

# PUBLIC LIBRARY MOVIE PROGRAM GUIDE



**NEED A  
LICENSE?**

CALL  
**1-888-267-2658**  
OR VISIT  
**LIBRARY.MOVLIC.COM**

**Movie Licensing USA®**

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

# WELCOME TO THE WORLD OF MOVIE PROGRAMMING!

## Congratulations on Adding Movies to the Community Events at Your Library.

Movie Licensing USA has designed this Program Guide to assist you while you are creating a successful movie program at your library. We're here to provide you with tips and pointers that we have had the opportunity to gather from our licensed libraries.

This program will include step-by-step guides for getting started with your program from choosing a movie to developing a marketing plan to ensure your event is a success.

Movie Licensing USA is here to help you make your movie programs legal and exciting so that patrons will want to attend time and time again.

**So let's get started!**



### DO YOU NEED A LICENSE?

Contact Movie Licensing USA  
at 1-888-267-2658 Today!  
[library.movlic.com](http://library.movlic.com)

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**Q:**

**What do over half  
the U.S. Public libraries  
have in common?**

**A:**

**A movie program from  
Movie Licensing USA.**

**Movie Licensing USA®**

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

# Movie Licensing USA®

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

## Company Profile

Movie Licensing USA is a division of Swank Motion Pictures, Inc., founded in 1937. Swank provides public performance licensing rights to numerous non-theatrical markets, including worldwide cruise lines, U.S. colleges and universities, K-12 public schools and libraries, American civilian and military hospitals, motor coaches, Amtrak trains, correctional facilities and other markets such as parks, art museums and businesses. Headquartered in St. Louis, Swank also has offices in Paris, France. Swank is the world's largest non-theatrical distributor of motion pictures for public performance and the acknowledged leader in the field.

**SWANK HAS EXCLUSIVE RIGHTS TO FILMS FROM THE TOP HOLLYWOOD STUDIOS.**



NBCUniversal



LIONSGATE



FOCUS  
FEATURES

MIRAMAX

PARAMOUNT  
VANTAGE



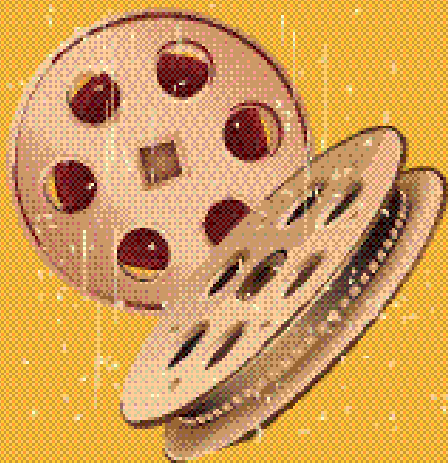
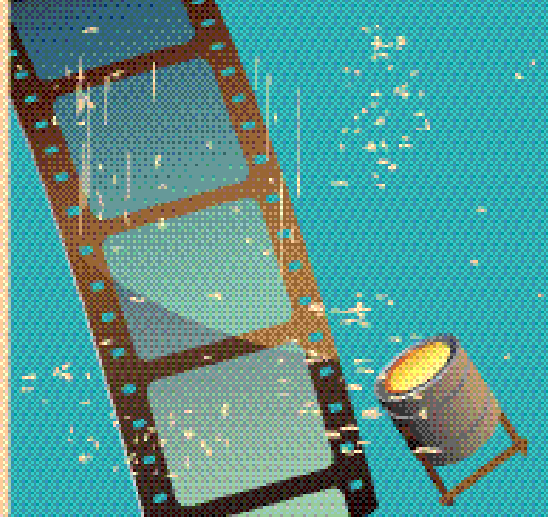
## Legalities

Through a joint effort of the major Hollywood studios, movies licensed for "Home Use" are available for showings in libraries throughout the country with an Annual Public Performance Site License. A Public Performance Site License allows a public library an unlimited number of exhibitions of copyrighted entertainment movies for an annual fee.

Obtaining a Public Performance Site License is easy and inexpensive. With a simple phone call, your public library can be licensed immediately to legally use entertainment movies to enhance and develop programming.

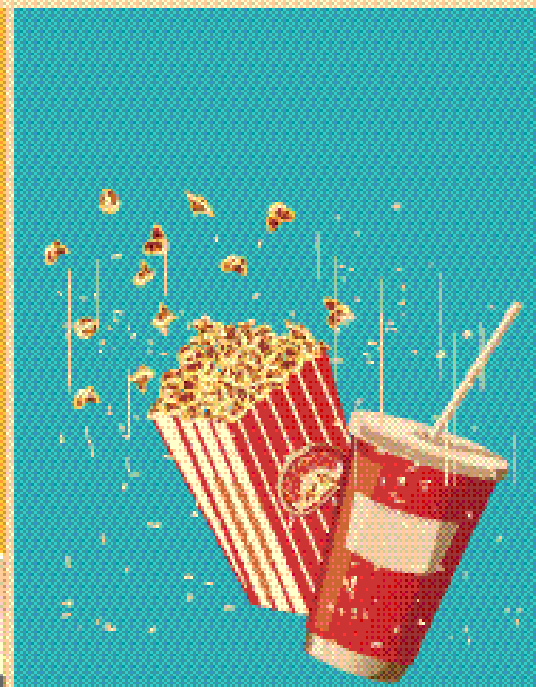
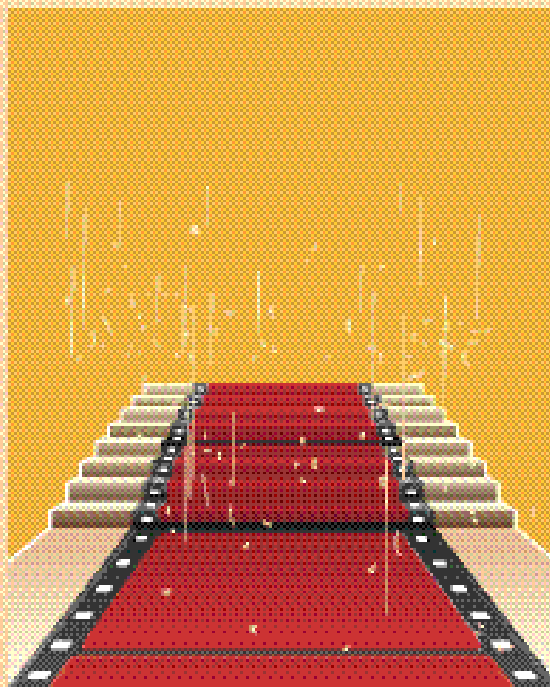
An Annual Public Performance Site License allows your library to legally incorporate entertainment movies into your programming. The Annual License covers the library facility for showings by the staff and also outside groups choosing to host an event or meeting at the library. This license does not cover outdoor showings; please contact our outdoor showings department for outdoor licensing information at 1-800-876-5577.

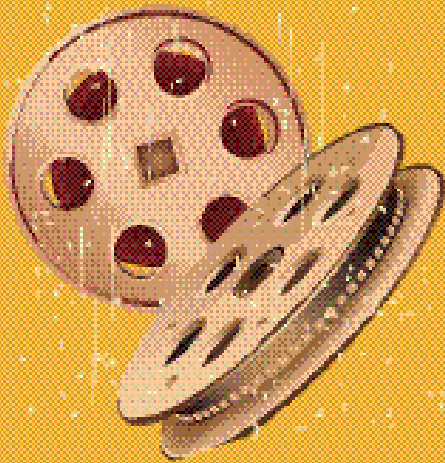
**An unlimited number of films can be shown throughout the year. The license runs for 12 consecutive months from a start date that you choose. The movies can be obtained from any legal source.**



# GETTING STARTED

## MAKE YOUR MOVIE PROGRAM A SUCCESS!





# PLAN & DEVELOP YOUR MOVIE PROGRAM!

**Movie Program Date(s):**

DEVELOP MOVIE PROGRAM:		DEADLINES	DONE?
<b>Create a planning and/or event team</b>	Will you need assistance with this movie program? Do you want them involved in the planning process or just on the event day?	<input type="text"/>	<input type="checkbox"/>
<b>Determine goals</b>	What do you want your movie program to accomplish? How will this benefit your library or community?	<input type="text"/>	<input type="checkbox"/>
<b>Consider audience</b>	Who from your community will attend this event (children, teens or adults?) and how many people will be attending? What are their interests and needs? How will this event benefit them?	<input type="text"/>	<input type="checkbox"/>
<b>Develop theme</b>	Will this program correspond with a national or local event? Will it help raise awareness of an important cause? Will it reflect a public library program like Summer Reading or Teen Read Week? For more ideas, view programming ideas at <a href="http://library.movlic.com/programming">http://library.movlic.com/programming</a> .	<input type="text"/>	<input type="checkbox"/>
<b>Include or develop related materials</b>	Can this event tie into current events, book clubs, youth clubs, scholarly lectures, film discussions, author visits or holidays?	<input type="text"/>	<input type="checkbox"/>
<b>Develop budget</b>	Include cost of license, movies, staff, equipment, refreshments, crafts.	<input type="text"/>	<input type="checkbox"/>
<b>Funding partnership/sponsors</b>	Movie programs are great for community and patron outreach, but sometimes extra help is required for funding. Ask local businesses for fun refreshments, equipment or donations. You can customize publicity to mention local businesses that are helping out at <a href="http://library.movlic.com/publicity">http://library.movlic.com/publicity</a> . Get more fundraising ideas at <a href="http://library.movlic.com/fundraising">http://library.movlic.com/fundraising</a> .	<input type="text"/>	<input type="checkbox"/>

## TIP:

Not currently licensed? Contact a Licensing Manager at 1-888-267-2658 or visit <http://library.movlic.com> for more information.





**NEED A  
LICENSE?**

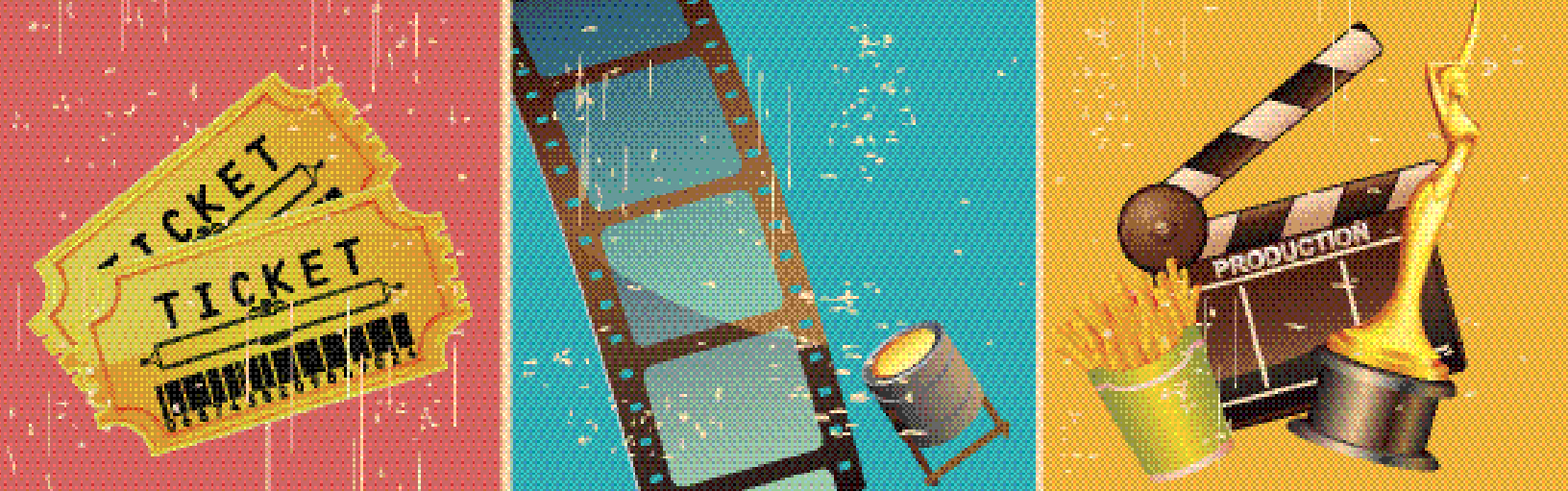
CALL  
**1-888-276-2658**  
OR VISIT  
**LIBRARY.MOVLIC.COM**

CHOOSE MOVIE(S):		DEADLINES	DONE?
<b>What sort of film will your audience enjoy?</b>	Check out our online resources to inspire ideas for The Big Read, Summer Reading, seasonal programming and more. <a href="http://library.movlic.com/programming">http://library.movlic.com/programming</a> .	<input type="text"/>	<input type="checkbox"/>
<b>Check title coverage</b>	Search the MLUSA website at <a href="http://library.movlic.com/search">http://library.movlic.com/search</a> . If the film appears, and you have an annual license, you can show it!	<input type="text"/>	<input type="checkbox"/>
<b>Check content of film</b>	Is the content suitable for the age(s) viewing the film? MPAA rating definitions can be found at <a href="http://www.mpa.org/ratings">http://www.mpa.org/ratings</a> . Content overviews can be found on <a href="http://www.imdb.com">www.imdb.com</a> and <a href="http://www.kids-in-mind.com">www.kids-in-mind.com</a> .	<input type="text"/>	<input type="checkbox"/>

**TIP:** If your chosen film is not in your library's collection, you may buy, borrow or rent a copy from any legal source. With our license, any legally obtained copy is okay to show!

PLAN MOVIE EVENT(S):		DEADLINES	DONE?
<b>Set a date(s)</b>	Check your community and library calendar for other events. What day of the week would be best for this audience?	<input type="text"/>	<input type="checkbox"/>
<b>Set time and length of event</b>	What time of day would be best for this audience? How long is the movie? How long will the greeting and introduction be? Will there be discussion before or after the movie? Will a craft be done before or after the movie?	<input type="text"/>	<input type="checkbox"/>
<b>Choose and reserve meeting room</b>	How many patrons do you expect? Is there limited capacity? Print only enough movie tickets from <a href="http://library.movlic.com/publicity">http://library.movlic.com/publicity</a> . Will additional or other seating be needed? Are there any special audience needs, e.g., Seniors with hearing disabilities, are captions needed?	<input type="text"/>	<input type="checkbox"/>
<b>Procure equipment</b>	Make sure that your equipment is suitable for your chosen room. Don't have equipment? Find a local equipment supplier or buy your own. Make sure you have speakers, a screen or wall, a projector or a flat screen tv.	<input type="text"/>	<input type="checkbox"/>

**TIP:** Don't have a screen?  
Hang a sheet or paint a wall with white screen paint!

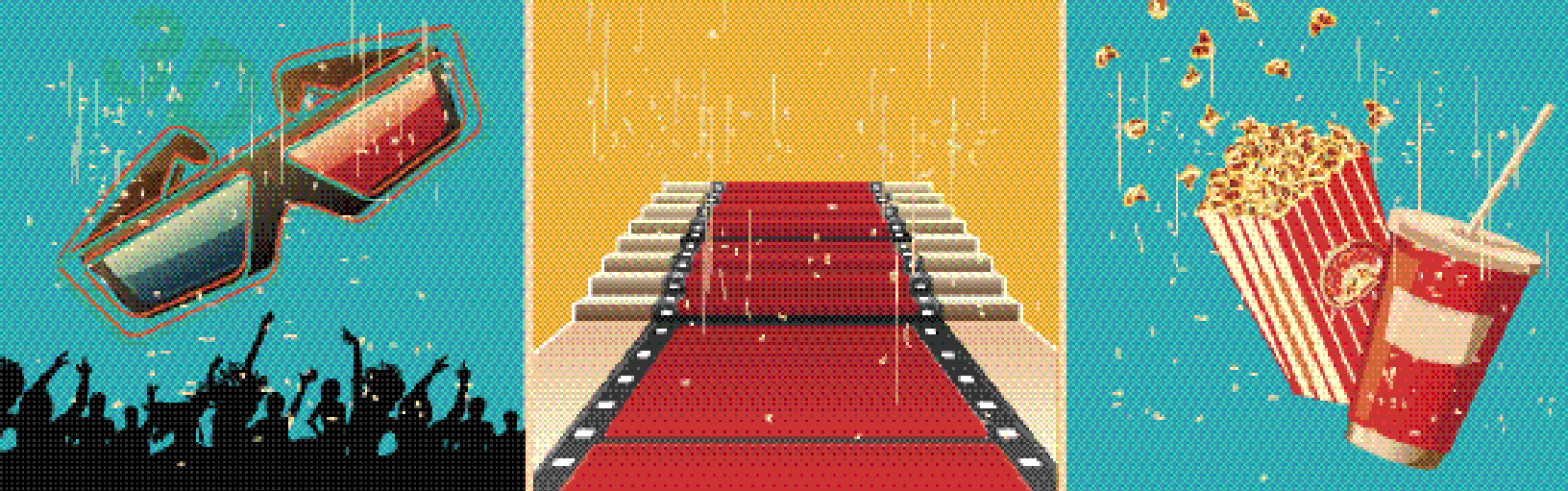


PLAN MOVIE EVENT:		DEADLINES	DONE?
<b>Coordinate staff &amp; volunteers</b>	How many people do you need to help with your event? (See event checklist for list of responsibilities.) Make sure to obtain contact information from each. Are there community groups that share the program goals and can assist or partner in the events?	<input type="text"/>	<input type="checkbox"/>
<b>Prepare welcome and film introduction</b>	Can include length of film, if there will be a break during the film, information about the film/director/subject, information on other programs at the library. Remind patrons to turn off cell phones.	<input type="text"/>	<input type="checkbox"/>
<b>Plan a related craft or activity</b>	Related crafts, games (movie trivia) and activities can be done the week or month of the film screening as well as before or after the film. Movie activity sheets can be printed from the MLUSA website under "Access Publicity".	<input type="text"/>	<input type="checkbox"/>
<b>Coordinate refreshments</b>	Choose refreshments that relate to the film being shown! Will refreshments be donated, purchased by the library or made by volunteers? Who will procure the items and when? Or make it a 'bring your own' event such as a brown bag lunch and a movie.	<input type="text"/>	<input type="checkbox"/>

**TIP:** Movie events can be fundraisers. You may raise unlimited funds from refreshments, raffles, donations, etc. If the money you collect is called admission, you may only recoup the cost of the license.

PROMOTE MOVIE EVENT:		DEADLINES	DONE?
<b>Create publicity online</b>	Promote event at least three months in advance. Print out customized publicity to display inside your library and to mail/email to library card holders. Customizable movie tickets, posters and bookmarks are available at <a href="http://library.movlic.com/publicity">http://library.movlic.com/publicity</a> .	<input type="text"/>	<input type="checkbox"/>
<b>Create displays</b>	Display movie event signs, related library collections, crafts done in conjunction with the film program, local organization's information if they participate, local business' information if they donated to the film program or library in general, etc.	<input type="text"/>	<input type="checkbox"/>
<b>Word of mouth</b>	Enlist staff, volunteers, library board and patrons to help spread the word.	<input type="text"/>	<input type="checkbox"/>





SET UP EVENT:		DEADLINES	DONE?
<b>Set up your room</b>	Make sure that there is adequate seating, tables, a comfortable room temperature, decorations and proper window coverings.	<input type="text"/>	<input type="checkbox"/>
<b>Set up and test your equipment and film</b>	Conduct a test run of the entire film, enlist others for help if limited with time. Does your movie play, do all your lights and electric work, how is the sound/lighting?	<input type="text"/>	<input type="checkbox"/>
<b>Ready your refreshment station</b>	Do you have/need cups, utensils, plates, napkins, ice, etc.	<input type="text"/>	<input type="checkbox"/>
<b>Display related materials</b>	Make sure to display materials that tie into the theme of the movie. This is a great time to promote new additions to your collection as well as long time favorites.	<input type="text"/>	<input type="checkbox"/>
<b>Confirm staff/volunteer coverage</b>	See event checklist.	<input type="text"/>	<input type="checkbox"/>
<b>Print out activity sheets</b>	Print out activity sheets from MLUSA's website. <a href="http://library.movlic.com/publicity">http://library.movlic.com/publicity</a> .	<input type="text"/>	<input type="checkbox"/>
<b>Print event evaluations</b>	If you would like your patrons to give feedback at the end of the event, make sure to create and print out event evaluations.	<input type="text"/>	<input type="checkbox"/>

AFTER EVENT:		DEADLINES	DONE?
<b>Solicit feedback from patrons and staff</b>	See feedback questions on page 9. Create a handout or send follow up emails to attendees.	<input type="text"/>	<input type="checkbox"/>
<b>Send thank you letters</b>	Send, or hand out, thank you letters to those who helped make your event a success, including community groups, speakers, volunteers, businesses that donated equipment or food.	<input type="text"/>	<input type="checkbox"/>
<b>Submit your story to MLUSA</b>	We'd love feedback on the license, program ideas to share with other libraries, etc. Send to your Licensing Manager or online at <a href="http://library.movlic.com/contact">http://library.movlic.com/contact</a> .	<input type="text"/>	<input type="checkbox"/>

## Don't forget last minute showings!

The license can be used for spontaneous movie screenings as well! When school is cancelled, there's a rainy day, kids are getting restless.... put in a movie and take out related crafts! All you need is: Location & Equipment, Movie, Crafts/Activities.

# EVENT FEEDBACK

In order to understand your movie program better, it is helpful to receive feedback from all viewpoints. You can collect this information after the event or email a survey to attendees.

## Survey your audience

Survey your audience throughout your film series. This can help you make adjustments before your next event and improve your next series.

Here are some questions you might ask immediately after an event:

- Was the movie venue comfortable? (Seating, temperature, etc.)
- How would you rate the movie selection?
- Was the program run smoothly?
- What occurred that you wish hadn't?
- Did this event match the theme?



Here are some questions you might ask halfway through your series:

- What is your impression of the movie choices?
- Has the audience size changed over the period?
- Do you like the dates/times of the showings?



Here are some questions you might ask at the end of your series:

- What is your impression of the movie choices?
- How would you rate our movie program promotion efforts and why?
- Was there anything missing that you'd like to see next time?



## Survey the Program Planners

At the end of your series, collect feedback from staff and volunteers. This can help your program make changes that will benefit your next series.

Here are some questions to ask yourself:

- How would you rate our movie program promotion efforts?
- Is there a better way of selecting movie titles?
- What was our most popular event and why?
- What is one change you think would improve our next series?

## Provide feedback to Swank

We appreciate our customers taking the time to give us feedback. Here are some things you should reflect upon and let your Licensing Manager know if there were outstanding or subpar results:

- Were responses prompt and efficient?
- What promotion tools were helpful to your program?
- Were problems handled professionally with understanding and concern?

# EVENT CHECKLIST

**Program Coordinator:** \_\_\_\_\_

**Name of Program:** \_\_\_\_\_

**Location (Name/Address):** \_\_\_\_\_

Date of Event: \_\_\_\_\_

Time of Event: \_\_\_\_\_ Doors Open: \_\_\_\_\_ Doors Close: \_\_\_\_\_

**Room Set-Up:**

Lighting ☐  
Windows ☐  
Temperature ☐

Seating ☐  
Refreshments ☐  
Signage ☐

Displays ☐  
Decorations ☐  
Literature ☐

**Equipment Set-Up:**

(test each)

Screen ☐  
Projector ☐  
Speakers ☐

Movie ☐  
Microphone ☐  
Other ☐

**Guest Speakers:**

Name  
Title/Organization  
Contact Information  
Notes


**Event Format:**

Welcome  
Introduction  
Announcements  
Speaker  
Film  
Discussion  
Wrap Up  
Crafts/Activities  
Refreshments

TIME	WHO

**Staff:**

Technical Coordinator  
Room Set Up  
Host  
Information Table  
Notes

NAME	CONTACT INFO

**OTHER**

--



# PROGRAMMING IDEAS:

## Movies are the perfect activity for any observation or celebration...!



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### The Big Read

Does your library participate in The Big Read? The Big Read is a program of the National Endowment for the Arts, designed to revitalize the role of literature in American culture and to encourage citizens to read for pleasure and enlightenment. As you plan your Big Read events and kick-off parties, keep in mind that Movie Licensing USA has a large selection of film adaptations that will appeal to all audiences.



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### Summer Reading

Whether you are creating your own summer programming theme or you are using the themes of the Collaborative Summer Library Program®, iREAD® or another organization, Movie Licensing USA has great movie programming ideas to enhance your program this summer! [library.movlic.com](http://library.movlic.com).



© Warner Bros. Entertainment, Inc.

### Banned Books

Banned Books Week is a national event celebrating the importance of reading and the freedom of the First Amendment. First launched in 1982, it was held in response to an increase in the number of books challenged by schools, libraries and bookstores. This annual event during the last week of September highlights the benefits of open access to information and the harms of book censorship across the US. Each year, bookstores and libraries celebrate by acting out scenes from the challenged books, hosting movie marathons, censorship debates, author signings, banned book sculptures and more.



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### Children's Programming

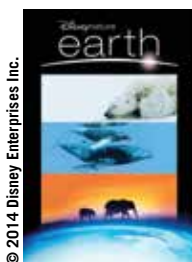
Children's Programming is one of our favorite things to plan! What could be more fun than promoting reading and literacy to young, imaginative minds? Plan a movie event to promote a classic, whether it's Dr. Seuss or A.A. Milne, you can find the perfect book-to-movie idea that will get all of the kids of your library excited to read!



© Lions Gate Entertainment, Inc.

### Teen Programming

We can find the perfect flick to get the local teens involved. Teen Tech week is always a popular week to host teen programming activities, but it doesn't have to stop there. Movies like *The Hunger Games*, *Harry Potter*, *The Avengers* and *The Hobbit* are just a few of the hundreds of options that will entice your teenage patrons to become involved.



© 2014 Disney Enterprises Inc.

### Adult Programs

There are so many options for adults. You can take the more educational approach with movies such as *Erin Brockovich*, *March of the Penguins* or *Disney Nature's Earth*. Create a discussion guide and have a round-table discussion about the film before everyone leaves. Make sure to display some books that go hand-in-hand with the movie's messages in case they want to learn more about the topic. Or, you can host a book club, recommend a good book and show the film adaptation after everyone gets a chance to read it.

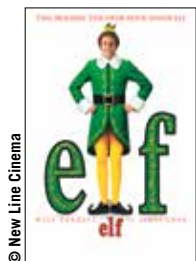


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CALL  
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OR VISIT  
**LIBRARY.MOVLIC.COM**



© Lions Gate Entertainment Inc.



© New Line Cinema



© Columbia Pictures Industries, Inc.

## Books-to-Movies

Film adaptations are our favorite picks! Whether you're a kid, teenager or adult, everyone loves a good book-to-movie. This year especially, there are a lot of movies being adapted from our favorite books. *The Monuments Men*, *Winter's Tale*, *Unbroken*, *Divergent* and *Ender's Game* to name just a few. And then, not to mention, there are all of the classics to choose from. Host one book-to-movie event and you will be thankful that you have your license.

## Monthly Holidays and Observances

The calendar is full of reasons to celebrate, whether it's a national holiday such as Easter or Halloween or a monthly observance like Black History Month or Get Caught Reading Month, the library is the perfect spot to open the doors to the community and host a safe and friendly movie event. We can find a movie for any theme, just ask one of our experienced Licensing Managers!

## Family and Community Programming

Would you like to invite more people into the library? Pick a weekend and host an open house. Schedule a movie and provide popcorn and soda. If they become a new library card member, sign them up for a drawing. You can even invite outside groups to host movie events at the library and they will be covered by your annual license. The more the merrier!

For more programming ideas go to **library.movlic.com** or call your Licensing Manager today!

## DON'T FORGET!

### Impromptu Movie Screenings

Impromptu movie screenings can be some of your most successful events! If it rains, school is cancelled or you have a community group that needs to host a programming night, your movie license will give you options. Whether you're planning an event for kids, teens or adults, movies are a perfect way to get everyone involved and to get to know your patrons. Movie Licensing USA has a library of thousands of films that will entertain any crowd.

### Summer Reading Programming

Summer Reading Programming is our expertise! Movie Licensing USA has helped thousands of libraries across the nation program during their most busy months.

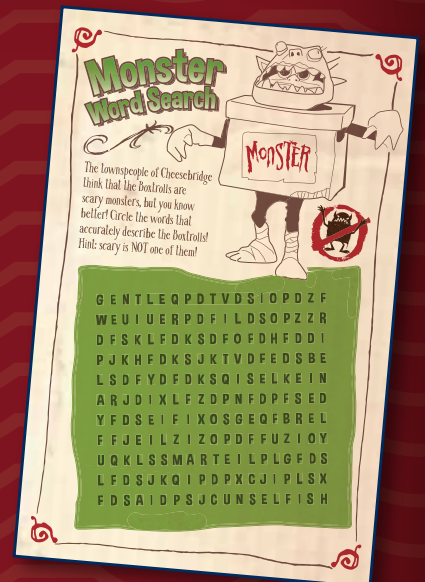
### Invite Community Groups

Anyone in the community may show films with your annual site license as long as they are showing the licensed movie in your library! Invite your community book clubs to host a book-to-movie event at your library. Local Summer Camps can plan a movie day if weather is too hot or rainy.

Visit [library.movlic.com/books2movies](http://library.movlic.com/books2movies) to find a list of literary adaptations.

# PROMOTIONAL MATERIALS

Annual License holders have access to full-color movie tickets, movie posters and bookmarks that you can customize for your show date and time. If you can't find a title that you are looking for, use our youth or adult themed generic posters. You can also find activity sheets and a community invitation that you can print and hand-out. These items are available on the **library.movlic.com** website under "Access Publicity".



## Choose From:

- Movie Tickets
- Posters
- Bookmarks
- Activity Sheets

Additional Materials for More Movies Are Available at: **library.movlic.com/publicity**

## Instructions:

1. Go to [library.movlic.com/publicity](http://library.movlic.com/publicity).
2. Enter your customer number and click "Login".
3. Select promo material.
4. Select type.
  - a. Plain movie option for movie image only.
  - b. Promotion option to customize.
5. Type in a movie title.
6. Type in program information.
7. Create and print.



# ADDITIONAL ONLINE BENEFITS

## Community Invite

Download this customizable invitation and invite outside groups to host movie events at your library. Whether it's a community-building event or fundraiser, sending this invitation to local groups is just one of many ways movies can attract people to your library.



## Movie Search Tool

Use our movie search tool to find movies that:

- Are covered by your Annual License
- Support a certain theme (genre), such as Black History, Books-to-Movies, Sports, G-rating, etc.
- Include a certain director, actor or keyword

Most movies are hyperlinked to a synopsis, rating, running time, etc.

## Programming Ideas

Want to show a movie related to Summer Reading, a holiday or a specific event being celebrated in your library? We have put together a handful of great movie selections for every month of the year! See the Programming Ideas and Monthly Calendar sections.

## New Release Page

As soon as we receive confirmation of a new movie coming to home video, we add it to our website so you can choose from the newest movies being released!

## Customer Feedback

Tell us what you think. We'd love to hear from you! Your testimonial could be featured in our publications or on our website.

## Monthly Newsletter

To receive an email each month with programming ideas and new DVD releases, please contact Movie Licensing USA with your name, library name and email address. Emails come from [publicity@movlic.com](mailto:publicity@movlic.com)



NBCUniversal



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FOCUS  
FEATURES

MIRAMAX

FINE LINE FEATURES

PARAMOUNT  
VANTAGE



## ORDERING A LICENSE IS AS EASY AS...

1

Call Movie Licensing USA at 1-888-267-2658. One of our experienced Licensing Managers is available to answer any of your questions.

2

Choose the start date and length of coverage you would like to purchase.

3

Start promoting and showing movies!

### Pricing and Payment

The cost of the Annual License is based on the service population at your library. Contact us for pricing information.

Note: For system licensing, each library is still licensed individually. However, multiple libraries purchasing together may receive a discount.

**Call a Licensing Manager at 1-888-267-2658 for pricing information!** The invoice and license are mailed one week prior to the start date and payment is due upon receipt.

# LICENSE OPTIONS

## Annual Public Performance Site Licenses

An Annual Public Performance Site License allows your library to legally incorporate entertainment movies into your programming. The Annual License covers the library facility for showings by the staff and also outside groups choosing to host an event or meeting at the library. This license does not cover outdoor showings; please contact our outdoor showings department for outdoor licensing information at 1-800-876-5577.

An unlimited number of films can be shown throughout the year. The license runs for 12 consecutive months from a start date that you choose.

The following studios are available for Annual licensing:



## One-Time Showings

In addition to the studios that are covered under the annual license, Movie Licensing USA is the exclusive licensing provider for many other independent and smaller studios. Films from any of the studios listed below are available for showing with the purchase of a One-Time License (regardless of Annual Site Licensing).

### One-Time License Details:

- One-time licenses cover one movie screening on a specific date and time in one location.
- Movie title, show date and library name must be provided upon ordering the license.
- The movie can be obtained from any legal source (rental store, personal collection, library, etc). We do not provide the movie itself, just the license.
- The one-time licensing fee may be applied toward the cost of the annual license if the library upgrades within 90 days of show date (only one license may be applied, regardless of number purchased).

The following studios are available for licensing on a one time basis:





## Contacting Movie Licensing USA

At Movie Licensing USA we are here to serve you! Our Licensing Managers are available Monday – Friday 8 am – 5:30 pm central standard time or check us out anytime online at **library.movlic.com**.

## Contact Us Toll-Free

Toll-free: **1-888-267-2658**

## Mailing address:

10795 Watson Road  
St. Louis, MO 63127-1012

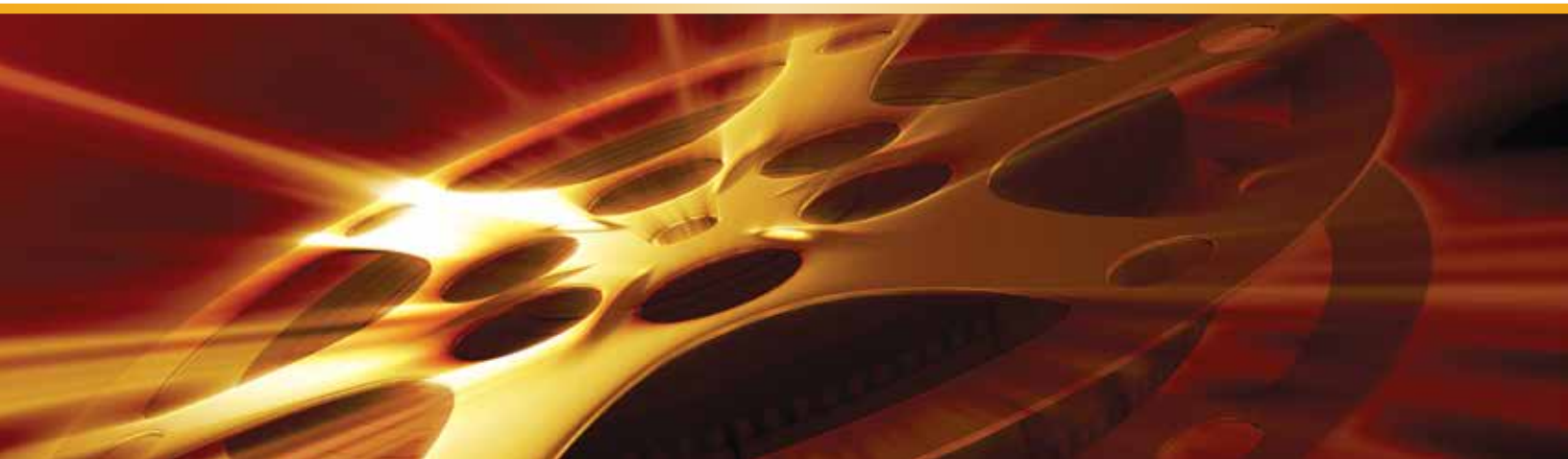
## Payment address:

Movie Licensing USA  
2844 Payshere Circle  
Chicago, IL 61674



## library.movlic.com is your one stop shop for:

- A **fully searchable** list of all of our available movie titles
- Programming ideas
- Movie trailers
- Customizable promotional materials for download
- Upcoming release dates
- Movies by genre
- Newsletters and more!



# AND ON WITH THE SHOW

## Make your movie a hit!

Work with Movie Licensing USA and your Licensing Manager to create an entertaining experience your community will want to attend time and time again.

Use this guide in collaboration with our other online resources to take your film series to the next level.

Promoting your movie events is crucial to your success. Movie Licensing USA wants to help your program; that's why we offer publicity materials and movie images to give your program an advertising boost. Use these and other exciting promotional tools to make your program known. Let us know if we can help.

Your Licensing Manager is available to answer any questions you may have. We look forward to your film program's success!

## Have a great show!

# Movie Licensing USA®

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