

# K-12 Movie and Copyright News

Movie Licensing USA®  
A Division of Swank Motion Pictures, Inc. • Tim Swank, Chairman

QUARTERLY  
JOURNAL OF  
K-12 COPYRIGHT  
SOLUTIONS

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## Easy steps to coordinate a group or regional purchase

**Movie Licensing USA can help you maximize participation in your large group purchase by following these easy steps to obtain the Public Performance Licenses for your schools.**

1. Your Copyright Compliance Manager will send you introductory information explaining the License. The information briefly and effectively explains the benefits of the license for your schools, the protection provided under copyright law and lists program ideas/uses for the license. It is recommended that you receive this information by e-mail so the information can quickly be forwarded to your school sites.
2. Set a target start date for your schools. The license will run 12 or 24 months from the day you specify and every school will have the same start date.
3. Set up a "cut-off" response date once you begin discussing the license with your member schools. For instance, if you would like a start date of 10/1/08, you should have a 9/1/08 response date for your schools.
4. Once you have established your dates, call your Copyright Licensing Manager and share the dates you have chosen. Often, our licensing managers receive calls from schools independent of the group purchase. With the appropriate dates in hand, we can inform the caller of the current purchase and direct them to you.

5. Recommend to your school contacts that they discuss how and when movies are being used at that site. Once a dialog starts within the schools about movie usage, a number of our schools find it happens more than they realize.

6. If your contact is not familiar with the license, copyright law or Movie Licensing USA, is questioning the necessity of the license or feel they need a second opinion, recommend that they speak with their legal council who will confirm that this is how movies are shown legally inside K-12 schools.

7. Encourage the schools to visit Movie Licensing USA's website to get further information on the value and benefits of licensing, copyright law and free resources such as on-line movie posters and activity sheets.

8. Remember to utilize your Licensing Manager during this process. They can assist in taking some of the burden of coordinating the purchase off of your shoulders and help the process to run smoothly. In the end, you will come out looking like the hero by keeping your region copyright compliant, while helping your schools save substantial money!

### ST. LOUIS OFFICE

**Toll-free: 1-877-321-1300**

10795 Watson Road  
St. Louis, MO 63127-1012

### NEW YORK OFFICE

(For schools in CT, DC, DE, MA, ME, NH,  
NJ, NY, PA, RI, VT)

**Toll-free: 1-877-321-1301**

350 Vanderbilt Motor Parkway,  
Suite 108-C  
Hauppauge, NY 11788-5122

**mail@movlic.com**  
**www.movlic.com**

## What Our Customers are Saying...

*We use our license for our pre-kindergarten through first grade students. We have cafeteria rewards at the end of the week and we find that the rewards really do affect behavior in a positive way. We also use the license for large groups that have to wait during state testing.*

Donna Bills, Thomas A. Edison Elementary,  
Gainesville TX

*What a great Movie Night we had! We had over 200 people there. We made popcorn & bottles of water for the kids, had some trivia questions before the movie and at intermission to give away some prizes. The kids had so much fun as they were dancing & singing the words to the songs in the movie. We collected Box Tops for Education at the door and got over 400 box tops worth \$40 for our school. What a successful night.*

Kim Leatherman, Rosewood Magnet PTA,  
Vero Beach FL

# Coming Soon!

## Movie Licensing USA is updating our website.

Our new, user friendly website will have all of your favorite tools, such as free posters and bookmarks, programming ideas and a month by month movie calendar. Look for exciting new features such as our newsletter, news and events and genre search.

Log onto [www.movlic.com/k12](http://www.movlic.com/k12)



## Program Ideas for the Winter Months

### Host a Holiday Family Movie Night

Get parents involved in the new school year by hosting a holiday movie night. Everyone is sure to enjoy a great movie and the event gives parents a chance to meet and interact with each other and the staff.

### Or show one of our "Oldies but Goodies," which are sure to entertain:

The Goonies, The Wizard of Oz, E.T.: The Extraterrestrial, Raiders of the Lost Arc

### Show one of these great movies to get you in the holiday spirit:

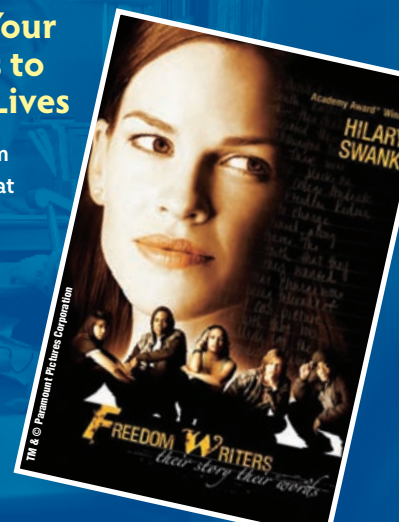
It's a Wonderful Life, Elf, The Polar Express, How the Grinch Stole Christmas

### Inspire Your Teachers to Change Lives

Show Freedom Writers, a great movie for professional development.

### Show a new release such as:

Wall-E, The Chronicles of Narnia: Prince Caspian, Kung Fu Panda



www.movlic.com



**Martha Alewine** is the State Library Media Consultant for the South Carolina Department of Education. She is the recipient of numerous awards including: The 2006 Outstanding Alumni Award from the School of Library and Information Science, University of South Carolina; the 2004-2005 Distinguished Service Award from the South Carolina Association of School Librarians (SCASL); and the 2006 American Association of School Librarians Certificate of Commendation.

## Copyright: Influencing People and Winning No Friends!

### My apologies to Norman Vincent Peale.

I have found in my work with districts, schools, and various education groups that no one wants to talk about copyright and copyright compliance. Certainly, no one wants to hear about copyright compliance for fear of being told he or she cannot use copyrighted material in the classroom; so the motto quickly becomes "Don't ask; don't tell."

With the spotlight on education as never before, we can no longer choose to ignore the Copyright Law and its implications for 21st Century teaching and learning in the K-12 arena.

Education has largely been ignored when it comes to copyright compliance but that is rapidly changing as more teachers and students display information for public consumption through such venues as YouTube, TeacherTube, and SchoolTube. We must be intentionally and continually diligent in our compliance efforts.

What does this mean for us as educators? The responsibility is on us to be as knowledgeable about the Copyright Law and Fair Use Guidelines as possible. Fair Use Guidelines were created to provide various groups, such as educators, the ability to use copyrighted materials for instructional purposes within certain parameters without having to secure prior written permission. However, as educators we do not have permission to use, copy, or re-print anything and everything and claim that right under Fair Use.

One area of great concern in K-12 education is, and should be, the use of commercial movies for both instructional and non-instructional purposes. Every school staff member should understand when Fair Use applies and when purchasing public performance rights is necessary. Using a commercial movie for direct face-to-face instruction continues to be a useful instructional strategy. Teachers should be encouraged to use movies to introduce, teach, and reinforce certain concepts as long as those movies directly relate to the established and approved curriculum. Additionally, teachers must use commercial movies within certain guidelines:

- Documenting in the lesson plan how the use of that movie supports the goals and objectives of that lesson;
- Using the movie during the relevant instructional unit;
- Using only a true and legal copy, not one dubbed from another source copy or taped from a premium or cable TV channel; and Involving students in the viewing of the movie through such instructional strategies as guided viewing sheets and/ or reflective writing opportunities in response to the movie.

We should note here that creating a lesson around a movie in order to show a particular movie in school does not fall within the parameters of Fair Use; therefore, the school should purchase public performance rights before showing the movie. Throughout the school year, many occasions arise when teachers and other school officials want to show a movie (e.g., field day, PTO/PTA open house, during the end-of-testing periods).

For these non-instructional uses, the school must purchase public performance rights.

Our responsibility as educators is to provide our students with the skills and knowledge necessary to be successful, productive, and contributing citizens to their community, state, nation, and world. A successful instructional strategy is modeling the behavior students should learn, adopt, and use. Teachers' modeling the ethical use of information and information technology is crucial in helping students learn what the law is and how to work within the guidelines of the law (i.e., Copyright Law). Discussing with students when public performance rights are necessary furthers that teaching ethical use of information and information technology.

School leaders are always concerned about budget issues and rightly so. Their job is to ensure that all school programs have funds to operate successfully. The cost of public performance rights, either for a one-time event or for a site license, is minimal when compared with the potential cost of a copyright infringement fine.

If a teacher, school librarian, or administrator pauses and questions the use of any copyrighted material and wonders if the use falls within the Fair Use Guidelines, then the answer is probably no. Be proactive, be responsible, model ethical behavior, and take advantage of the expertise of the staff at Movie Licensing USA to ensure that all uses of commercial movies in your school and district are covered either through the Fair Use Guidelines for instruction or through the purchase of public performance rights.

1-877-321-1300

## Your School could be featured in our next newsletter.

Have you had a successful movie program at your school? Share your ideas with us! Movie Licensing USA wants to know how you are using movies in your school.

K12 Movie and Copyright News contains program ideas for thousands of schools with a Public Performance Site License through Movie Licensing USA.

To submit an article or to share your comments and suggestions, contact us toll-free:

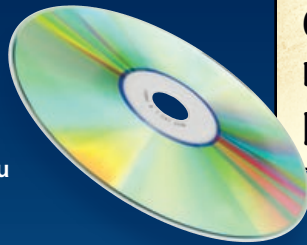
**1-877-321-1300** STL Office

Or

**1-877-321-1301** NY Office

(For schools in CT, DC, DE, MA, ME, NH, NJ, NY, PA, RI, VT)

Please contact us at [www.movlic.com/k12](http://www.movlic.com/k12) if you would like your colleagues to see this newsletter.



Receive a **FREE DVD** of one of our new releases when we publish your article.

## Upcoming Conferences:

### Look for us at:

**Association of Educational Service Agencies (AESA) –**

December 3 - 6, 2008, Phoenix, Arizona, Booth #314

**Midwest Education Technology Conference –**

Jan. 26-28, 2009, St. Charles, MO

**American Association of School Administrators –**

Feb. 19-21, 2009, San Francisco, CA

## Newest Movie Releases

### November Movies

- 11/9/08 Kung Fu Panda (PG)
- 11/11/08 Star Wars: The Clone Wars (PG)
- 11/11/08 This Christmas (PG-13)
- 11/18/08 Sisterhood Of The Traveling Pants 2 (PG-13)
- 11/18/08 Wall-E (G)
- 11/25/08 Fred Claus (PG)
- 11/25/08 Hancock (PG-13)

### December Movies

- 12/2/08 The Chronicles of Narnia: Prince Caspian (PG)
- 12/9/08 The Dark Knight (PG-13)
- 12/16/08 The Mummy: Tomb Of The Dragon Emperor (PG-13)