

MID-MISSISSIPPI REGIONAL LIBRARY SYSTEM

PUBLIC MOVIE PERFORMANCE POLICY



To assist in the enhancement and development of programming throughout the Mid-Mississippi Regional Library System, MMRLS provides annual public performance site licenses to each of its 13 branch libraries. This site license allows MMRLS libraries to legally incorporate entertainment movies from prominent Hollywood studios into their programming without copyright infringement.

The annual site license covers the library facility for showing an unlimited number of movies by library staff and also outside groups choosing to host an event or meeting at the library. This license does not cover outdoor showings or showing at another location.

Through the site license provider's website (www.movlic.com) and emails branch libraries have access to:

- Programming ideas
- Publicity material such as posters, bookmarks, movie tickets, etc.
- Newsletters relating to new movies and movie events

MMRLS RULES AND PROCEDURES

1. Library staff must access the movie licensing website to verify that the movie being considered for public viewing is covered under the site license for unlimited use.
2. **Branch libraries are responsible for the cost of any movie that is listed under a "Single Event License."**
3. Branch libraries may not publicly view or use for programming any movie under the "Anime Films" listing as these movies are covered under a separate license.
4. If a movie is not listed for unlimited use or a single event, the movie cannot be publicly viewed within the library.
5. Library staff must verify each movie's rating. **"R-rated" movies will not be used for public viewing and/or programming at any MMRLS branch library.** This rule also applies to outside groups choosing to host an event or meeting at the library.
6. Neither MMRLS branch libraries nor outside groups hosting an event or meeting at the library are allowed to charge a fee to anyone attending a movie program/event.
7. Library staff must read the reviews on all movies that are being considered for library programming. To obtain a detailed review and description of most movies, staff may use the following website: www.pluggedin.com.
8. Library staff must visually preview the entire movie before making a final decision to allow the movie to be used for public viewing and/or programming.
9. Develop promotional materials around the movie event. Library staff should use the following guidelines when developing these materials:

**Advertising Inside Libraries and to
Registered Library Customers:**

Within the library building, libraries are free to advertise the movie title, studio name and movie artwork, as long as it includes the studio's copyright, for example: ©Walt Disney Pictures. Libraries are also free to advertise the movie title, studio name and movie artwork in correspondence such as standard mailings, emails and monthly newsletters.

The movie licensing's site makes it easy to create publicity with customizable posters, bookmarks and movie tickets that are already properly copyrighted. The library's customer number is located on the license certificate. Copyrighted movie images are also available using the movie search feature on the website. Artwork found on the website can be used to advertise your event as long as it is not altered and includes the studio's copyright, for example: ©Walt Disney Pictures. The licensing's website cannot authorize the use of artwork other than what is on its website.

Advertising in Public Media;

If a library chooses to advertise through public media (such as public radio, television, newspaper, or social media) it may do so, as long as the message does not include the movie title and studio name. For example, "Join us at (Name of Library) for a Movie Night at 7:00 pm" is permitted. The reason for these guidelines is to avoid direct competition with movie theatres.

Please submit copies of any promotional flyers to MMRLS to post on Facebook using the guidelines for advertising in public media.