

Movie Licensing USA

A Division of Swank Motion Pictures, Inc. • Tim Swank, President

Some Guidelines for Libraries Advertising a Movie

Advertising your Public Performance Movies legally can be both challenging and rewarding, but with a little creativity, can add value to your library's programs. Libraries can't show movies in public legally which are licensed "for home use only". The copyright compliance license you receive from Movie Licensing USA permits you to show (perform) the movies publicly in your library. Advertising outside to the non-library general public however is not permitted under the rights granted by this license. Here are several easy guidelines to follow when advertising:

- You may advertise any movie freely to your library patrons. Any advertising done in the library is fine. Utilize colorful flyers, posters, and various other forms of visual aids, which can target patrons. When you do this, it will capture the attention of your patrons and prompt them to inquire about involving themselves. You may advertise freely the name of the movie, the studio and the stars. Pictures of scenes from the movies are permitted, (any pictures being used must include the studio copyright).
- If you are going to use advertising via pamphlets or community newsletters, be sure they are being sent exclusively to your patrons. Such direct advertising is fine. When you get involved in any other form of media outside of the library or its patrons, i.e. local newspapers, radio or television etc., you may not advertise the title of the film. What is permitted in general announcements to the public is the description of themes, genres, information about the authors etc.
- Be creative when advertising outside of the library. Here are some examples of wording you may consider using:

"The ABC Public Library is presenting a movie series July 1-4 based on the Harry Potter books. Please contact the library for more information on directions and time".

"The ABC Public Library presents a comical animated Disney movie based on a girl named Lilo and her outer space friend".

"The ABC Public Library will present a movie series honoring the talented Harry Potter author JK Rowling. Please call for further details".

If there are any further questions or concerns regarding advertising, please contact us toll free at 1-888-267-2658.