

{Date}

{Chairman or member of School Board}

{School District Name}

{Address}

{City State Zip}

Dear _____,

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 photography contracts may no longer include what has commonly been referred to as “lock-out” clauses and that students may no longer be required to deal exclusively with the school-designated photography company for their yearbook photograph.

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 the ability to choose their own photographer – not to have that choice made for them.

The South Eastern Wisconsin Professional Photographers Association (SEWPPA) is the largest regional organization representing photographers in this area of the state. SEWPPA members adhere to a Code of Ethics that ensures the highest level of professionalism and quality of work and services. We support this return of the Freedom of Choice to high school seniors and their families, and we ask you to direct the high schools in your district to comply with the spirit and intent of this new law.

We realize that this may mean a change in the way some schools have previously created their yearbooks. However, be assured that the SEWPPA professional photographers in your area look forward to assisting your school(s) in producing a quality Yearbook with the finest professional photography available.

Thank you in advance for your cooperation.

Sincerely,

Michael Sohns
President