Fall 2014

Dear AAPD Member:

The MPLC has reached a new agreement with the American Dental Association (ADA) to better educate all dental practices of the importance of motion picture copyright compliance.

You will be pleased to know that through the efforts of the AAPD and as part of our revised agreement with the MPLC, all AAPD members will continue to save money on the MPLC Umbrella License®. If you are currently licensed with the MPLC and your account is paid in full, you will automatically receive a 90 day extension on your license, regardless of your current license fee. Please note that if you have already received your renewal notice you must pay your invoice at your current license fee to receive the AAPD member term extension. **Thereafter, your license will automatically renew at a reduced rate of $250 per practice location, per year.** This represents an 18 percent reduction from the previous year’s fee. There is no action required on your part, as the MPLC will automate this process.

If you are not currently licensed and have not considered showing movies and other programs to your patients, now is the time. All AAPD members that apply for an Umbrella License for the first time by February 28th 2015 will pay only $250 per practice location, per year. Obtain your license now, to lock in this special base rate; effective March 1st, 2015 the license fee will increase to $280. Once your practice is licensed, movies may be obtained from any legitimate source whether purchased, rented, or borrowed. All formats, whether DVD, internet stream, or download, are covered. In the competitive and growing field of pediatric dentistry, movies have become a simple and affordable way to enhance the patient experience.

As a pediatric dentist, you strive to address the needs of your patients and maintain a successful practice. With a variety of responsibilities, it can be difficult to ensure that your practice is always in compliance with copyright laws. Staff is not always aware that your practice can be held as a contributory infringer simply by providing patients the means to watch a movie on equipment in the reception area. With a plethora of programming options available, now is the best time to take advantage of the discounted AAPD Member Rate and protect your practice from the fines associated with copyright infringement through the purchase of the Umbrella License. Fines for non-compliance start at $750 for each inadvertent infringement and go as high as $150,000 for each egregious violation. This legal requirement applies equally to for profit and non-profit organizations, regardless if an admission fee is charged.

The AAPD has worked with the Motion Picture Licensing Corporation (MPLC) over the past three years to educate members of the need for copyright compliance, and continues in this effort. The MPLC was founded in 1986 to provide organizations, including health care facilities, with simple, affordable copyright coverage. As an independent copyright licensing agency, the MPLC represents over 650 motion picture studios and producers, including major Hollywood studios from Disney to Warner Bros. to educational, children’s, independent, and family friendly producers.

The Umbrella License is an annual license that allows practices to show an unlimited number of copyrighted motion pictures and other programs for one low annual fee. Once your practice is licensed, movies may be obtained from any legitimate source whether purchased, rented, or borrowed. Most patients, especially children, experience some degree of fear or anxiety when visiting the dentist. And, there is no better way to soothe a child’s emotions and alleviate stress when going to see the dentist than seeing a familiar face on the screen. In the competitive and growing field of pediatric dentistry, movies have become a simple and affordable way to enhance the patient experience.

To learn more about the MPLC and the Umbrella License, please visit the MPLC website at [**www.mplc.org**](http://www.mplc.org). MPLC Licensing Representatives are also available to answer any questions about the affordable annual license at **(800) 462-8855**. Additionally, you may download the **MPLC brochure created specifically for AAPD members** or please contact Scott Litch at AAPD with any questions about the AAPD member discount at **(312) 337-2169**.

Sincerely,



John S. Rutkauskas

AAPD

Chief Executive Officer



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MPLC

President, Licensing Division