

Screening a Film/Movie on Campus ADM 6.1

Student Affairs/Office of Student Involvement & Leadership

Policy Type: Operational

Applies to: Faculty, student leaders, and student members

POLICY DATES (required)

Issued:

Revised:

Edited:

It is the policy of the Office of Student Involvement & Leadership of the University of Mount Union that movies rented from the local video store or purchased at a retailer (such as Wal-Mart, Target, etc.) are not permitted to be shown in a public performance setting. The movie must be purchased from the licensor. In order to show a film at Mount Union, the organization will need to obtain such a license.

Definitions (optional; suggested for terms that have specialized meaning in the policy)

Term	Definition
Public	Presentation at a place open to the public Presentation at a place where a substantial number of people who are not family members or friends are gathered Presentation advertised to the public, including and especially on the Internet, chat groups, etc.
Friend	Having a social relationship with another person
Private	Presentation in the privacy of one's own home or with group members, family, or friends

Policy Details

Any screening of a movie outside the privacy of one's own home setting is considered to be "public performance". Therefore, screening, or showing a movie on campus, in a classroom, or in a larger venue (Mount Union Theatre or on the Quad, for example) require a license. This is regardless if any admission cost is charged or not. The laws governing screening of movies, DVDs, videos, and even streaming websites are very specific and enforced with penalties ranging from fines to imprisonment. It is your responsibility as a student organization leader to know the guidelines and follow them with regards to copyright and public versus private screenings.

PROCEDURE

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- I. Obtain a license to show a film on campus by contacting the licensor:
Swank Motion Pictures, Inc ®
(800) 876 – 5577
www.swank.com
- II. For questions involving invoices and payments, please contact the Customer Service Department in St. Louis, Missouri toll-free at 1-800-876-5445.
- III. Make payments directly to
Swank Motion Pictures, Inc.
2844 Paysphere Circle
Chicago, IL 60674
- IV. Prices are for a one-day rental; for each additional day shown, a fee of \$100 will be charged.
- V. If you charge admission, your movie rental rate is the flat rate versus 50% of your gate receipts, whichever is greater. Payment is due upon receipt of the invoice.

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- VI. Your movies will arrive at least two business days before your show date. A full inspection of your DVD, 16 mm or 35mm is required at that time.
- VII. If your print has not arrived, call your Swank Account Executive.
- VIII. Payment of your rental fee is required if there is not notification to your Swank Account Executive at least one (1) business day prior to your show regarding undelivered or damaged prints.
- IX. DVD copies are delivered to you at least two business days prior to your show. At this time, it is necessary to view the ENTIRE movie in the actual equipment (including the projector, if applicable) which will be used during your screening. The reason for this is because dual layering is used industry-wide to accommodate special features on your DVD. The transition between layers can cause pauses. Skipping, pixilations, or freezing during play. Some DVD players may NOT be compatible with the DVD itself. This needs to be assessed in enough time to change copies, equipment or, if necessary, even titles if you find that your player and disk are incompatible.
- X. Damage during shipment can also cause variations in play; however, keep in mind that shallow scratches and smudges on the disk will likely NOT affect its play.
- XI. A visual inspection is not enough to determine whether or not the DVD will play smoothly. A complete viewing is the only way to determine if the product is ready for a successful screening.
- XII. If you find that you are having difficulty with a DVD, contact your Swank Account Executive immediately. At that time, all efforts will be made to resolve your problem. No discounts or refunds will be given if we are not alerted at least one (1) business day prior to your screening date.
- XIII. Movies must be returned on the first business day following the scheduled showing. Future bookings are dependent on your timely return of all movies.
- XIV. Charges apply for any delay in returning your movies from a late fee, up to and including an additional full rental charge for the movie. Swank includes postage for you convenience on 16 mm, video and DVD shipments.
- XV. The shipping and handling charge includes postage for delivery to you and return to Swank.
- XVI. You are responsible for the movie while it is in your possession and until Swank receives it at our facility in Elmhurst, IL.
- XVII. Please rewind videocassettes before returning them to Swank. Do not rewind 16mm films. Use a take-up reel of the same size we send to you, tape down film ends, replace the reel bands and lock the film case before returning the movie.
- XVIII. Any film can be canceled without obligation provided that Swank Motion Pictures, Inc. ® receives written notification fourteen (14) days before the film is shipped, or the full rental and handling charges must be paid.
- XIX. Your order is for a limited license to exhibit only to the agreed upon time and place. Violation of this is subject to the penalties set forth in the Federal Copyright Act.
- XX. No movie or any portion thereof may be copied or duplicated in any manner.
- XXI. Television, broadcasting, or any type of electronic transmission of any Swank movie may only be done in extraordinary circumstances and must be pre-approved in writing by Swank and at different specified rates.
- XXII. Infraction of this violates the Federal Copyright Act Statutes and carries a penalty of up to \$5,000.
- XXIII. Hollywood studios reserve the right to reject showings of certain movies to potential crowds over 200.
- XXIV. These motion pictures are specifically licensed for non-theatrical showings only.
- XXV. Advertising through media such as public radio, public television, or general public newspaper is strictly prohibited. Advertising must be exclusively to inform members or staff of movie showings via on-premises bulletin boards or direct mail.
- XXVI. You may fundraise with any movie except for Walt Disney Pictures' feature-length movies, for which you may only charge admission to help defray the rental cost of the movie.
- XXVII. In the event of inclement weather, electrical problems, projector malfunction or other problems that prevent you from showing your film on your scheduled date, you have the option to show the film again within one year at no additional rental charge.
- XXVIII. Regardless of rescheduling, all invoices are due at the time of the original show date. Only freight will be charged for the rescheduled show date.
- XXIX. Titles cannot be submitted for rescheduling.
- XXX. All advertising and admission policies still apply to the rescheduled show.
- XXXI. If your organization wants to have a public film screening:

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- a. If the film is of an academic, educational, or documentary nature consider asking for assistance through our library system, and/or related faculty members
- b. If you want to show a "feature film", box office favorite or the like, consider talking with the Office of Student Involvement & Leadership. We currently have a contract with Swank Motion Pictures and will work with student organizations to set up your event.

Responsibilities

Position or Office	Responsibilities
Student Involvement & Leadership	Serve as the liaison between Swank Motion Pictures and student organizations Answer questions that students may have Assist in setting up student organizational events per request

Resources (required for any resource referred to in the policy)

Contacts

Subject	Office	Telephone	E-mail/URL
Director of Student Involvement & Leadership	Student Affairs	(330) 823 - 7288	Student_Affairs@mountunion.edu

History (required)

All changes must be listed sequentially, including edits and reviews. Note when the policy name or number changes.

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