Use of Videos, Movies and other Digital Media in Schools and School-Sponsored Activities

1. Definitions
As used herein:

A. “Digital media” means all forms of digital and/or analog media, including but not limited to photographs, movies, clips from movies, television broadcasts, sound recordings, etc. originating from the internet, personal collections, mobile data storage media or part of a media retrieval system.

B. Mobile data storage media includes but is not limited to computer floppy discs, writable CD’s and DVD’s, storage cards, mobile computer storage, and playback devices including but not limited to MP3 players, USB and Firewire drives, mobile phones, smart phones, and personal digital assistants (PDA’s),

C. “MPAA Rating System” means the rating system established by the Motion Picture Association of America.

D. “Owned by RRPS School District” means any digital media that has been purchased by RRPS, warehoused in district facilities or housed online through subscription services or web-based applications/curricula, and for which appropriate rights have been acquired.

2. Allowable Media
The Board of Education recognizes that videos, movies, and other digital media that directly relate to the instructional program may be of benefit for classroom viewing. Any media shown in any school must directly relate to the curriculum being taught. Pertinent clips should be shown, rather than viewing any media in its entirety, whenever possible. All videos, movies, and other digital media, except for media owned by RRPS School District, must have prior approval by the principal, assistant principal, or designee. Videos, movies and other digital media shown in the classroom shall not be used for reward or entertainment.

For elementary school classes and activities, movies or clips from movies may only be shown if they carry a Motion Picture Association of America (MPAA) G or PG rating or equivalent. If a PG-rated film is to be shown, parents of elementary students will receive notification at least two weeks in advance. A parent or guardian who does not wish the child to view the film must provide a written objection, and the child will be given alternate lessons appropriate to the child’s grade level as determined by the district.

For middle school classes and activities, movies or clips from movies may only be shown if they carry a Motion Picture Association of America (MPAA) G or PG rating or equivalent. Instructionally-relevant clips from PG-rated films may be shown; however, a principal or designee must preview and approve/disapprove the use of a digital media clip from a PG-rated source, the instructional relevancy must be clearly demonstrated, and the clip must not include any PG-rated elements.
For high school classes and activities, movies or clips from movies may only be shown if they carry a MPAA G, PG, or PG-13 rating or equivalent. No R rated movies will be used or shown in schools. Instructionally-relevant clips from R-rated films may be shown; however, a principal or designee must preview and approve/disapprove the use of a digital media clip from an R-rated source, the instructional relevancy must be clearly demonstrated and the clip must not include any R-rated elements.

For all grade levels, the principal or designee will assure that the content of unrated digital media, videos or movies is age-appropriate for the grade level where the media is being viewed based on the MPAA rating system.

3. Use on Activity Buses during Extracurricular Events

Videos or movies may be viewed during bus rides to and from extracurricular activities and events. The RRPS Executive Director of Athletics or designee (for sports) or the principal or designee (for activities) must approve any videos, movies, or digital media that may be shown on bus trips. Videos, movies, or digital media supplied by parents or students will not be shown.

Ratings of movies shown will be appropriate for the grade level of the activity as defined in section 2 of this policy. In the event that middle school students participate in a high school activity, the high school guidelines will apply.

No R-rated movies or videos will be used or shown during travel to and from school-related extracurricular events. PG-13 rated movies or videos will not be shown during elementary and middle school trips. Parents of students participating in a high school activity will have the opportunity to review in advance a list of any movies rated PG-13 that may be shown on activity buses. If a parent objects to a specific PG-13 title proposed to be shown during an athletics or activities trip, the parent must notify the coach/sponsor in writing at least two days in advance of the trip. The coach/sponsor will work with the parent to select another title from the available list.

4. Violations/Consequences

A. Students who violate this policy shall be subject to established student behavior consequences as defined in Policy #336, “Student and School Rights and Responsibilities.”

B. Staff who violate this policy shall be subject to discipline, up to and including suspension, termination or discharge in accordance with school board policy, negotiated agreements and applicable law.
5. Copyright Law

Any use of videos, movies or digital media shall adhere to copyright law and district policy 475 (Adherence to Copyright).

Replaces existing Policy 441
Adopted: November 13, 2000

See also: Policy 336, 427, 475, 477

Rio Rancho Public Schools
Adopted: January 10, 2011