

Michigan Society of Association Executives Signs Agreement with The Motion Picture Licensing Corporation

Agreement provides MSAE members with a discount for the Umbrella License[®] to show motion pictures and other audiovisual programs for training and conference events

Los Angeles, CA – April 20, 2016 -- The [Michigan Society of Association Executives](#) (MSAE) has negotiated an agreement with the [Motion Picture Licensing Corporation](#) (MPLC) that gives MSAE members the opportunity to obtain a reduced-rate license to exhibit movies and other audiovisual programs at association functions in a copyright compliant manner.

“We are pleased to provide our members the opportunity to obtain a discount on the Umbrella License,” said Ms. Cheryl Ronk, President of the MSAE. “Associations do more post-secondary education than any other group. Over 60% of all meetings in the state of Michigan are coordinated by our members. Most trainers and association executives realize that for training and development purposes, visual images are far more retentive than the spoken or written word and they wish to use movies to deliver dynamic and memorable presentations. Now, our members can legally allow educators and session presenters to bring the “magic of the movies” to their meetings and special events with the assurance of comprehensive copyright compliance.”

The license, known as an Umbrella License, provides associations the rights to show a wide array of movies and other audiovisual programs for entertainment or educational purposes. Movies can be shown from more than 1,000 Hollywood studios, independent, special interest, television, and foreign producers. Once a license is secured, associations can rent or purchase movies and play them without the need for any further reporting.

According to the US Copyright Act, Title 17 of the United States Code, copyrighted motion pictures and other programs that are legally available for personal, private use (such as DVDs, downloads or available via streaming) need a public performance license when exhibited in public. Showing movies during meetings, conference sessions, or other special events requires a public performance license without regard to whether an admission fee is charged or to whether the exhibitor is a for-profit or not-for-profit organization.

“We are pleased to have the support of the Michigan Society of Association Executives,” said Eileen Korte, Vice President of the MPLC Licensing Division. “For associations, movies are a great way to entertain and educate members during conferences, meetings, and other special events. The Umbrella License is a convenient and comprehensive copyright compliance solution that provides a wide array of program possibilities for associations at a variety of functions. Once licensed, MSAE members gain the peace of mind to incorporate movies into their programs in accordance with federal law.”



5455 Centinela Avenue
Los Angeles, CA 90066

tel. 310.822.8855
fax. 310.822.4440

www.mplc.com

About the Motion Picture Licensing Corporation

The Motion Picture Licensing Corporation was established more than 30 years ago by motion picture executives to provide public access to the work of the creative community without copyright infringement. The MPLC is the world leader in motion picture copyright compliance, supporting legal access across five continents in 25 countries. The MPLC provides licenses to more than 250,000 facilities in the United States and over 450,000 worldwide. More information can be found at www.mplc.org.

About the Michigan Society of Association Executives

The not-for-profit membership organization MSAE is the association for associations in the state of Michigan. MSAE has served the association management and meetings industries since 1927. Today it functions as an information resource and professional network for more than 700 executives in Michigan's association and nonprofit communities. MSAE exists to ensure a knowledgeable, professional, and successful association community. To learn more about the MSAE association community and the benefits of membership, please visit <http://www.msae.org>.

Press Contact:

Samantha Perriello

Ballantines PR

585.727.0991

Samantha@BallantinesPR.com