

Category:	Procedure:	
Instructional Goals and Objectives	Guidelines for the Use of Audiovisual Works	
Descriptor Code:	Issued Date:	Revised Date:
AP-I-230-2	September 2001	

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2 Refer to policy I-230. Principal responsible for implementation.
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4 “Audiovisual works are works that consist of a series of related images which are intrinsically intended to
5 be shown by the use of machines or devices such as projectors, viewers, or electronic equipment, together
6 with accompanying sounds, if any, regardless of the nature of the material objects, such as films or tapes, in
7 which the works are embodied.” (Section 101, *Copyright Law of the United States*) Specifically, Knox
8 County Schools’ *Guidelines for the Use of Audiovisual Works* refers to audiovisual works such as videos,
9 digital videodiscs, multi-media computer files, 16mm films, laser discs, etc.
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11 As stated in Knox County Schools Board Policy, I-230, “All employees shall adhere to the provisions of the
12 United States Code regarding the copying and/or the use of copyrighted materials.” The publication
13 *Copyright Law of the United States of America* is available in each Knox County School library.
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15 In support of Knox County Schools Board Policy, I-230, these guidelines have been established in order to
16 assure the appropriate use of audiovisual works in the educational program. **These guidelines are not to be**
17 **considered all-inclusive.**
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19 **GUIDELINES:**
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21 1. Audiovisual works must be:
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23 a. educationally sound;
24 b. tied to the curriculum;
25 c. previewed by the teacher;
26 d. presented in a teacher-guided, face-to-face learning activity;
27 e. listed in the syllabus of each course at the high school level;
28 f. included in class lesson plans at the elementary and middle school levels; and
29 g. approved in writing by the building level administrator prior to the inclusion in the lesson plan or
30 syllabus.
31
32 2. Parents must be informed of each audiovisual work to be shown. The building level administrator
33 must approve all amendments to any class lesson plan or course syllabus regarding the showing of
34 additional audiovisual works. After such amendments are approved, parents will be notified.
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36 **Parent notification exception**
37 Parent notification is not required for the showing of audiovisual works:
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39 a. included in education programs, which have been adopted by the Knox County Board of Education,
40 *i.e.* Character Education and Drug and Violence Prevention;
41 b. provided by the guidance supervisor specifically for use by guidance counselors; or
42 c. supplied as ancillary materials by publishers of Board approved and adopted

1 textbooks.

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3 3. Under no circumstance are audiovisual works to be presented to students:

- 4
5 a. for entertainment/reward purposes;
6 b. during field trips, including travel time on bus trips;
7 c. as an incentive for completing assignments or good behavior;
8 d. for facilitating a teacher group meeting for administrative duties such as grade-level planning,
9 preparation of grades, end-of-year duties, etc.;
10 e. by a substitute teacher unless the audiovisual work is contained within the class lesson plan, or course
11 syllabus as stipulated in Guideline 1 above; or
12 f. during any other school-sponsored activity.

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14 4. Under no circumstance are the following audiovisual works to be shown:

- 15
16 a. illegally copied materials;
17 b. rented/purchased materials with an *R*, *NC-17*, or *X* rating; or
18 c. non-rated, commercially produced materials, which are not considered to be educational.

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20 5. Not all educational audiovisual works are rated, but many include a grade level/age appropriate
21 recommendation. Such recommendations should always be followed.

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23 6. The following ratings specific to audiovisual works have been determined as appropriate for showing
24 in Knox County Schools:

- 25
26 a. elementary school level - only *G*;
27 b. middle school level - only *G* and *PG*; and
28 c. high school level - only *G*, *PG*, and *PG-13*.

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30 7. The building level administrator will require that all certified staff members, teaching assistants,
31 and student teachers/interns read the Knox County Schools' *Guidelines for the Use of Audiovisual*
32 *Works*, and sign the *Acceptable Use of Audiovisual Works Agreement*.

33
34 8. The Human Resources Department will require that all substitute teachers read the Knox County
35 Schools' *Guidelines for the Use of Audiovisual Works*, and sign the *Acceptable Use of Audiovisual*
36 *Works Agreement*.

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38 9. Each school shall have a written audiovisual works policy and shall establish practices that incorporate
39 these guidelines. School audiovisual works policies are not to be distributed until the appropriate elementary,
40 middle or high school coordinator has granted approval of such policies.

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42 **PENALTIES:**

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44 1. Companies are reportedly paying as much as \$30,000 to students who report teachers and others in
45 violation of copyright law.

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47 2. "*The Digital Theft Deterrence and Copyright Damages Improvement Act of 1999, Public Law No.*
48 *106-160, 113 Stat. 1774, increased the potential statutory damage amounts from \$20,000 to \$30,000,*
49 *and in the event of 'willful infringement,' Congress increased the amount from \$100,000 to*
50 *\$150,000...If the infringement is 'willful,' the consequences skyrocket. Criminal liability may also*

1 apply.” (*Copyright Essentials for Librarians and Educators*, pages 100-101)

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3 3. In accordance with Knox County School Board Policy, IFAE, violation of the copyright law or the
4 Knox County School’s *Guidelines for the Use of Audiovisual Works* can result in individual employee
5 liability. Infringement may result in disciplinary action up to and including termination from Knox
6 County Schools.

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8
9 Refer to Forms: MC-100 Guidelines for the Use of Audiovisual Works
10 MC-101 Acceptable Use of Audiovisual Works Agreement

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