of No Child Left Behind. You're also building a local community you can call on for future efforts. You're the essential ingredient to the success of grassroots efforts everywhere — and part of kitchen-table democracy at its very best.

Questions? Go to www.LeaveMyChildAlone.org.

**Thank you for joining this campaign,
Working Assets, Mainstreet Moms (The MMOB), and ACORN**

 WORKING ASSETS®



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and ACORN.

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Letter-Writing Event at _____

Date: _____ from _____ to _____ pm

Leave My Child Alone, a coalition project of Mainstreet Moms (The MMOB), Working Assets and ACORN, is working to alert families and help school districts with a little-known military recruitment provision of the No Child Left Behind Act. Section 9528 requires high schools to release student records to military recruiters, unless the student or the student's parent opts out in writing.

The Leave My Child Alone (LMCA) letter-writing campaign is mobilizing our members and their extended social networks on how to Opt Out, and on how to alert their school districts to adopt "Optimum Opt Out" practices to better protect family privacy.

At this gathering, we'll watch an informative Leave My Child Alone DVD (11 minutes) addressing the true impact of aggressive military recruitment allowed under No Child Left Behind. The DVD features interviews with Cindy Sheehan (prior to her vigil at Camp Casey), former recruiter Jim Massey and others. I'll also provide details about Section 9528, Opt Out forms for your children or families you know, and a sample School Board Resolution for letter writing to school district officials.

Can't make it this time? Find another action at www.LeaveMyChildAlone.org.

What we'll do

- Introduction to Opt Out
- Leave My Child Alone DVD
- Discuss
- Take Action:
 1. Write letters to our local Superintendent and School Board encouraging the endorsement of the Optimum Opt Out School Board Resolution.
 2. Take Opt Out forms home to give to friends, family and neighbors.
 3. Sign on as Citizen Co-Sponsors of the Student Privacy Protection Act (HR 551).
- Socialize

I'll Provide

- Opt Out Forms
- "Optimum Opt Out" Resolution for School Board
- Suggested talking points for cover letter
- Address of local school officials (www.leavemychildalone.org/supes)
- Pens, paper, envelopes
- Postage stamps (donation requested)

Please Bring

- Enthusiasm and friends
- Refreshments to share

Directions: Enter the address in www.mapquest.com for driving directions.

RSVP to: *Please distribute this invitation to friends.*



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To Superintendent and School Board

SUPERINTENDENT'S NAME

SUPERINTENDENT'S ADDRESS

SUPERINTENDENT'S CITY, STATE, ZIP

Dear Superintendent and Board,

Section 9528 of the No Child Left Behind Act of 2001 requires schools to release our family's private information to military recruiters unless we "opt out" in writing.

_____ As a parent, I am exercising the right to request that you do not turn over the name, address, telephone listing and school records to the Armed Services, Military Recruiters, or Military Schools of the following student.

_____ As a student the age of majority,* I request my own name, address, telephone number and school records not be released to the Armed Forces, Military Recruiters, or Military Schools.

STUDENT NAME

NAME OF SCHOOL

I urge you to do everything in your power to educate students and parents of their rights under Section 9528 (as it currently stands), and to make the process of opting out as straightforward as possible. Here are examples of district procedures I think exemplify the best practices in notification and opt out:

1. Publicize Opt Out policy at staff & family orientations, in publications, and on the school district's Web site
2. Attach Opt Out form to the school's required emergency information form, or print the Opt Out form as a standalone form, and require its return as part of student registration
3. Translate the Opt Out form into multiple languages, as appropriate for our school community

Sincerely,

SIGNATURE

DATE

NAME

ADDRESS

CITY

STATE

ZIP

* A few school districts, including New York City and Chicago, allow students to opt themselves out. To find out if students can opt themselves out in your school district, contact your superintendent's office.

Al Director y a la Junta Directiva Escolar

NOMBRE DEL DIRECTOR DE LA JUNTA DIRECTIVA

DIRECCIÓN DEL DIRECTOR

Estimado Director y Estimados Miembros de la Junta Directiva Escolar,

La Sección 9528 de la ley Que Ningún Niño Quede Atrás (No Child Left Behind –NCLB por sus siglas en ingles) del 2001 requiere que las escuelas publicas hagan accesible la información privada de nuestras familias para el uso de reclutadores militares, al menos que por escrito decidamos no participar.

- Como padre, o apoderado estoy pidiendo que el nombre, dirección, número de teléfono o record escolar del siguiente estudiante no se haga público para el uso de las Fuerzas Armadas, reclutadores militares, o escuelas militares. (As a parent, I am requesting that the name, address, telephone number, or school record of the following student not be released to military recruiters).
- Como estudiante mayor de edad, pido que mi nombre, dirección, número de teléfono o record escolar no se haga público para el uso de las Fuerzas Armadas, reclutadores militares, o escuelas militares. (As a student, I am requesting that my name address, telephone number, or school record of the following student not be released to military recruiters).

NOMBRE DEL PADRE/APODERADO/ESTUDIANTE

NOMBRE DE LA ESCUELA

Sinceramente,

FIRMA

FECHA

NOMBRE

DIRECCIÓN

CIUDAD

ESTADO

CÓDIGO POSTAL/ZIP

Atención: Algunos distritos escolares, entre ellos las ciudades de Nueva York y Chicago, permiten que los estudiantes mismos, aun siendo menores de edad llenen el formulario para pedir que su información no sea facilitada a las fuerzas armadas. Usted puede contactar el Director de su distrito escolar para averiguar si los estudiantes menores de edad en su área pueden hacer lo mismo.

Joint Advertising and Marketing Research & Studies Office (JAMRS)
Attention: Opt Out
4040 North Fairfax Drive, Ste. 200
Arlington, VA 22203

To Whom It May Concern:

Please remove the following individual from the JAMRS military recruitment database:

FULL NAME	DATE OF BIRTH
------------------	----------------------

ADDRESS

CITY, STATE, ZIP

PHONE (OPTIONAL)

I believe that the JAMRS database is an intrusion into family privacy and the Pentagon should not be compiling this information.

Following recent revelations that the Pentagon is compiling and using a mega-database of private information on 30 million 16 to 25-year-olds for military recruitment purposes, I respectfully call on Secretary Rumsfeld to immediately enact the following measures:

- 1) Remove all minors from the JAMRS database.
- 2) Establish a National Do Not Call List for unwanted military recruitment, including:
 - a) clear opt out instructions prominently displayed on the Department of Defense website.
 - b) establishment of a toll-free opt out hotline.
- 3) Remove all personal data beyond name and address, such as height, weight, social security number, cell phone number, and ethnicity from the JAMRS database.

SIGNATURE: (parent or legal guardian if individual 16 or 17; individual him/herself if 18 or over)	DATE
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If contact information for signatory is not same as individual to be removed from JAMRS database:

FULL NAME

ADDRESS

CITY, STATE, ZIP

Joint Advertising and Marketing Research & Studies Office (JAMRS)
Atención: Remover información de su listado/ "Opt Out"
4040 North Fairfax Drive, Ste. 200
Arlington, VA 22203

A Quien Corresponda:

Por favor quite a la siguiente persona de la base de datos del JAMRS para el reclutamiento militar (Please remove the following person from the JAMRS database and do not contact for military recruitment purposes):

NOMBRE COMPLETO

FECHA DE NACIMIENTO (de la persona que aparece en la lista)

DOMICILIO

CIUDAD

ESTADO

CÓDIGO POSTAL/ZIP

NUMERO DE TELÉFONO (opcional)

Creo que la base de datos del JAMRS es una intrusión en la privacidad de las familias y el Pentágono no debe de estar recopilando esta información.

Debido a las revelaciones recientes de que el Pentágono esta recopilando una base de datos inmensa de 30 millones de jóvenes de edades entre los 16 y los 25 años para el reclutamiento militar, con respeto, le pido al Secretario Rumsfeld que haga lo siguiente inmediatamente:

1. Inmediatamente remover de las base de datos de JAMRS, a todos los menores de edad.
2. Establecer una lista nacional de "No Llamar" por teléfono a personas con el propósito de reclutamiento militar.
3. Proveer instrucciones claras de como quitarse uno de la lista en la página de Internet del Departamento de Defensa.
4. Establecer una línea de teléfono de llamadas gratuitas para obtener información de cómo remover su información de la base de datos.

FIRMA

FECHA

(Firma el padre/tutor si la persona es menor de 18 años de edad;
Que firme la persona/estudiante si tiene 18 años o mas.)

Si no es la misma persona que aparece arriba:

NOMBRE COMPLETO

DOMICILIO

CIUDAD

ESTADO

CÓDIGO POSTAL/ZIP

Letter to Superintendent & School Board

Date

Superintendent's Name

Address

City, State, Zip

Dear Superintendent _____ and Board,

I was surprised to learn that Section 9528 of the No Child Left Behind Act of 2001 requires high schools to release students' private information to military recruiters unless they and their families "opt out" in writing. Enclosed is a Sample Optimum Opt Out Resolution I hope you will consider adopting as a School Board to protect the privacy of families.

I understand that Section 9528 requires schools to notify parents and students of their right to opt out, but that implementation of this policy varies from District to District. I'd like to know that our District is practicing "Optimum Opt Out" policy, and urge you, in addition, to make the process of opting out as straightforward as possible:

Optimum Opt Out Policy Suggestions:

1. Publicize Opt Out policy at staff & family orientations, in publications, and on the school district's web site
2. Attach Opt Out form to the school's required emergency information form, or print the Opt Out form as a stand-alone form, and require its return as part of student registration
3. Translate Opt Out form into multiple languages, as appropriate for our school community

Could you please let me know what our District's policy and implementation regarding Section 9528 is, by mail, or by email if noted below? Thank you.

Sincerely,

Signature

Date

Name

Address

City, State, Zip

Email Address (Optional)

School Board Resolution Protecting Family Privacy

WHEREAS: High School Student records are now accessible to the U.S. military's recruiting efforts through the military's new "open door" access to student names, addresses and telephone listings based on Section 9528 of the 2001 No Child Left Behind law; and

WHEREAS: It is essential that parents and high school students be well-informed of their rights to privacy from military recruiters, in addition to information about the practices of military recruiters and student alternatives to military.

THEREFORE BE IT RESOLVED: That _____ (Organization) supports the notification of parents and students of their rights to request that the individual student's name, address and telephone listing not be released by their school without prior written parental consent, and that the district comply with each parental or student request for non-release of student information, and

BE IT FURTHER RESOLVED: That information about this privacy policy and Opt Out procedures be broadly presented to all high school students in the first weeks of each school semester; and

BE IT FURTHER RESOLVED: That this organization asks schools to develop a standalone Opt Out card in multiple languages as applicable, with separate check boxes for information release to military recruiters, institutes of higher learning, and employers, to be completed and included in the personnel files of all high school students; and

BE IT FURTHER RESOLVED: That this organization asks that such a signed card be required from all students as part of their high school registration.

DID YOU KNOW...that the infernal No Child Left Behind Act has a sneaky section requiring high schools to turn over student information to military recruiters — or lose their federal funding?

Where minors are concerned, this is just plain wrong. It's a family privacy nightmare, another strong-arming of our local schools, and a creepy alternative to the draft. Fortunately, the law also mandates that schools must notify families, and that families have the right to "Opt Out" of the lists in writing. But many schools are not informing parents! And time is running out.

To change this, here are three things you can do right now at www.LeaveMyChildAlone.org:

1. **OPT OUT** your own child, or help spread Opt Out forms to friends, family and neighbors.
2. **SIGN ON** as a citizen co-sponsor of the Student Privacy Protection Act (HR 551).
3. **ADOPT-A-SCHOOL-BOARD** by downloading everything you need to help your school do it right.

Dive in with Working Assets, Mainstreet Moms (The MMOB) and ACORN at www.LeaveMyChildAlone.org

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Opt Out Form

Dear Superintendent and Board,

Section 9528 of the No Child Left Behind Act of 2001 requires schools to release our family's private information to military recruiters unless we "opt out" in writing.

- As a parent, I am exercising the right to request that you do not turn over the name, address, telephone listing and school records to the Armed Services, Military Recruiters, or Military Schools of the following student.
- As a student of the age of majority*, I request my own name, address, telephone number and school records not be released to the Armed Forces, Military Recruiters, or Military Schools. (* Some school districts, including New York City and Chicago, allow students to opt out themselves. To find out if you can opt yourself out in your school district, contact your superintendent's office.)

Student name

Signature

Name of school

Name of signatory (person signing this document)

Date

Home address

City, State, Zip

Download Opt Out forms at www.LeaveMyChildAlone.org

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Top 5 to Know About Military Recruitment

(PAGE ONE OF TWO)

- 1. Enlistment & Stop Loss:** While recruiters may tell prospective recruits that they can enlist for four years, first-time enlistees must agree to serve a total of eight years. The military can — without consent — extend active duty obligations during times of conflict, national emergency, or when directed by the president. “Stop loss” orders, involuntarily extending duty for volunteers in all four branches of the military, are becoming more commonplace as the military works to offset declining enlistment. The important thing to remember about the enlistment contract is that it is only binding on the enlistee, and is not binding on the military.
- 2. College Tuition:** Military marketing materials promise “up to \$70,000” in college funding to potential recruits. While 95% of active duty troops sign up for GI Bill tuition benefits, only 8% of these troops receive the full benefit. It is important to note that 43 percent of those who are eligible for funding never receive a penny, though they are required to pay \$1200 in annual nonrefundable fees for enrollment. The head of Army recruiting said recently of recruiting promises, “if it is not in writing, it doesn’t exist.”
- 3. Pay:** About 25,000 families of servicemen and women are eligible for food stamps, and 40% of soldiers in the lower ranks face “substantial financial difficulties.” In fact, Senate Minority Leader Harry Reid has reported that some of his constituents in Nevada have received applications for food stamps in the orientation packet for new recruits. Job training in specific areas of interest is another part of the sales package to potential recruits. In fact, anecdotal evidence suggests that many young people who can’t afford college enlist with the hopes of receiving special training as engineers, medics, etc. However, there are no guarantees that an enlistee’s requested line of training will be available and many end up in infantry jobs.



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Top 5 to Know About Military Recruitment (PAGE TWO OF TWO)

4. Parents & High Schools: According to U.S. Army Lt. Col. Daoust, access to high schools slows down escalating costs of recruiting soldiers in a time of war. Under immense pressure to make high monthly quotas of enlistees, recruiters turn first and foremost to the high schools. “High schools are the recruiter’s life blood,” says former Marine recruiter and Gulf War veteran Jim Massey. In many schools, recruiters also gain valuable knowledge and contact with students through the administration of the ASVAB test — the Armed Services Vocational Aptitude Battery. This is pitched to schools and students as a free career exploration program, but the Army Recruiting Manual states it is “specifically designed to provide the recruiter with concrete and personal information about the student.” Facing these tactics, families should realize their power as what the military calls “influencers.” As one Ohio recruiter said in the New York Times, “parents are the biggest hurdle we face.”

5. Recruiting Budget & Techniques: The overall military recruiting budget jumped to \$4 billion annually, with an unprecedented \$1 billion Army advertising budget. Ads, web marketing, promotions and direct mail target both parents and students, and include such shockers as military ads running daily on Channel One in middle school classrooms. Extensive focus group research (see www.JAMRS.com) helps shape a message on character building and pride for parents, and on travel, college, money and independence for students. The development of multimedia recruitment tools such as M-16 Rifle Simulators, “Army Cinema Vans,” and mobile rock-climbing walls combine with online military games, free T-shirts, X-Box games, and hats to help engage kids on campus. Promotional sponsorships by the military of NASCAR teams, Pro Stock Bike teams, rodeo stars, Air Force IMAX movies and other sophisticated “imagemakers” use tax dollars to reinforce the appeal of military service. In addition, recruiters receive professional training in telemarketing skills and salesmanship, and use demographic targeting to identify likely target schools and prospective recruits.



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Download a copy at:
www.leavemychildalone.org

Opt Out your own child, or help others do the same at
www.LeaveMyChildAlone.org/optout

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Top 5 to Know About the Student Privacy Protection Act (H.R. 551)

- 1. H.R. 551 is an amendment to the Elementary and Secondary Education Act of 1965 (ESEA),** revising provisions for military recruiter access to secondary school student information. Introduced by U.S. Representative Mike Honda (D-CA) in February, the Student Privacy Protection Act directs “local educational agencies to release secondary school student information to military recruiters if the student’s parent provides written consent for the release, and for other purposes.”
- 2. Currently, a family’s consent to release student information to military recruiters is assumed** if a written request “opting out” of the military lists is not submitted. This assumed consent is a breach of privacy, particularly in districts where parental notification is inadequate or nonexistent.
- 3. H.R. 551 essentially amends military access to student information from this “Opt Out” requirement to an “Opt In” process.** With Opt In policy, interested families will explicitly request their information be released to recruiters, rather than the other way around.
- 4. Current co-sponsors** of H.R. 551 include: Reps. John Conyers (D-MI), Sam Farr (D-CA), Raul Grijalva (D-AZ), Luis Gutierrez (D-IL), Maurice Hinchey (D-NY), Dennis Kucinich (D-OH), Barbara Lee (D-CA), Betty McCollum (D-MN), Jim McDermott (D-WA), James McGovern (D-MA), Jerrold Nadler (D-NY), Ron Paul (R-TX), Bobby Rush (D-IL), Fortney “Pete” Stark (D-CA), Stephanie Tubbs-Jones (D-OH), Diane Watson (D-CA), and Robert Wexler (D-FL). There is currently no similar version in the U.S. Senate. (To lobby your elected officials to co-sponsor H.R. 551, or to introduce similar legislation in the Senate, look them up at www.actforchange.com and send a letter.)
- 5. Relevant committees** are House Education and the Workforce, with the bill referred on 3/24 to the House Subcommittee on Education Reform. In the meantime, school boards in several districts have tried adopting “Opt In” policy resolutions of their own, but were forced to back down when threatened with the loss of federal funds.



Provided by
Working Assets,
Mainstreet Moms,
and ACORN.

Download a copy at:
www.leavemychildalone.org

Sign on as a Citizen Co-Sponsor to show Congress broad-based support of family privacy against NCLB. Go to www.leavemychildalone.org/hr551 to sign on.

LEAVE MY CHILD ALONE!

A Family Privacy Project of Working Assets, Mainstreet Moms, and ACORN

Dear Rep. Honda,

Please include me as a Citizen Co-Sponsor and supporter of H.R.551, the Student Privacy Protection Act of 2005, which amends section 9528 of No Child Left Behind.

H.R. 551 prohibits military recruiters from contacting students unless these minors and their parents specifically "Opt In" and consent to receive such communications.

FIRST NAME

LAST NAME

EMAIL ADDRESS

STREET ADDRESS

CITY, STATE

ZIP CODE

PHONE

CHECK ALL THAT APPLY:

- I am an American concerned about family privacy
- I am a parent
- I am a teacher in a public high school
- I am a teacher in an elementary, middle or private school
- I am a student
- I am an officer in a parent's group
- I am a school administrator in a public high school
- I am a school administrator in an elementary, middle or private school
- I am a school district superintendent of a public high school
- I am a school district superintendent of an elementary, middle or private school
- I am a school board member
- I am an elected official
- I am a veteran

Please mail this form to Rep. Mike Honda at:

The Honorable Michael Honda
1713 Longworth House Office Building
Washington, DC 20515



Provided by
Working Assets,
Mainstreet Moms,
and ACORN.

Download a copy at:
www.leavemychildalone.org

Leave My Child Alone

Sample Press Release (optional)

Please use this sample as a basis for your press release (optional). Make any changes that make it more relevant to your event and please substitute your details where appropriate - date, time, place, and contact details.

Fax or email this release to the news desks of your local newspapers, television stations and radio outlets three to five days before the event, and follow up with a phone call the day before.

For immediate release (DATE)

CONCERNED PARENTS OF EVERYWHEREVILLE (SUBSTITUTE YOUR TOWN NAME) TAKE ACTION TO PROTECT CHILDREN'S PRIVACY FROM MILITARY RECRUITERS

Concerned citizens of Everywheresville are taking action to protect high school students' privacy from military recruiters on (DATE) at (PLACE) as part of the national Leave My Child Alone "BACK-TO-SCHOOL OPT OUT" month. The community event will show families how to remove their children's personal information from high school military lists and the Pentagon mega-database and how to support simple legislation to protect children's privacy.

There will be a screening of "LEAVE MY CHILD ALONE" — a short, powerful film revealing the impact of military recruitment in American high schools. Interviewees whose lives have been devastated by aggressive, sophisticated recruiting tactics include Cindy Sheehan (mother of Casey Sheehan, slain in Iraq), Jim Massey (former Army recruiter and Gulf War veteran) and Terra Price (a young recruit).

The film underscores the crucial importance of taking action against aggressive recruiting in our schools, and offers simple steps for those who wish to help their local school districts protect students from unwanted military recruitment.

"Opting out your kids from high school military recruitment lists is the single most important action Americans can take to protect our children from unwanted, sophisticated and aggressive military recruiting." said (YOUR NAME, PARENT IF RELEVANT) "The LEAVE MY CHILD ALONE film is a must see for all parents. One simple letter could change your child's future."

The event is one of hundreds taking place across the nation this fall, using resources from the Leave My Child Alone web site. The Leave My Child Alone coalition, including Mainstreet Moms (the MMOB), Working Assets and ACORN, was formed in May 2005 to alert families to the little known provision in the No Child Left Behind Act that requires high schools to turn over private information on students to military recruiters. Leave My Child Alone helps families opt out of the lists as well as gathering signatures to support Congressman Mike Honda's legislation (H.R. 551) to make a simple change to the No Child Left Behind Act ensuring schools release private information to military recruiters only if families request it (opt in), rather than the other way around (opt out). Over the first four months of the Leave My Child Alone campaign, over 85,000 citizens have taken action on this issue.

For more information please visit www.leavemychildalone.org

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TIME, PLACE AND DATE OF EVENT.

FOR MORE INFORMATION PLEASE CONTACT (YOUR NAME, PHONE NUMBER - cell number is best)