

News Release

Northwest Suburban
Peace & Education
Project

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For Information: Libby Frank 773-292-0041

nwsbpep@comcast.net

www.nwsbpep.org

High School District 214 Plans to Include JAMRS Opt-Out Form in Registration Packet

Northwest Suburban Peace & Education Project instrumental in bringing proposal to the board.

The Joint Advertising Market Research & Studies (JAMRS) database is a vast database created by the Pentagon to selectively target young people for the purpose of military recruitment.

Northwest Suburban Peace & Education Project brought a proposal to the board of Township District 214 to offer students a way to opt-out of having their personal information handed over to the Pentagon.

We are please to announce that the board has agreed to include the JAMRS opt-out forms in the registration packet for the next school year. We applaud the board for once again putting student privacy at the forefront.

Background: The Joint Advertising Marketing Research & Studies firm is a private company that compiles data on high school students and youth. The JAMRS database includes information such as name, date of birth, gender, mailing address, e-mail address, race and ethnicity, telephone number, high school name, graduation date, Grade Point Average, college intent, military interest, field of study, and ASVAB Test score. This information is used for military recruiting and military specific market research. While market research seems innocent, the nature of the ads is actually quite insidious. Youth are explicitly targeted according to their exact interests and characteristics, whether they wish this information to be known or not. More information is available on our website at www.nwsbpep.org