

July 1, 2010

Dear Director:

The time has come for each of us to purchase the MPLC Umbrella License[®], which allows for the legal exhibition of videocassettes and DVDs at our senior centers. As a courtesy to our association and in the spirit of cooperation, the MPLC has agreed to reduce the license from the current rate of \$280 to only \$165 per center. Please act now to lock in this rate for the term of July 15, 2010 – July 15, 2011, and be protected from higher base license fees in future years. **If you are currently an MPLC license holder, please do not fill out this application; the MPLC will send you a renewal license and invoice directly.**

The MPLC Umbrella License allows the unrestricted use of home videocassettes and DVDs from over 365 Hollywood studios and producers, ranging from Disney to Warner Bros. It benefits those who use home videocassettes in their centers' programming and protects the legitimate rights of the copyright owners at a very low cost. To date, the MPLC has licensed over 250,000 locations in the United States and over 450,000 locations worldwide, including many state and local government facilities, as well as thousands of other nonprofit entities, such as churches and public libraries.

The U.S. Copyright Act stipulates that all home video exhibitions outside one's personal residence are "public performances" and mandates that they be licensed. Noncompliance with the law can subject infringers to civil fines and penalties. This legal requirement applies equally to for-profit and non-profit facilities, regardless of whether a fee or donation for viewing is required. The idea that your facility needs a public performance license to show movies may be a new concept to you, but, in fact, it has been historically part of the motion picture industry. In the past, if you rented a 16mm print, the distributor collected the public performance royalties as part of the rental fee. When you rent, borrow or purchase a video it is for **HOME USE ONLY** (read the fine print on the videocassette/DVD). Home videos were not intended to be used for public performances -as in a senior center- without a separate royalty being paid. In the past, centers have asked for a small donation or sold popcorn to offset this cost.

This agreement has proven to be an excellent benefit for MCOA members who would like to use videos in their programming. It is our hope that each center will purchase a license, so the MPLC can continue to provide this special rate on our behalf. To obtain a license, please fill out the enclosed brochure and **send it directly to the MPLC**. If you have questions please call (800) 462-8855 or call MCOA at (413) 527-6425.

Sincerely,



David P. Stevens
Executive Director