

Public Viewing of Movies/Films On-Campus Guidelines and Policy

Office of Student Involvement, Keene State College



Introduction

If your student organization or campus group is interested in showing a movie/film on campus as an event or part of an event, it is imperative that you are aware of the policies and laws in place governing public viewings. Public viewing rights **must** be purchased and secured **prior** to advertising any event related to the movie/film. Please read through the information below to gain an understanding of your responsibilities if you are interested in showing a movie/film on campus.

Public vs. Private Viewing

Public viewing of movies/films is strictly regulated by the Motion Picture Association of America. DVDs and video tapes may not be used as an event or entertainment unless the public performance rights (copyright) has been purchased or secured. DVDs and video tapes for purchase or rent are intended for home viewing use only. For Keene State College's purposes, these movies are permitted to be viewed within the confines of a student's residence hall room/suite, personal apartment or house, and only to a private audience. No public announcement or advertising may occur as it turns the private audience into a public one (even if the viewing still occurs in a private residence hall room/suite) thus making the movie subject to public performance guidelines. With the exception of a faculty member showing a film to an officially registered class at the College, all other public showings on campus are prohibited unless a public performance right is secured.

The Federal Copyright Act (Title 17 of the U.S. Code) governs how copyrighted materials, such as movies/films, may be used. Neither the rental nor the purchase of a copy of a copyrighted work carries with it the right to publicly exhibit the work. No additional license is required to privately view a movie or other copyrighted work with a few friends and family or in certain narrowly defined face-to-face teaching activities. However, bars, restaurants, private clubs, prisons, lodges, factories, summer camps, public libraries, daycare facilities, parks and recreation departments, churches and non-classroom use at schools and universities are all examples of situations where a public performance license must be obtained. This legal requirement applies regardless of whether an admission fee is charged, whether the institution or organization is commercial or non-profit, or whether a federal or state agency is involved. For reference, the complete rules covering the face-to-face teaching exemption and copyright law can be found at: <http://www.copyright.gov/title17/92chap1.html>

Showing of Movies & Films in Public Spaces on Campus

Your student organization or campus group **MUST** purchase the rights, as well as confirm a scheduled space for public viewing in **any** space on campus. (This includes, but is not limited to, all spaces within the L.P. Young Student Center, residence halls and classrooms)

How to Purchase the Rights for Public Viewing

Purchasing public viewing rights is fairly simple, but must be done well in advance of your desired showing date. Fees are determined by such factors as the number of times a particular movie is going to be shown, the size of the expected audience, etc. Most licensing fees are based on a particular performance or set of performances for specified films. The major firms that handle these licenses include:

Criterion Pictures
www.criterionpicusa.com
(800) 890-9494

Swank Motion Pictures, Inc.
www.swank.com
(800) 876-5577

Motion Picture Licensing Corporation
www.mplc.com
(800) 462-8855

Assistance/Questions about Public Viewing of Movies/Films On Campus

For assistance with your event or interest in showing a movie/film, please contact the Director of Student Involvement at (603) 358-2664 or jferrell1@keene.edu.