

{Date}

PRINT ON STUDIO LETTERHEAD

{Principal's Name}
{School Name}
{School Address}
{City State Zip}

SEND TO SCHOOLS THAT STILL
HAVE A LOCK OUT CONTRACT
IN FORCE

Dear Principal _____,

The Governor of the State of Wisconsin recently signed into law Wisconsin Act 132, which states in part that schools may contract with photographers for the production of yearbook portraits **but may not exclude images made by other photographers as long as those photographs meet reasonable specifications for publication**. This means that new and renewed photography contracts may no longer include what has commonly been referred to as "lock-out" clauses. Students may no longer be required to deal exclusively with the school designated photography company for production of their senior yearbook photograph once the current contract expires.

The State Legislature, the Governor and the families of your students were responsible for getting this law enacted. They want their Freedom of Choice back. They want to be able to select the photographer of their choice to make this very important photograph.

Since our studios are willing and completely able to provide the necessary photograph for your yearbook, made to your specifications, I ask that you kindly allow those seniors that wish to use our studio, rather than the one the school contracts with for yearbook services, to do so now. Soon, the new law will guarantee them this right, so it is in the best interest of both the student and the school, not to make them wait.

{Name of your Studio} is well known for senior portrait photography, and we fully expect that some students from your school will choose to have us create their senior portrait photographs.

In order to make sure that the acceptance of our portraits in your senior yearbook section presents you with as little disruption or inconvenience as possible, we need to be prepared to provide your school with exactly what is required. We need to know exactly what your requirements and specifications for senior yearbook submissions are.

Please have your yearbook advisor take just a few minutes to fill out the attached questionnaire and return it to us in the enclosed self-addressed stamped envelope. This will allow us to make sure you receive exactly what you need, on time, and to your exact specifications.

The enclosed questionnaire will take less than 3 minutes to fill out and will help us to make your yearbook advisor's job, and your compliance with the spirit and intent of this new law, easy and painless.

Thank you in advance for your cooperation. Also, as I hope you are aware, we always stand ready to lend a hand with your yearbook needs whenever it is required.

Sincerely,

{Your Name}
{Title}

cc: {School District} Board of Education

{Date}

Dear Yearbook Advisor

We are currently in the process of updating our files with all the requirements you will have for the senior yearbook photograph for the class of 2005.

It would be great if you could take just a moment and help us by filling out the form below and mailing it back soon as possible, or faxing it to {fax number} if that is more convenient.

Thanks.

{Name}

{Title}

Your Name _____

School Name _____

Address _____

City, State, Zip _____

Phone _____ Fax# _____

Email Address _____

Yearbook Name _____

Due Date _____ Color or Black & White or Digital File _____

Picture Size or Digital Specs _____

Special Requirements (*if any*) _____

Please return to: {Studio name and address}