

Screenrights is a non-profit company which administers copyright licences in Australia and New Zealand and collects similar royalties from Europe and North America for its 2,500 members from 52 countries.

March 2007

Feature: How to reach the changing education market

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International registrations

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The panel, which was moderated by Susan Cornish, looked at the importance of this market to filmmakers from a number of different perspectives.

Both Peter Tapp (Publications Manager with Australian Teachers of Media - ATOM) and Anna Yates (Web Editor for EnhanceTV), emphasised the importance of study guides in ensuring that content is used by teachers. Tapp said that ATOM had been producing guides for more than 15 years, with their popularity increasing considerably over this period. Interestingly, he noted that there had been a growth in downloads for Australian documentaries from overseas (mainly North America).



*Anna Yates, Web Editor
EnhanceTV*

The potential importance of the North American educational market for Australian filmmakers was stressed by Debra Zimmerman (Executive Director of Women Make Movies). With approximately 4000 universities and over 100,000 primary schools, she described the market as simply too significant for Australian filmmakers to overlook. She also said that Women Make Movies had spent the last four years trying to bring the educational copying licence administered by Screenrights to the United States.

Anna Yates explained how EnhanceTV works for filmmakers. With a weekly email guide highlighting upcoming programs of educational significance circulated to 7,400 teachers across the country, it has become one of the most effective ways of reaching this sector. The site also contains features, a searchable database of programs and free downloadable study guides produced by ATOM.

ATOM has also been developing a speakers' bureau of industry professionals to visit educational institutions and talk about their experience as program makers. This would further increase a filmmakers' reach into this market and improve links between the industry and the education sector.

One of the other key issues raised by the panel was the need to repurpose content to suit the needs of educators. Anna Grieve (Executive Producer, Film Australia) emphasised that teachers are "time-and-fund-poor users". Film Australia has a long history of involvement with the education sector, and over the last year the organisation has "cannibalised" all its websites, cutting them into bite-sized chunks. These newer more user-friendly sites contain clips, notes and other information written by respected educators with a database that allows teachers to find relevant content.

Lisa Tancredi (Acquisitions Executive, VEA) said that VEA had been producing and distributing educational programs for around 25 years. She emphasised the need for producers to take into account the fact that teachers have a limited class time (usually only 50 minutes) and that support material is vital. She also said that many educators like to sample programs, and may then send them back, raising the cost of distribution.

Producer/ director (and Screenrights member) Steve Thomas provided a filmmaker's perspective to the discussion. He also spoke further with **Off the air** after the panel, frequently emphasising the need to segment content for education.

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"It's simple really," he said. "Teachers don't often have time to view or present an entire documentary to a class. By intelligently segmenting documentaries, teachers can include material in lesson plans, often using clips across wide areas of the curriculum. This can be facilitated by chapterising documentaries on DVD or by extracting clips for downloading from the web. A great advantage of this is that it allows use of footage that may not have gone to air."

In a recent project on the Vietnam War for the Department of Veteran's Affairs, Roar Film segmented a one hour documentary into a number of clips that reflected an area of study outlined in an accompanying CD ROM and booklet.

Roar Film, which is based in Hobart, not only produces content for the education market, it works with outside producers to help them reach this sector. Speaking on the panel, Steve also stressed the importance of looking beyond the Australian and New Zealand markets, with other markets having the potential to significantly increase the returns to a film.



*An Inconvenient Truth
study guide cover*

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Sponsorship for longest running screen awards

Australia's longest running screen awards, The ATOM Awards for excellence in audiovisual material in education, will now be known as the EnhanceTV ATOM Awards, under a new two-year sponsorship agreement.

The Awards, which have been run by the Australian Teachers Of Media for almost 30 years, not only recognise the work of professional filmmakers but also works created by primary, secondary and tertiary students.

"Screenrights, through EnhanceTV has been a sponsor of the awards for some years," EnhanceTV Director Mike Lynch said. "This additional support recognises the fact that these awards are unique in bringing together Screenrights members – the filmmakers – with the educators that use their work.

"I am delighted that we are able to be involved in this way and believe that EnhanceTV, which reaches educators across the country, will be able to further boost the profile of this very important event."

NZ history series strikes a chord with schools

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Frontier of Dreams, which deals with New Zealand history from the its geological origins to the early 21st century, was pitched "at a level that ordinary viewers could understand", according to series producer Ray Waru from Whakapapa Productions.

"The series also touched on many elements that I think aren't normally covered in the classroom, such as women and children in 19th century sweat shops," he said.

According to Ray, the Screenrights revenue will "certainly help with projects that many broadcasters consider marginally commercial and that sometimes have a hard time finding funding".

"And having educational institutions pay and legally use material brings some projects to the attention of the younger population, helping to build the future market for factual material," he said.

A total of \$2,586,306 was paid out from 1 January to 28 February 2007. This income was generated from educational copying in Australia and New Zealand, and from retransmission and copying in other territories.

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Award for media literacy enhancement

Congratulations to the school library team at Newman College, Marcellin Campus (WA), for winning the School Library Innovation Award for Media Literacy Enhancement.

The Award, which was sponsored by Screenrights through EnhanceTV and coordinated by the Australian School Librarians' Association (ASLA) recognises the important role of school libraries in fostering media literacy among students.

The Newman College team won the award for their personal service, initiative, support for library clientele, and their active promotion of audiovisual material as a resource. The judges felt the team enhanced students' ability to be discerning and critical of the information the media presents.

Congratulations also to go the school library teams from Don College (TAS) and Australia Science and Maths School (SA), whose entries were are both highly commended.

All the winners demonstrated expertise in providing teachers with classroom resources and in improving student learning. As a reward for their efforts, Newman College will receive \$1000 for library resources, and the highly commended entries will each receive \$500 for library resources.

International registrations

Screenrights International is currently updating registration details to ensure that the most accurate information is supplied to other societies holding royalties on behalf of rightsholders.

This registration audit follows the return of registration reports from members, and is part of the team's continuing commitment to providing an efficient international collection service to members.

If you have any queries about your registrations or would like to make further amendments, please contact International Services Administrator Maha Ismail for assistance.