

TO: All Student Organizations and Advisors  
FROM: DeAnn Possehl, Director of Student Life  
SUBJECT: Motion Pictures Viewing at UW-Parkside  
DATE: August 12, 2009

As the year starts up we just want to remind you about the campus' policy on motion picture Viewing and appreciate your adherence which reduces our liability as an institution.

There are two options available for showing a motion picture on the UW-Parkside campus.

Option One: Obtain a Public Performance License for the film to be exhibited. There are two companies that can issue this license, and it must be in the organization/department possession PRIOR to the exhibition date. One is Swank Motion Pictures and the other is Criterion Pictures, Inc. Between these two companies, they control 94% of the licensing of motion pictures for colleges and universities. The Student Activities department has contacts for both companies and will be happy to work with any organization or department.

Option Two: Educational Exemption. To obtain this exemption, there are six points to be met and a showing must meet ALL six to be exempt.

1. Must be a legitimate (original) copy.
2. Must be a part of the systematic course of instruction and not for the cultural, entertainment or recreational value of anyone present.
3. Must be done by the instructor or a pupil
4. Must be in a place devoted to instruction.
5. Must be part of the teaching activities of a non-profit institution.
6. Attendance must be limited to instructors, pupils and guest lecturers.

Beginning immediately, anyone wishing to exhibit a motion picture must produce factual information as to where the license was obtained. Willful infringement is a federal crime carrying a maximum sentence of up to one year in jail and/ or a \$100,000 fine. Even inadvertent infringes are subject to substantial civic damages, ranging from \$500 to \$20,000 for each illegal showing. The university has also been informed that not only is frequent violators they are closely monitored.

Thank you for your cooperation. If you have any questions, please contact myself or Stephanie Sirovatka-Marshall.