

# Swank Movie Licensing USA



## 1 Why do I need a license?

The Federal Copyright Act makes it clear that any copyrighted materials, including films, must be properly licensed if they are to be used outside of one's home. Schools are only allowed to show content without a license if it meets the "Face-to-Face Educational Exemption." Anything outside this narrow window, including any content not shown as part of the core curriculum, is an illegal showing and puts your school at risk for expensive fines under the Federal Copyright Act. Schools bear the full responsibility for any known or unknown showings of unlicensed content.



## 2 Does it matter who pays for the license?

While the legal responsibility falls on the school, any group may purchase the license. This includes parent groups, after school care programs, clubs, etc. District and group purchasing opportunities are also available. Call us to discuss options in your area.

## 3 Who can use our school's movie license?

**EVERYONE!** The license covers planned showings such as parent group movie nights/fundraisers and unplanned movies shown during inclement weather, after care, student rewards, holiday parties, etc. Anyone showing one of our covered titles in your building(s) will be in compliance.

## 4 Which major Hollywood studios are covered by a Swank Movie Licensing site license?

We are the company that can provide the most comprehensive movie licensing for public K-12 schools for the following list of major Hollywood studios. We provide Sole Source letters upon request.



## 5

### *How do I know which movies I can show?*

We offer a movie search tool on our website, making it easy to find movies covered by our license. Visit [swank.com/k-12-schools](http://swank.com/k-12-schools), look for the search magnifying glass in the upper right corner to search the site by title, genre, keyword, director and even actor. You'll see search suggestions pop up as you begin typing, and anything not labeled "Single Event License" is covered by our annual site license. If you have any questions about a specific title, please contact us.

## 6

### *Where can I acquire the movies I want to show?*

You can show movies that are secured from any legal source (DVDs, digital copies or any other legal format). This includes renting, borrowing or using movies from your personal home collection.

## 7

### *How can I use the license to host movie fundraisers?*

Bringing families together with movie events is one of the most popular ways movies are shown in schools. By obtaining our license and following the guidelines below, you can stay in compliance while raising funds in your school.

- A.** We recommend using the term "suggested donations" when advertising your movie event. You can raise unlimited funds through donations, raffles, concessions, etc.
- B.** Advertise movie events with our free, printable promotional materials. You will be provided a customer number to log-in to our site to customize and print posters, movie tickets, bookmarks and more!
- C. PROMOTE!** Get the word out and encourage involvement with a movie event, parents' night out or other theme ideas.
  - When advertising in a public forum such as newspapers, radio stations or public social media, you are not permitted to use the movie title or studio name. **Example: "Join us at ABC Elementary for a Family Movie Event at 7pm! Call for details."**
  - When advertising within the school, sending mail/email directly to school families or posting on a private social media outlet, you are allowed to use the title and images from our promotional materials or studio name.

## 8

### *How do I get started purchasing a license?*

You can start the process by first obtaining a quote from one of our Copyright Licensing Managers. Simply give us a call at [1.877.321.1300](tel:1.877.321.1300) or email us at [mail@movlic.com](mailto:mail@movlic.com).

