

CVLI LICENSE Q&A – USA ONLY (Christian Video Licensing International)

by Dean B. McIntyre

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[Note: In this chart, “I,” “we,” “our,” etc. refers to the church, event, or agency that has purchased the license(s). Questions and answers generally are assumed to apply to the yearly license. This chart is intended only for general information. Always contact the licensing company for definitive answers to your questions and for additional information. Do not base your actions related to video licensing on any information contained in this chart.]

QUESTION	ANSWER
Name of license	CVLI Video License
Company name	Christian Video Licensing International
Licensing Office Mailing Address	17201 NE Sacramento Street Portland OR 97230
Telephone	888-771-2854
FAX	503-257-2244
Web Site	http://www.cvli.org
Member Service Mailing Address	5455 Centinela Ave PO Box 66970 Los Angeles CA 90066-6970
Telephone	888-302-6020
FAX	310-822-0908
ScreenVue Subscription Service	
Telephone	800-593-3837
Web Site	http://www.screenvue.com
What is ScreenVue?	A subscription service offered by CVLI separate from its license program. ScreenVue provides on-line pre-edited clips from movies, DVDs, and videos released by Christian and independent producers. Showing of ScreenVue clips requires CVLI license.
What CVLI licenses are available?	<ul style="list-style-type: none"> ▪ Family Values Producer Package: a smaller group of producers (about 55) that includes producers of religious videos ▪ Total Producer Package: includes all covered producers, about 90), including those in the Family Values Producer Package ▪ Non-church ministry organizations (schools, conference centers, childcare centers, camps, or those interested in multiple use license in association with your church or ministry) should contact CVLI for special situations and fees.

What is the cost of the CVLI license?	<ul style="list-style-type: none"> ▪ Family Values: \$50 for churches with regular combined attendance of 1-99 and \$90 for 100-199; unavailable if attendance is 200 or more ▪ Total Producer: \$180 - \$600, depending on church's regular combined attendance
Why is a license needed?	Videos sold or rented may legally be shown only in one's private home. It is illegal to show these outside the home without having secured permission from the producer, or having purchased a license.
What does the license cover generally?	public performance of home videocassettes and videodiscs produced by CVLI-affiliated producers
What are some of the legal uses of the license for churches?	<ul style="list-style-type: none"> ▪ pastors and preachers may use covered movies to illustrate sermon points ▪ Sunday School classes ▪ youth groups ▪ educational classes for teaching and training ▪ on-site church child care, day care ▪ church schools
What is not covered by the license?	<ul style="list-style-type: none"> ▪ videos copied from another video, disc, television, or other source ▪ showings for which an admission fee is charged ▪ showings where specific titles have been advertised or publicized
What about districts and annual conferences?	Districts and annual conferences may obtain their own licenses to cover their facilities and meetings.
Who may be granted the license?	a facility, institution, corporate entity, organization, profit or non-profit, including federal, state and local government, churches, summer camps, libraries, multi-national corporations, clubs, lodges, factories, and schools, as well as individuals intending to engage in non-home showings of videos.
How must I obtain the video?	renting or purchasing from any legitimate source
<ul style="list-style-type: none"> ▪ May I borrow a friend's video? 	No
<ul style="list-style-type: none"> ▪ May a church member provide a video he or she has rented or purchased? 	No
<ul style="list-style-type: none"> ▪ May I use a video borrowed from my local public library or school? 	No
How many video exhibitions are allowed?	unlimited
What is the license period?	one year
How do I renew?	renewal is automatic and billed by CVLI
I purchased the video. May I show it at church?	not without a license or permission of the producer
May I show the video, even if I don't charge admission or take an offering or donation?	not without a license or permission of the producer
May I show the video if I DO charge admission?	no, even if you have a license
We are a non-profit organization. Do we need a license?	yes
Do Sunday Schools or Day Care Centers qualify for face-to-face teaching exemptions?	No, the educational exemption is narrowly defined and applies to full-time, non-profit academic institutions only. (See Section 110(1) of the Federal Copyright Act, Public Law 95-553, Title 17 of the United States Code.)
Will a license cover our showing a video on our	Yes. USA copyright law provides that closed-circuit

closed-circuit system in our facility?	showings are deemed public performances, and these are covered by the license.
Does the license cover my sermon, workshop, class, or other presentation outside of our facility, such as at a conference, meeting, worship service, or other event to which I must travel?	Be very careful here. The license does not allow this. In fact, it specifically disallows this. However, in the past CVLI has agreed to extend this coverage to some licensees (including GBOD). You must make arrangements directly with CVLI for this. Get it in writing.
May I show movies taped off television?	No. Material taped off television or cable TV may not be publicly shown at any time even if the producing studio is otherwise covered by a license.
May I advertise the showing of films under our license?	No titles, characters from titles, or producers may be advertised or publicized.
May we charge admission?	No admission or other fee may be charged.
How do I know which video titles or producers are covered by the license?	CVLI will provide a list upon request, or you can check the CVLI web site.
How often should I check a particular title or producer?	Every showing
Does the license allow me to duplicate, edit, or modify a video?	No
Does the license allow me to cut out offensive language or scenes from the video?	No
May we assign our license to another church or group?	No
May other churches or groups use our license?	No
What if I don't follow the provisions of the license?	You may be liable for civil damages and fines. CVLI may cancel your license.
Must I report our use of the CVLI license?	No. Unlike the major music licenses (including CCLI, LicenSing, and OneLicense.net), you do not need to record or report your use of the CVLI license. The license includes unlimited use of covered producers.
What are the consequences of illegal showings of videos?	Even innocent or inadvertent infringers are subject to substantial civil damages ranging from \$500 to \$200,000 for each illegal showing, and other penalties.
Where do I obtain a copy of the actual license?	On the CVLI web site

Information compiled by:

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