

# A HELPFUL GUIDE FOR YOUR SCHOOL

Everything you need to know  
about your Public Performance  
Site License

**Movie Licensing USA®**

*A Division of Swank Motion Pictures, Inc. • Tim Swank, Chairman*

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## Using Movies In Your School

You and your school are to be commended for acquiring this Public Performance Site License. You are now in compliance with the Federal Copyright Act (Title 17, United States Code, Public Law 94-553, 90 stat. 2541) which governs how copyrighted materials, such as movies, may be used.

This Public Performance Site License provides you with peace of mind and allows you unlimited possibilities to use movies for student enrichment.

- **After School Programs**
- **Student Rewards for Academics, Attendance and Good Behavior**
- **Family Movie Nights**
- **Indoor Recess**
- **Snow Days**
- **Rainy Days**
- **Holiday Events**
- **Children's Entertainment during Parent Meetings**
- **Summer Camps**
- **Foreign Language Clubs**
- **Scout and Club Meetings**
- **Last Day of School**
- **Lunch Hour Control**
- **Assemblies**
- **Lock-ins and Dances**
- **Film Clubs or Foreign Language Clubs**
- **Staffing Emergencies/Substitute Teachers**
- **Idle Periods during State Testing**

## Take advantage of free publicity posters, activity sheets and more at [movlic.com](http://www.movlic.com)

Want to promote your next movie showing with posters or send flyers home with the students? Our publicity posters are easy to create and you can choose from over 150 of our most popular titles! You can also access Disney Activity Sheets which are a perfect complement to Disney films. You will need your Customer ID number to access these areas – please call or email us if you don't have your number.

Throughout our website, you will also find the latest new releases to video and learn about different programming ideas each month so you can show movies all year round! In addition, we post upcoming conferences, specific theme ideas and current events, so check back regularly!

For all of these exciting extras mentioned above, visit our website at: [www.movlic.com](http://www.movlic.com) and click on K-12 Schools. Then follow the links to the left for the section you are interested in.

Want to search for movies by title, director, actor or genre? You can with our Movie Search - just look for the purple box on our website! By selecting "genre" you can find themed lists of movies in categories such as:

- **Academy Award® Winners**
- **Animals**
- **Baseball**
- **Basketball**
- **Black History**
- **Books and Literature**
- **Holidays**
- **Classics**
- **Football**
- **G and PG Rated**
- **Hispanic Awareness Month**
- **Japanese Animation**
- **Shakespeare**
- **Teachers and Education**
- **And much more!**

*Thank you for caring about copyright compliance in your school*

## Who Authorized Movie Licensing USA To Provide Site Licenses?

Movie Licensing USA is a corporate division of Swank Motion Pictures, Inc. (Tim Swank, Chairman). We provide the Public Performance Site License to K-12 schools and public libraries which satisfies the copyright protection needed when entertainment movies are shown in the buildings. Swank Motion Pictures, Inc. has long standing, exclusive licensing agreements to this and other non-theatrical markets with most major Hollywood movie producers.

Swank Motion Pictures, Inc. is in its 70th year of continuous, growing business operation. Headquartered in St. Louis, we are privately owned by the Swank family and employ over 1,000 people. Since we are a business-to-business company, our name is not as familiar to the public as most consumer-oriented businesses. However, we are the acknowledged leader in the fields in which we operate.

This licensing for entertainment films applies to schools, public libraries, churches, museums, parks, the U.S. Army, Navy and Air Force, nearly every American college and university, Amtrak trains, motor coaches, hundreds of American hospitals, most major correctional institutions and the majority of cruise lines operating worldwide. Swank is also the agent in many other areas which offer public performances of copyrighted movies. Departments of Swank Motion Pictures, Inc. can be viewed on our website ([www.swank.com](http://www.swank.com)).

## Automatic Renewal

This Public Performance Site License expires 12 months from date of issue and automatically renews at the end of each term. About a month prior to expiration, the renewal packet will be sent in the mail. As long as you send in your payment promptly each year you will stay compliant without interruption. You may choose to cancel at anytime after the first year by either writing or calling into us with your request.

## Authorized Movie Studios

Movie Licensing USA is exclusively authorized by the following studios to provide this site license to your school. Your license permits the public performance of any movie from these studios which have been released to DVD or VHS.



### Buena Vista Pictures

Walt Disney Pictures  
Touchstone Pictures  
Hollywood Pictures

### Warner Bros

Warner Independent Pictures  
Hanna-Barbera  
Allied Artists  
Lorimar Telepictures  
RKO Pictures  
Ladd Company  
Turner Entertainment

### Paramount Pictures

Paramount Classics  
Republic Pictures

### Sony Pictures

Columbia Pictures  
TriStar Pictures  
Revolution Studios  
Screen Gems

### DreamWorks Pictures

Go Fish Pictures

### Lions Gate Films

Artisan Films

### Universal Pictures

Focus Features  
October Films  
Polygram

### MGM/UA

United Artists  
Orion Pictures  
Pathé-Cinéma

### Miramax Films

Dimension Films

### New Line Cinema

Fine Line Features

*Only Movie Licensing USA is able to offer you public performance licensing for all of these Hollywood studios. No other licensing source can provide this exclusive, comprehensive coverage.*

## Limitations Of The License

By purchasing this Public Performance Site License and exhibiting movies publicly, your school is entering into an agreement between the school and the movie producers. Certain guidelines exist in order to assure the copyright owners that these movies are being shown in non-theatrical markets only. This license does not permit these entertainment movies to be shown where admission is charged (other than to cover the cost of the license) and does not permit advertisement of the movies to the general public. In addition, the movies may not be altered in any way, including digitizing or duplication. This license does permit distributive video and some other closed-circuit use, but only between classrooms within your licensed school.

The public performances authorized by this license agreement are to take place only in the school building specified on the license certificate and do not include outdoor performances. Movies may be obtained from any legal source such as a video rental store, retail outlet, your school library or your personal collection.

Your license allows any outside organizations using your school facility to exhibit movies, but only in your school building. (Schools without a site license should not permit outside organizations to involve them in copyright violations by permitting movies to be used in their facility.)

It is understood that the responsibility for obtaining these movies is yours, and that the costs of acquiring such movies are solely that of the school or school member and are separate and distinct from the agreed Public Performance Site License fee.

The copyright of the film remains the property of the copyright holders, who reserve all rights to protect their intellectual properties. All copyright notices must remain on the movie.

## What the Law says about Copyright

The Federal Copyright Act (Title 17 of the U.S. Code) governs how copyrighted materials, such as movies, may be used. Neither the rental nor the purchase of a movie carries with it the right to show the movie publicly outside the home, unless the site where the movie is used is properly licensed for public exhibition.

Ownership of the movie and the right to use it publicly are two separate issues. The copyright holder retains exclusive public performance rights.

This Public Performance Site License frees you from the possibility of embarrassment and cost of actions associated with copyright violations when using copyrighted feature movies in your school.

This legal requirement applies regardless of whether an admission fee is charged, whether the institution or organization is commercial or non-profit and whether a federal, state or local agency is involved.

## Why is copyright infringement a concern?

The concept of "Public Performance" is central to copyright and the issue of protection for "intellectual property." If an author, computer programmer, musician or movie producer does not retain ownership of his or her "work", there would be little incentive for them to continue and little chance of recouping the enormous investment in time, research and development, much less profits for future endeavors.

Your Public Performance Site License annual fee includes royalties to the people who worked on the movie.

The Motion Picture Association of America and its member companies are dedicated to stopping film and video piracy in all its forms, including unauthorized public performances, illegal downloading, etc. The motion picture companies can go to court to ensure their copyrights are not violated.

If you are uncertain about your responsibilities under copyright law, consult your legal copyright compliance advisor or attorney.