## SYNOPSIS

Screening films outside of the traditional classroom setting is a useful supplement to what an instructor may cover in their courses. Also, public viewings create a better sense of community at George Mason University. However, knowing where to begin and what steps to take to organize a screening might seem confusing and expensive. In this poster session, Laura and Mika’il will show you both how to find films and how to organize a screening. This is a useful how-to for Mason community members whether they are faculty, involved in student organizations, or just plain cinephiles. The presenters will provide an overview of how to begin the process with brainstorming, where to look for film titles, why University copyright policies must be upheld, how to estimate potential costs, who to contact for co-sponsorship, and what offices might provide assistance.

## WHY YOU SHOULD HOST A SCREENING

- We currently live in an advanced society that is a visual culture.
- Today’s students need to develop critical media literacy in order to interpret all the messages around them. The new forms of knowledge they are exposed to significantly influence what they comprehend during their encounters with education (Freedman, 2003).
- Film screenings can act as learning prompts that ask students to reflect on the applicability of the theories discussed during class time (Barkley, 2010).

## ACQUIRING SCREENING RIGHTS

If you want to screen a film outside of any Mason classroom, you will need to make sure that you (e.g. Mason faculty, staff, student) have the right to publicly display the film, commonly called “Public Performance Rights” (PPRs). Often that right is an additional fee that can be $200 or more.

Showing a film “publicly” is defined in Section 110(1) of the Copyright Law as showing a film outside an ordinary gathering of friends and family. If you open up a free screening to the general public, or run a student film club, your event is classified as a public event.

### THE CLASSROOM EXEMPTION

Why don’t you need to purchase PPR when you screen a film within the context of your class? Because most of Mason’s classes fall under this exemption:

- performance or display of a work by instructors or pupils in the course of face-to-face teaching activities of a nonprofit educational institution, in a classroom or similar place devoted to instruction…(17 U.S.C. § 110.)

## FUNDING YOUR SCREENING

Here are just a few sources you can try:

- University Libraries, for finding films
- External grants
- Internal grants, e.g., University Life Programming Committee and Auxiliary Enterprise Management Council
- Partnering with other offices, departments, and units, e.g. Office of Student Involvement and Global Interdisciplinary Programs

## PROMOTING YOUR SCREENING

- Mason E-Files Announcements
- Today@Mason Calendar
- Flyers
- Social media
- Create an ad for TV screens across campus
- Ask other academic units or university groups to promote
- Offer extra credit to your students

## FINDING FILMS IN THE LIBRARY CATALOG

Did you know that you have *free* access to over a thousand films with public performance rights (PPR) at the University Libraries?

Search for a film in the catalog and look for this note:

Don’t see a note? Mason Libraries may still have PPR. Just contact Laura or your subject librarian.

## FINDING A VENUE

- JC Cinema
- Think about how many people you are expecting.
- Check the University’s scheduling website, 25Live, for room availability.
- http://scheduling.gmu.edu/25live/
- Contact the Office of Events Management at gmuevent@gmu.edu for help or advice.

## ASSISTANCE AT SCREENING

If you need technical assistance, request the assistance of a technician through Events Production, http://www.flickr.com/photos/derekbruff/8045728599/. New York: Teachers Aesthetics, and the Social Life of Art

## REFERENCES


