



VISUAL MEDIA REGULATIONS AND PROCEDURES

Visual media includes, but is not limited to, films, television programming, videos, DVDs, and Internet clips.

Visual media, such as videos, DVDs, and Web-based materials can be valuable resources in the classroom. Sumner School District supports the use of visual media in the instructional program. District staff will adhere to Board Policy 2311.1 and requirements of the Regulations and Procedures before using visual media. Showing visual media purely for entertainment purposes or reward is not appropriate during instructional time.

Visual media of any length may be used to enhance and support classroom instruction. All visual media must have a clear connection to state and/or national standards. The instructional value of all visual media shall be weighed against the value of the academic time it consumes. The Sumner School District recommends that teachers use appropriate segments less than 10 minutes in length, which support instruction or enhance curriculum rather than using the program in its entirety.

Teachers may not show segments from any visual media that contain controversial material or topics, including but not limited to vulgarity, indecency, nudity, sexuality, excessive violence, profanity, drug, alcohol, and tobacco use.

A Visual Media Approval form must be completed by the teacher and submitted to the Principal prior to use of all visual media that is longer than 10 minutes. All submissions must allow sufficient time for a Principal to review the material and for the teacher to provide Visual Media Parent Permission Forms when necessary. All employees of Sumner School District will adhere to the following guidelines prior to the use of all visual media that is longer than 10 minutes:

Must be previewed by the teacher.

Must be approved by a principal.

Teachers are responsible to guide students in connecting the visual media to academic content through pre- and post-activities related to the curriculum. Parents may excuse their child from the class session if they feel the material is inappropriate for their child. The teacher is responsible to provide an alternate learning activity that addresses the identified learning targets.

Age appropriate visual media rated PG, PG-13 or R may be shown with principal approval and require written parent permission. Movies with NC-17 or X rating may not be shown in school or at school- or District-sponsored activities.



All visual media must be used in compliance with applicable copyright laws and licensing agreements. All visual media rented or purchased is “For Home Use Only” and may not be shown in a classroom, unless a public performance license has been obtained or unless every requirement for “classroom use of visual media” is met and permission is received by the Principal. Public performance rights do not permit duplication or public broadcast of programs for a fee.

According to the US Copyright Laws, classroom use of visual media is permissible only when all of the following conditions are met:

It is conducted by teachers or pupils of a non-profit education institute.
It is in connection with a face-to-face teaching situation and directly related to the lesson content.
The entire class is in the same room and involved in a teaching activity.
The classroom is regularly devoted to instruction (not a lunchroom, library or auditorium).
The person responsible has reason to believe that the videotape was lawfully made.

Date: 10/13/10