



Curriculum, Instruction and Assessment

Selection and Use of Videos/DVDs Guidelines

The final responsibility for following these guidelines rests with the purchaser/user.

Forward

The school district strives to provide every employee with the technologies appropriate for carrying out their respective job responsibilities in an effective and efficient manner. All technology procured will be utilized to reach the district's instructional and administrative goals as defined in the Long-range Strategic Action Plan. These guidelines specifically address the selection and use of videos/DVDs.

Procurement Process

All videos/DVDs must be selected with the same rigor as other instructional and administrative materials keeping the district's long-range goals in the forefront. This process must be completed before:

- committing to purchase,
- applying for grants which include the purchase of videos/DVDs, and/or
- accepting donations.

Only videos/DVDs that adhere to these selection guidelines or those currently in the school library collection should be utilized for instructional purposes.

Procurement Guidelines

- The use of all videos/DVDs is designed to support/enhance the curriculum and address various learning styles.
- ***The use of any video/DVD purchased with personal funds or rented from a video store or club is prohibited.***
- All videos/DVDs are to be bar-coded and entered into the school library collection. Videos/DVDs can be restricted for use within a certain grade level and/or course with the approval of the principal.
- **Selection Criteria**
- When considering the purchase of any video/DVD, the purpose of the lesson should be the starting point.
- The video/DVD must enhance the understanding or appreciation of the content (i.e., plays, ballets, speeches, etc.).
- The content of all videos/DVDs should be thoroughly researched and reviewed **prior** to using it for instructional purposes.

Pertinent Questions

1. At what grade level/department will this video/DVD be used?
2. What unit of study will be addressed by the use of this video/DVD?
3. What CCSS/GLEs are addressed by the use of this video/DVD?
4. What is the rating of this video/DVD?
5. Are there titles listed in **Unitedstreaming** or **NBC Learn** that would address the unit of study and CCSS/GLEs in question?
6. Are there titles contained in the school library collection that would address this particular unit of study and associated CCSS/GLEs?

Copyright Requirements

1. The video/DVD must be a legitimate copy - legally purchased.
2. The showing of the video/DVD must be part of the systematic course of instruction – **not** for a reward, entertainment, recreation, or for a rainy day activity.
3. The video/DVD must be shown by the teacher in a classroom or place devoted to instruction.

Additional Guidelines

Since the district subscribes to **UnitedStreaming** and **NBC Learn**, these sources must be searched, as well as the holdings of the school library, for video/DVD titles that address the content at hand. In addition, the use of free online video clips such as clips found at PBS, History online, Teacher Tube, You Tube, etc. may be used as long as they are used according to the below guidelines and the use abides by district copyright procedures (4.07 REPRODUCTION OF COPYRIGHTED MATERIAL):

- The content must enhance/supplement the curriculum.
- Every effort must be made to insure that the video clips selected are **accurate** in the presentation of material and that they positively enhance the curriculum.
- Because of the limited amount of instructional time available, videos/DVDs and/or clips should only be shown in their entirety if the length is 20 minutes or less. Brief segments which reinforce specific content are to be used. **All showings are to include an introduction/purpose for viewing and follow-up activities after viewing the segment.**
- All video segments shown are to be listed on lesson plans.

Only films with a G, PG or PG-13 rating may be purchased and shown. No film having a MPAA rating of R, NC-17, or X may be shown under any circumstances (4.07 REPRODUCTION OF COPYRIGHTED MATERIAL):

The final responsibility for following these guidelines rests with the purchaser/user.

Sources

Simpson, Carol. Copyright for Schools: A Practical Guide. 3rd ed. Worthington, OH: Linworth Publishing, Inc., 2001.

Sharon, Donna. "Teaching with Video Programs: From Closed Use to Open Use". Canadian Journal of Educational Communicating. Winter 1995: 185-207.

Steps for Using Video Effectively. Literacy.org. 2005. 24 Aug. 2005. <<http://www.literacy.org/>>.

Templeton, Brad. 10 Big Myths About Copyright Explained. Brad Templeton's Home Page. Oct. 2004. 24 Aug. 2005. <<http://www.templetons.com/brad/copymyths.html>>.

Videos & DVDs In School. Bellingham Public Schools. n.d. 24 Aug. 2005. <<http://www.bham.webnet.edu/technology/videos.htm>>.

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