

Guidelines for Showing Motion Picture Movies at School

Site License Number 177960-1

September 2, 2022 through September 1, 2025

Lake Washington School District (LWSD) has purchased Public Performance Site Licenses for all schools with SWANK Movie Licensing USA (<https://www.swank.com/k-12-schools>). Schools can legally show copyrighted entertainment movies, if it is on the list, in your school without copyright infringement. This covers the school building 24/7 (before, during, and after school), and includes unlimited movie showings by anyone in the school building regardless of affiliations.

Any use of movies in schools shall adhere to the following guidelines in order to protect the quality of instructional time and to comply with applicable copyright laws.

Requirements for showing of major motion pictures for instructional purposes

Showing of movies for instructional purposes must meet all district policies and have a direct connection to the educational activity related to the curriculum.

Prior to showing movies, please refer to administrative policy [2020, “Course Design, Selection and Adoption of Materials”](#) to confirm requirements for movie ratings for grade levels.

The showing of motion picture movies for instructional purposes falls under an educational exemption if it meets the following criteria:

- All movies shown during instructional time shall be related to the curriculum and shall be used for instructional purposes.
- Movies shown during instructional time shall be in alignment with the Copyright Act “Educational Exemption” criteria, and as such do not require a public performance license. This exemption allows for the legal use of movies without copyright violation if the following criteria are met:
 - The showing of the movie must be in a classroom setting with only the enrolled students attending.
 - The showing of the movie must be with a teacher or instructor present.
 - The showing of the movie is part of the required curriculum being taught.
- Movies must be lawfully made and be a legal copy either purchased or rented from a store, distributor, borrowed from a library, otherwise legally acquired; or considered part of the “public domain.” A movie taped or recorded from television or copied without permission may not be shown. Should additional restrictions be established through the purchase of a film from a vendor, these restrictions shall be adhered to or other source secured for purchase of the film.

Requirements for showing major motion pictures at school for non-instructional purposes or for non-school events

A valid public performance license must be obtained for any movie shown not meeting the above criteria, or for movies shown at schools during all non-instructional hours. This includes the showing of movies during recess, assemblies, fundraisers, club activities, afterschool or evening events.

Performance licenses are provided as “site” licenses. Thus, requirement to secure a license extends to situations when other organizations show movies at schools. The showing of movies at school that do not meet educational exemption requirements or for any non-instructional purposes require a performance license to be purchased.

Failure to obtain a performance license may result in a fine of up to \$250,000 per showing.

Use of district purchased site license #177960-1

To ensure compliance with site licensing requirements, the district has purchased a license that covers K12 school sites **ONLY**. The license is a “site” performance license and covers showings for non-instructional purposes by schools or by other non-profit organizations at schools such as PTSA.

A district multi-year site license has been acquired from <https://www.swank.com/k-12-schools>, which covers most major motion picture studios. The current site license covers from September 2, 2022 to September 1, 2025. In order to use the site license, you must comply with the following requirements:

- You must ensure the motion picture is covered by the district’s site license.
 - Motion pictures covered through the district license can be found at <https://www.swank.com/k-12-schools>. A search tool is available to determine if the movie you wish to show is covered by this license. You can also use the search tool to look for specific genres, movies with a specific rating, etc.
- You must have a purchased or legally obtained a copy of the movie.
 - The district’s license is a performance license authorizing showing of the movie at an event, however, the movie must be purchased or obtained legally – from a store, school library, etc. Copyright Compliance and Public Performance requirements can be found, [here](#).
- If admission is charged, the total licensing fee will be the flat rate versus 50 percent of ticket sales, whichever is greater. Swank/K12 will email an audience report that should be completed on the following business day after movie screening. Payment is due upon receipt of the invoice.
- You may not charge admission for fundraising.
 - The license does not permit movies an admission fee to be charged, other than to cover costs. In lieu of charging an admission, you may "suggest donations" and/or sell concessions.
- [Promotional materials](#) (posters, bookmarks, movie tickets and activity & coloring books) can be accessed on the site using the district site license number 177960-1.
- You must show the motion picture indoors.

- The license covers indoor performances only. Outdoor showings are not allowed or covered under our movie licensing agreements. Different licenses must be purchased to cover outdoor showings. In addition, movies may not be altered, duplicated, digitized or transmitted electronically in any form without specific permission from the copyright owner.
- You do not need to notify the district of the showing.
 - Schools and/or PTSAs or other organizations using the district site license do not need to notify the district of the showing.
- You need to acquire a separate performance license for any movie not covered under the licensing agreement with SWANK Movie Licensing.
 - If schools wish to show a movie that is not covered by the district license, contact purchasing for help in determining how to acquire an appropriate license.

More information and resources on motion pictures covered as well as a frequently asked questions is available from <https://www.swank.com/k-12-schools>.