

K-12 Movie and Copyright News

Movie Licensing USA®
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SOLUTIONS

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Get Creative - Fundraising Ideas For Your Site License

By Ellen Taussig, Movie Licensing USA

There are numerous ways to profit from a school movie night without making a profit off admission. Outlined below are some creative fundraising ideas as shared by our customers. Additionally, some schools like to hold other types of fundraisers to pay for the actual cost of the license.

A school or parent group can hold a movie night and charge up to the cost of the license as well as raise additional funds by charging for concessions such as soda and popcorn. This is a great opportunity to utilize your annual site license to pay for itself and create a fun activity for your students, their parents and your staff. Other ideas for raising funds at your movie night include:

- Ask for donations in lieu of an admission fee.
- Have dinner and a movie and charge for each meal.
- Raffle off prizes during intermission.
- Sell school memorabilia.

Another great idea is to hold a book fair in the school gym. Encourage parents and students to bring in their used books and paperbacks and arrange on tables in the gymnasium. Tie in your event with your title selection (i.e. movie based on a book – book swap/sale). Have older students volunteer and use the proceeds to fund your license. Combine it with the old standard, the bake sale! Everyone loves a bake sale and the proceeds can be used towards your purchase of the license.

One creative idea is to have a silent auction. Have local businesses and/or your student's parents donate items for the auction.

Popular items are electronics such as Apple iPod®, Xbox®, PlayStation® and Nintendo Wii™. Other popular items are free plane tickets from reward points and sporting event tickets. Acknowledge the businesses that donate at the auction; the publicity is typically worth the cost of a donated item.

Additionally, because there are so many people and groups that use our license within a single school, we usually recommend approaching various people and groups at the school to contribute to the license purchase as opposed to one group taking it from their budget. We recommend approaching the:

- Library Media Specialist
- PTA/PTO
- Student Council/Student Government
- Booster Club
- Language Club
- Before/After School Care
- Food Service Provider (if they show movies for lunch room control)
- Prom Committee
- Any community group that uses the building

We hope that this article provides you with creative ways to raise funds for the cost of your license in addition to raising extra money for your school throughout the year. Remember to take advantage of the numerous ways to incorporate movies into your fundraising efforts.

ST. LOUIS OFFICE

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Hauppauge, NY 11788-5122

mail@movlic.com
www.movlic.com

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New Movie Releases

AVAILABLE NOW

G-Force, PG
G.I. Joe: The Rise of Cobra, PG-13
Harry Potter & the Half Blood Prince, PG
Imagine That, PG
Julie & Julia, PG-13
Land of the Lost, PG-13
My Sister's Keeper, PG-13
The Proposal, PG-13
Shorts, PG
Star Trek (2009), PG-13
Tinker Bell and the Lost Treasure, G
Transformers 2: Revenge of the Fallen, PG-13
Up, PG
Wild Child, PG-13

JANUARY

Cloudy With a Chance of Meatballs, PG 1/5/10

FEBRUARY

More Than A Game, PG 02/02/2010
Love Happens, PG-13 02/02/2010
The Time Traveler's Wife, PG-13 02/09/2010
Good Hair, PG-13 02/09/2010

UPCOMING RELEASES

The Boys are Back, PG-13
Carriers, PG-13
Couples Retreat, PG-13
Love Happens, PG-13
More Than A Game, PG
Ponyo, G
The Stepfather, PG-13
Surrogates, PG-13
Waking Sleeping Beauty, PG
Walt and El Grupo, PG
Where the Wild Things Are, PG
X Games 3D Movie, PG

Home video release dates are tentative and may change at the discretion of the studio.

Visit **"New Releases"** at www.movlic.com for the latest new releases & movie synopses.

Ownership and First Sale Doctrine Applied to Movies

By Carol Simpson, Ed.D., J.D.

You may have heard that once you own an item protected by copyright, under the first sale doctrine you can do with that item what you wish. As with most maxims, there is some truth to that saying, but it isn't totally accurate.

The first sale doctrine says that the transfer of ownership of a lawful copy terminates the copyright owner's right of distribution. In plain English, if you buy (not rent, or license) a copy of a work, you now own the physical copy of that work – the paper, plastic, magnetic tape, etc. You can give the item away, sell it, cut it up and paper the walls with it. Without the first sale doctrine, a person couldn't give a book or video to a relative for a birthday present without getting permission from the copyright holder. The key point to note, however, is that the first sale doctrine applies only to the right of distribution. The rights owned by a copyright owner include six rights, and distribution is only one. The other five rights remain intact.

The right to show a video in public remains with the copyright owner. When someone owns a movie on videotape or DVD, typically the goal is to watch the program. Purchasing a video allows one to view the video at home, where a family and its circle of friends are gathered.

Showing the video elsewhere, however, affects the copyright owner's right of public performance. When you purchased the

video, you terminated the copyright owner's right of distribution, but not the right of public performance. To make a legal showing of a video outside a home setting, typically someone would need public performance rights.

In a school context, many showings are exempt from the need for public performance rights when the showing is a material part of direct instruction. Nevertheless, many schools use video for non-instructional or enrichment purposes that don't qualify for the exemption. For example, you may show video to students waiting for the second bus run, or have a movie party to reward students for perfect attendance or passing the standardized assessment. Those types of showings do not qualify for the educational exemption and therefore require public performance rights (PPR).

To obtain licensing to use a video for non-instructional purposes, contact Movie Licensing USA, the exclusive licensing agent for entertainment videos. Movie Licensing USA sells site licenses that permit unlimited showings throughout the year for films from the most popular entertainment movie producers. If you only have occasional use for non-instructional video, you might prefer to license on a one-time basis. Either way you would comply with the law regarding public performances, and your favorite producers will be able to continue to bring you high quality programs.

Carol Simpson, JD, Ed.D., joined the University of North Texas SLIS faculty in 1998 after serving in the public schools for 25 years as a teacher, school librarian, district library director, and library technology director.

Her research interests include copyright law - especially as it applies to public schools – and school library management, plus ethical issues such as censorship of library materials. She has served on several committees of the American Library Association including the Copyright Subcommittee of the Office for Information Technology Policy Advisory Committee.

Dr. Simpson received a BS degree in art education from Southwestern University. She also holds an MA degree in Instructional Media and an MLS degree, both from the University of Texas at Austin. Her doctoral studies were completed at Texas A&M University in Commerce, with a major in Curriculum and Instruction concentrating in Educational Technology. She received her JD degree in 2008 from Southern Methodist University Dedman School of Law. She now practices school law with a firm in Plano, Texas.

Looking for some ideas for your next movie event? Remember, the point of a family fun night is to make it a simple, but special event that involves all the family.

Check out these great ideas...

Pajama Jam

Invite students and families to wear their pajamas and bring sleeping bags and pillows. Camp out on the gymnasium floor and show the latest new movie release.



Treat Night

Classic movie snacks and food are perfect choices for your next event! Stock your concession stand with fruit drinks, hot chocolate, popcorn and snack mixes. Sell your snacks for 25 cents to \$1.00, keeping the night inexpensive (and delicious) for all.



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. Your K-12 colleagues from around the country will be interested in learning new ways to bring their students and families together.

K-12 Movie and Copyright News contains helpful information 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:

**1-877-321-1300 STL Office or
1-877-321-1301 NY Office**

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February 8-9, 2010
St. Charles, MO
Booth #44-45

PTO Today Expo

March 4, 2010
St. Charles, MO

National Association of Elementary School Principals

April 8-11, 2010
Houston, TX