

Use Movie Scenes for Training - Legally

Have you ever used a movie scene in your training program or would like to but don't understand the legal and technical barriers? The Motion Picture Licensing Corporation (MPLC) has licensed the public exhibition of movies for the past 20 years and can help you use films to enhance your learning programs as long as you do it legally!

The trend of using movies to enhance corporate communications has spread from the training room to the boardroom and beyond. The reason people are using movies is to bring their presentations to life - people remember what they both see and hear.

The Retention Research

As researched by Don Clark who stated that, "To truly understand a subject matter we need to be creative with it in order to adapt it to our workplace. It is through the power of mental images that we are able to change our mental representations of how things work to how we can make them work for us." The example he used, was short videos of powerful images. Marzano (1998, p. 102) reported that achievement can be raised by 37 percent when using techniques that enhance visual memory (The eLearning Guild, 2002 "Learning and Training: Statistics and Myths", Clark, Don, p. 6).

As a learning facilitator you can inspire learners to participate verbally and also show them a short video coupled with an activity to integrate the material and your retention levels go through the roof.

- Studies at the University of Wisconsin have shown an improvement of up to 200 percent when vocabulary was taught using visual aids.

- Studies at Harvard and Columbia are consistent with Marzano's research and show between a 14 to 38 percent improvement in retention through the use of audiovisuals.
- At the University of Pennsylvania's Wharton School and at the University of Minnesota studies demonstrate clearly that the time required to present a concept was reduced up to 40 percent and the prospect of a favorable learning experience was greatly improved when visuals were used to augment a verbal presentation.

In his book *Presentations Plus*, David A. Peoples, a consulting instructor for IBM, wrote that people gain 75 percent of what they know visually, 13 per cent through hearing and a total of 12 percent through smell, touch, and taste. Peoples maintains that "A picture is three times more effective than words alone, and words and pictures together are six times more effective than words alone."

Here's the Catch

Most of you have probably noticed this emerging trend and that's great news! However, as we all know, innovation sometimes comes with risk. Along with these new levels of ease of content sharing we have reached new heights of copyright violations in the work place. With this unprecedented access you may also be leaving yourselves and your company vulnerable to....Copyright Infringement!

You may be unfamiliar with the provisions in the U.S. Copyright Act which is designed to protect copyright owners against the unauthorized use of their intellectual property including movies, music, or authored works.

The copyright owner holds the exclusive rights and authority for a work of authorship giving them the right to perform an artistic work. Permission must be granted before anyone else can publicly perform that work. You can get into trouble even if you do it unknowingly as you will be viewed as an inadvertent infringer, and penalties begin at \$750 for each inadvertent violation. Egregious infringers are subject far more severe consequences with penalties as high as \$150,000 per violation. Ignorance is not an excuse!

About MPLC

The Motion Picture Licensing Corporation was founded over twenty years ago by motion picture studio executives to provide a legal, low cost solution to show VHS cassettes (now DVDs) to groups. MPLC received Department of Justice clearance for anti-trust concerns as the objective was to represent all motion picture and television producers and provide one all encompassing license.

MPLC is an independent licensing agency which created the Umbrella License for simple and affordable compliance. Our unique license grants permission to companies to show any legally obtained motion picture – whether rented, purchased or downloaded – from over 400 affiliated studios and producers without reporting titles, dates, or times of exhibition.

Now MPLC is the leader in motion picture copyright compliance, supporting legal access across five continents and twenty-two countries. The MPLC serves over 40 markets ranging from Fortune 1000 corporations to federal government agencies and other non-profit entities with more than 450,000 licensed locations around the world. The MPLC Umbrella License gives you and your company a simple, legal, peace of mind solution to the ever growing trend of movies in the workplace.

If you use movie scenes in your training presentations, or you want to, simply call MPLC at 800-462-8855 or visit us on the web at www.mplc.org.