



The *ABCs* of Copyrights

Movies are an amazing resource for schools and understanding copyright isn't always easy. Learn why a license is necessary and how you can secure one for your school below.

Why is copyright important?

- Copyright protection helps ensure that everyone who contributes to a creative project is fairly compensated and acknowledged for their work, including writers, directors, actors and designers
- It supports the creative economy that enables these stories to be seen by audiences around the world.
- It is important to set an ethical example for students. Ethical digital citizenship is an essential 21st century skill.

For more info explaining how copyright protects creative people everywhere, visit creativecommons.org

Do I need a license?

Is your showing taking place:

- With a teacher present, during face-to-face teaching activities?
- Inside an accredited, nonprofit educational institution?
- In a classroom setting with only enrolled students in attendance?
- As part of essential curriculum?

If you answered "no" to any of these questions, [you need a license.](#)

Swank Movie Licensing USA's public performance license provides your school with **UNLIMITED** entertaining, engaging and fundraising opportunities through movies!

- Family Movie Nights
- Before/After School Programs
- School Fundraising
- Rainy Day Recess
- And *More!*



What movies does the license cover?

Swank Movie Licensing USA is the only company that can provide you with a comprehensive selection of films from these Hollywood studios.



For more information, please visit our website at www.swank.com/k-12-schools

Email: movielicensing@swankmp.com
Phone: 1.877.321.1300