



# A HELPFUL GUIDE TO USING MOVIES IN LIBRARIES

Everything you need  
to know about Public  
Performance Site Licensing

**Movie Licensing USA®**

*A Division of Swank Motion Pictures, Inc. • Tim Swank, Chairman*

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**Authorized agent licensing public performance of movies  
from major studios for over 70 years**

Securing this Public Performance Site License has been a demonstration of good citizenship. You and your library are to be commended for your professional and ethical compliance with the Federal Copyright Act (The Copyright Act of 1976, Public Law No. 94-553, 90 stat 2541: Title 17; section 110(i)). The license is also excellent insurance against unintentional illegal movie exhibitions.

Now that you have obtained a Public Performance Site License, you and organizations using your facility can enjoy unlimited public exhibitions of movies produced by the studios covered by your license. This gives you an opportunity to integrate the finest new and classic films into your programs legally, without concern of copyright violation. Movies are ideal to enhance programs such as:

- Summer Reading Programs
- Books-to-Movies Programs
- Family/Teen Movie Nights
- After School Programs
- Holiday Events; Christmas, Halloween, etc
- Classic Film Screenings
- Diversity/Cultural Programs
- Movie of the Month
- Youth, Adult and Senior Events
- Children's Story Time

Only Movie Licensing USA is able to offer you a Public Performance Site License for all of these Hollywood studios. No other licensing source can provide this comprehensive coverage.



Visit [www.movlic.com](http://www.movlic.com) for our complete listing of studios.

## Movie Programs Made Easy!

### Summer Reading

Attract young people to your library with fun summer reading program ideas for children and teens. Learn more at [www.movlic.com](http://www.movlic.com) or contact us.

### Books-to-Movies Programs

From book clubs to reading discussion groups, you can engage all audiences with movies based on popular books, such as *The Chronicles of Narnia*, *Pride and Prejudice*, *Memoirs of a Geisha*, *Zathura*, *Curious George*, *Charlie and the Chocolate Factory*, *The Da Vinci Code* and many more.

### Themed Movie Events

You can also use our movie search at [www.movlic.com](http://www.movlic.com) to find movies by title, director, actor or genre. Using the genre feature, you can find themed movie lists in categories such as:

- Academy Award® Winners
- Animals
- Black History
- Books and Literature
- Christmas
- Classics
- G and PG Rated
- Hispanic Awareness Month
- Japanese Animation
- Shakespeare

*And much more!*

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## Advertising Guidelines

Please review the following guidelines and suggestions when advertising movie events. All guidelines are subject to change at the discretion of the producing studio.

### **Advertising to Patrons/Card Holders Inside Your Library:**

Within your facility, you are free to advertise the movie title, studio, actors and artwork (as long as it includes the studio's copyright, for example: © Walt Disney Pictures).

To download free publicity posters, bookmarks and movie tickets visit <http://www.movlic.com/PDFWeb/libraryLogin.aspx>. Your customer number is the first six digits of your annual license number plus -1 (example 111111-1). These promotional pieces can be displayed in your library and passed out directly to patrons. Copyrighted movie images are also available using the movie search feature on our website.

You may also send correspondence directly to your card holders that includes all movie information, for example, patron mailings, emails and monthly newsletters.

### **Advertising to Non-Card Holders/General Public**

If you choose to advertise through public media (such as public radio, television, newspaper, press release, website etc), you may do so, as long as your message does not include the movie title and studio name. For example, "Join us at Anytown Library for a Neighborhood Movie Night at 7:00 p.m." is permitted. Many libraries list their phone number and direct readers to call the library for specific movie information.

## Movie and Program Ideas

Program ideas are available on our website ([www.movlic.com](http://www.movlic.com)) and in *Librarian News*, which is mailed to all licensed libraries and is also available online.

## What You Should Know About Public Performances of Movies and U.S. Copyright Law

This Public Performance Site License frees you from the possibility of embarrassing publicity associated with copyright violations when using copyrighted movies in your public library.

Neither the rental nor the purchase of a videocassette or DVD carries with it the right to use a movie outside the home; it must be granted specifically. The Federal Copyright Act (The Copyright Act of 1976, Public Law No. 94-553, 90 stat 2541: Title 17; section 110(i)) governs how copyrighted materials, such as movies, may be used.

Entertainment videocassettes and DVDs from major studios, purchased or rented from retail outlets, are licensed "For Home Use Only" to be viewed inside the home by a family and its social acquaintances and do not provide legal permission to use outside the home. Ownership of the videocassette or DVD and the right to use it publicly are two separate issues.

To exhibit a movie publicly, a library must be properly licensed from the studio, the copyright holder who retains exclusive public performance rights, or through the studio's authorized licensing agent, Movie Licensing USA.

## Limitations Of The License

You cannot extend your public performance rights to others, such as public schools, churches, businesses, etc., who might want to borrow copyrighted movies from you for showings in their facilities. This is illegal and is not covered by your license. The public performances authorized by this license agreement are to take place only inside the building of the public library specified in the license.

By purchasing this Public Performance Site License and exhibiting movies publicly, your library is entering into an agreement between the library and the movie producers. This license does not permit entertainment movies to be used when an admission fee is charged, other than to cover costs.

In addition, the movies may not be altered. This includes digitizing or duplication. They may not be transmitted electronically in any form without written permission from the copyright owners or their authorized agent, Movie Licensing USA.

Movies from the studios covered by this license agreement may be publicly exhibited with lawfully manufactured videocassettes and DVDs acquired by your public library from any legitimate source including rental and retail outlets. It is understood that the costs and responsibility for obtaining such home videocassettes and DVDs is yours and is separate and distinct from the agreed Public Performance Site License fee.

The copyright of the movies remains the property of the copyright holders, who reserve all rights to protect their intellectual properties. All copyright notices must remain on the movie. This Public Performance Site License expires one year from the date of issue and will be automatically renewed annually with appropriate invoicing, unless we are informed otherwise.

## What is Considered a Public Performance?

The concept of “public performance” is central to copyright. The circumstances which constitute public performance are clearly defined in the law: “A place open to the public or any place where a substantial number of persons outside of a normal circle of a family or its social acquaintances is gathered.”

## Why Royalties?

Royalties are the shares paid to authors, computer programmers, playwrights, musicians, inventors, movie producers, etc. out of the proceeds resulting from the sale, performance or use of their work. Most people participating in a movie production depend upon these royalties as payment for work performed. If these men and women lose ownership of their work and do not receive royalty revenue, much of which is collected through licensing fees, there would be little incentive for them to continue to invest their time, research and development costs to create future endeavors.

Consequently, there is increased attention by the copyright owners to unauthorized and illegal use of their copyrighted creations. Your Public Performance Site License fee includes your royalties to the people who worked on the movie.

If you have any doubt about these statements regarding copyrights, please consult your copyright attorney to have any legal question answered or verified.