

The

Challenges of Media in the Classroom

*...and how to
overcome them*

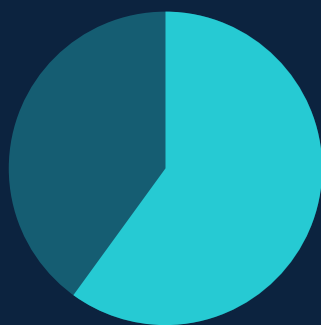
SWANK
K-12 STREAMING

We live in a digital world and media makes up the landscape.

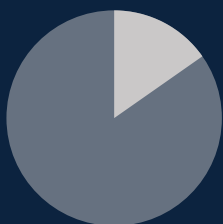
From the moment we wake up to grabbing our coffee, ordering lunch to pumping our gas, to the ride home and the moments before bedtime, and nearly every point in between, screens and media are omnipresent, always on, and always at hand to respond to our searches.

For today's students, and particularly children K-12, media is part of their natural language — they understand it. Smart, tech savvy, and quick, they've grown up with or around screens and have adapted to utilizing content and technology as effortlessly as putting a pencil to paper, so it only makes sense that they are naturally drawn to the visual and auditory storytelling that films provide.

RESEARCH UNDERSCORES THIS:



Students retain approximately **65%** of visual information after three days



Compared to only **10%** of spoken information alone

Additionally, films cultivate empathy and cultural awareness, connecting students to diverse perspectives and experiences. This data and knowledge positions movies as a viable aid in instruction.

Source: *ResearchGate*, 2024



However, the use of digital media in the classroom, regardless of curriculum or area of study, has presented numerous challenges, questions, and pain points, not only for **teachers and instructors**, but for **administration, support staff, IT/IS departments**, and even **school districts** as a whole. These include:

1 STREAMING PLATFORMS LIMITS

Do you have staff trying to bypass the network or stream through their own accounts?

Relying on personal movie streaming platforms in the classrooms reveals a key limitation of these platforms: they are not intended for school-use, and their titles are not aggregated for instructional-based media.

3 VETTED CONTENT

Do you have concerns of situations where unfiltered or unapproved content could be viewed in the classroom?

When personal devices and streaming platforms are used, the classroom is opened to accessing media that is not preapproved or deemed acceptable.

2 LIMITED CLASS TIME

Have you run into situations where media needs exceed the time available in the classroom or school?

Often, schedules don't allow for more than snippets or portions of a feature to be shown, or the teacher must take multiple classes to show a film in its entirety. As teachers utilize movies for instruction, the context can be lost simply because they have limited class time.

4 COMPLIANCE CONCERNS

Do you worry that use of media on streaming platforms may not be approved, or even go against terms of service?

The use of personal media and personal streaming platforms can be blocked by schools or districts because sharing may be against accepted terms and conditions.

5

LIMITED ACCESS OR FLEXIBILITY

Do you have multiple requests for media or equipment that is in-use, not available, or not functional?

Physical media, DVD players, even older videocassette players, are often in short supply in the school environment. And streamed media from providers not intended for school use is often limited to a single or a small number of users or even locations, dramatically limiting their availability or functionality.

7

IT ISSUES

Have you found that the requests for media, equipment, or access to movie streaming can be a challenge?

Even when within the legal and sanctioned uses of traditional or outdated physical or streaming media within a school, the installation, setup, and connectivity of platforms can take longer or prove more difficult than a schedule allows, often leaving teachers with a frozen screen or a “loading” screen as they are trying to teach.

6

CLUNKY INTERFACES

Do you find that the available tools, movies, or media are irrelevant or out of touch with the modern-day classroom needs?

In times when traditional or outdated physical or digital media are utilized within the classroom, teachers are forced to use imprecise or awkward tools to navigate the media, particularly when it comes to highlighting select moments or scenes.



If your staff or educators can relate to any of these challenges, you're not alone.

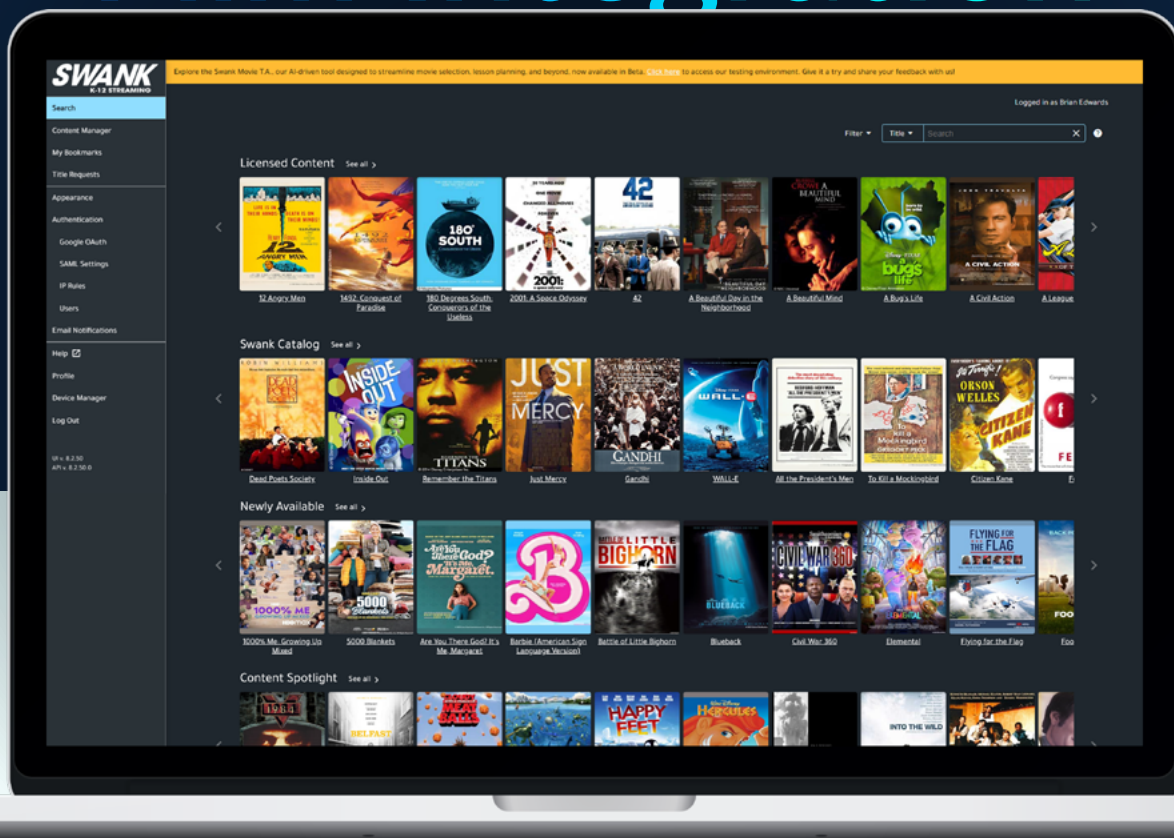
But, there is a *solution!*

SWANK

K-12 STREAMING

Your Solution for

Seamless Classroom Film Integration



Designed for the classroom in mind, **Swank K-12 Streaming** is a game-changer when it comes to the use of movies, documentaries and international titles for education. Bundling a topline streaming platform with a worry-free licensing agreement that covers all uses, including public movie nights with faculty and families.

Swank K-12 Streaming features a vast library of **40,000+ films** from all the major studios including feature films, documentaries, and international films.

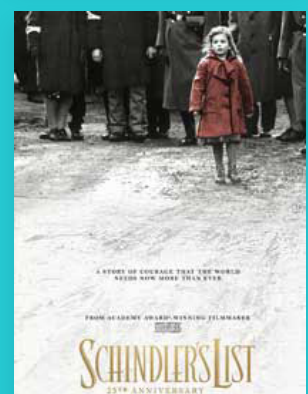
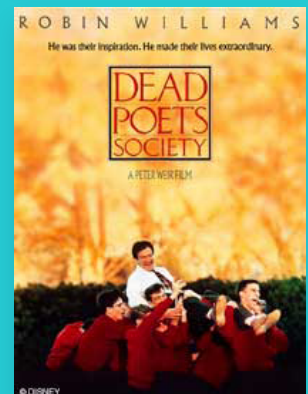
Safe, simple, and copyright-compliant, Swank K-12 Streaming is a **secure platform**, featuring the latest in privacy tools. It also allows for **unlimited educational use**, eliminating the need to request licensing agreements.

Moreso, when you combine the breakneck speed of technology with the everchanging needs of the modern classroom, it is especially important to offer **complete flexibility for all learning models**, including hybrid, remote or flipped classrooms.

Finally, Swank K-12 Streaming offers **complete ease of use**, with robust navigation of content, the ability to request additional titles, and access to a number of resource tools, including sample lesson plans and bundled titles according to key subjects taught in the classroom.

See for Yourself

Schedule a Demo to see the top three features that teachers utilize most in their classrooms such as the ability to add **personal notes or points of discussion to bookmarks of key moments or scenes**, the ability to **assign films**, and more.



Why Choose Swank?

Swank K-12 Streaming is a feature-rich, robust platform with an extensive library of offerings. But it goes beyond a traditional movie streaming platform, bundling tools and licenses specifically for **schools and teachers**.

SIMPLIFY CLASSROOM TECH

No more checking out movies, chasing down DVD players, or creatively accessing personal streaming accounts.

ENGAGE STUDENTS

The Swank K-12 Streaming platform has over 40,000 titles available, but it is designed and maintained with a focus that is **tailored for education**, not entertainment.

EMPOWER EDUCATORS

With **well-curated, high-quality content** that aligns with curriculum goals, customizable to their needs, teachers can rest assured that Swank K-12 Streaming is a tool that works for them, and works simply, with **ease of connection, navigation, customization, shareability**.

SATISFY ADMINISTRATION

Secure and privacy-compliant, Swank K-12 Streaming offers complete peace of mind for school districts and administration, bundling a solid, robust, and **easy to navigate platform** designed with education and instruction in mind, with **copyright compliance for all uses**, including public performance licensing.

What Educators Are Saying...

“

We don't have to worry about breaking any copyright laws, and streaming access is **very convenient**.

Irena Hedrick,
Overton ISD

“

The ability to have multiple teachers using the same film at the same time is a true benefit. Additionally, allowing students who are absent to also view the film is something that is very important to our school. As a school that serves students who are experiencing poverty, allowing students to view the film independently on their school-provided device at no charge to the student helps us create a **more equitable learning opportunity**.

Deborah Will,
Zion-Benton Township H.S.

“

It is wonderful because we no longer have to worry about teachers trying to stream from sites that are not allowed by our school district. **Teachers can easily have the movie available for classroom use or to assign to students.**

Heidi McCurdy,
Edward Little High School

“

Using Swank has greatly improved how teachers are able to use movies as part of their instruction! Teachers use it to pair with books, history lessons, and science lessons, and we use it a great deal in our film classes. **Without Swank, it would be so much more difficult to do what we do.**

Christine Szeluga,
Cranford Board of Education

The Role of

Film in Education

Film is not a standalone tool for education, nor is it a substitute for guided instruction. Rather, a well-curated, properly and legally managed library of films, documentaries, and media offer **three key ways** to resonate in the classroom and serve as an effective means of inspiring students:



ENHANCING ENGAGEMENT

Films bring subjects to life with relatable characters and vivid storytelling. A study found that **89% of educators believe multimedia, including film, enhances student engagement and supports varied learning styles.**

(Source: EdTech Magazine, 2024)



FOSTERING EMPATHY

Movies like *Schindler's List* or international films provide students with insights into different cultures and historical contexts, fostering critical thinking and emotional intelligence.

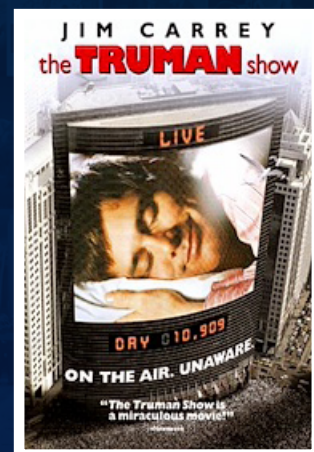
(Source: National Film Institute, 2023)



INCREASING RETENTION

Visual storytelling aids memory retention significantly and provides equitable education for learners who comprehend concepts beyond the page. For example, **pairing visuals with narratives ensures students grasp and remember concepts longer.**

(Source: ResearchGate, 2024)



Teaching Guide

Bring the Power of Film to Your Classroom

Sign Up for Our Webinar Today!

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