**Movie Licensing**

**What the law says**

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 legal copyright compliance requirement applies to schools, public libraries, daycare facilities, parks, recreation departments, summer camps, churches, private clubs, prisons, lodges, businesses, etc.

This legal requirement applies:

* Regardless of how the movies are obtained
* Whether or not an admission fee is charged
* Whether the facility or organization is commercial or non-profit
* Whether a federal, state or local agency is involved

**Educational Exemption**

The Educational Exemption, also called the "face-to-face teaching exemption," is a precise activity which allows the legal use of movies in certain types of teaching, in a nonprofit environment. In order for a movie to be considered an "Educational Exemption," **all criteria must be met:**

* A teacher or instructor is present.
* The showing takes place in a classroom setting with only the enrolled students attending.
* The movie is used as an essential part of the core, required curriculum being taught. (The instructor should be able to show how the use of the motion picture contributes to the overall required course study and syllabus.)
* The movie being used is a legitimate copy, not taped from a legitimate copy or taped from TV.

**Single Event License Details:**

* Covers one movie on one specific date and time
* Movie title and show date must be provided upon ordering
* Cost is $110 per showing (Payment must be made in advance by check or credit card (Visa, MasterCard, American Express and Discover)
* The movie can be obtained from any legal source (rental store, personal collection, etc). We do not provide the movie itself, just the license.
* View the [studios available for Single Event Licenses](http://k12.movlic.com/one-studios).
* Please submit requests two weeks prior to your show date to allow sufficient processing and delivery time
* Please do not advertise your event until your license has been secured. We need to verify that the movie you select is available as studio changes can occur.
* $110 fee may be applied toward cost of annual license if school upgrades within 90 days of show date (Only one license may be applied, regardless of number purchased)

**NOTE: Outdoor showings are not allowed or covered under this license. To proceed with an outdoor showing please contact Swank Motion Pictures at 1-800-876-5577 or visit:** [**http://parks.swank.com**](http://parks.swank.com)

**Annual Site License**  
You can legally show copyrighted entertainment movies in your K-12 school, without risking copyright infringement, if you have a Public Performance Site License.

* Covers school building 24/7 (before, during or after school)
* Unlimited movie showings by anyone in school building regardless of whether or not they are affiliated with school
* License runs consecutively from a start date that you choose
* Movie may be obtained from any legal source (rental store, personal collection, etc.)
* Cost is based on total student enrollment at the school (example: 650 enrollment is $468)
* Each school is licensed individually, however discounts may be granted for multiple school or district purchases on one purchase order
* License will automatically renew at end of initial agreement
* Multi-year licensing available

**Charging Admission**

With either license you are only allowed to charge admission up to the cost of your license. You may ask for donations (example: popcorn and a movie for a $5 donation) and you may sell concessions.

**Movie licensing websites:**

Movie Licensing USA <http://k12.movlic.com/>

SWANK Motion Pictures <http://parks.swankmp.com/copyright>