



Dolly Parton's Imagination Library Permissions Requests & Approvals for Usage of Penguin Young Readers Titles and Content



FAQ's

- Why does Penguin Random House need to grant permission for our promotions? We are just supporting the Imagination Library.
 - As publishers of the works, Penguin Random House is charged with being good stewards of our authors and illustrators. It is our responsibility to look after their interests and protect their rights, including copyright use.
 - As long as permission is granted to reproduce any Copyright or Trademarked material, there are no consequences to doing so.
 - In instances where fees would customarily be collected for such usage, Penguin Random House has agreed to waive these fees through an established process for granting permission to DPIL affiliates.
 - It can become a problem if proper permission isn't obtained, as Penguin Random House and Dollywood Foundation and the affiliate involved could face fiduciary consequences should an agent or author decide to press the issue.

- Where do I get all the information I need?
 - Your Regional Director has the submission forms and associated guidelines that will aid you in planning your promotion.

- It sounds like I'll be submitting a lot of permission request forms if they are required for every purpose. Can you define the uses that require one?
 - Using a book cover image to create:
 - Banners
 - Event Announcements
 - Event Fliers
 - Newsletters
 - Posters
 - Fundraising or Advertising purposes for DPIL
 - Online promotion of a charity event
 - Live Read-Alouds for Fundraising or Promotional purposes
 - Holding a Live Performance event for Fundraising or Promotional purposes

- Are there any scenarios in which I do not need to submit a form?
 - Mentioning a title during any live event or as part of a listing on a social media website does not require you to submit a permissions form.
 - Mentioning a title in verbal or written form, as long as you are not showing a cover image along with the mention.
 - In both scenarios, please be sure to include the author and illustrator names along with the title to set the book apart from others with similar title names.

- We have a social media presence, so what can I share?
 - While it is the most frequently requested scenario, posting a video of reading aloud in which the entire story is read is an infringement of copyright laws.
 - It is okay to post a static image of someone reading to a group.
 - It is also acceptable to post a partial reading. However, this must be limited to 10% of the text, and not a video of the entire book being read.
 - Please refrain entirely from posting on Pinterest or other similar sites.

- Can I create a fundraising event using books as a raffle or other prizes and post this on a social media site?
 - Attempting to do this on Facebook is against Facebook's terms of use. You would need to acquire their set of rules and approval for an engagement such as this.
 - There are third party applications available to do this, if necessary. Please research Facebook's policies firsthand.
 - We strongly recommend having legal guidance before embarking on any such program through Facebook.

- The characters are just so adorable and recognizable. I really want to feature them on our website to attract interest. Is this allowed?
 - Penguin has created videos for many of our beloved characters and titles that we are more than happy to make available for posting on your website!
 - These videos include:
 - Webisodes
 - Read-Aloud compilations
 - Feel free to reach out to your Regional Director for more information on attaining these videos.

- I've seen a cover image/live performance/read-aloud that did not have the appropriate credit that was detailed in the guidelines supplied by my Regional Director. Why is that?
 - If you see this, please advise your RD so that they can reach out to this organization. They may not be familiar with the need for Permissions Approvals like you are and reaching out to them will enable us to prevent any fiduciary action from being taken by an agent or author.
- I'm not sure if what my organization is planning to do requires approval. How do I find out?
 - Reach out to your RD and explain in detail what you are doing and what questions you may have. They can advise you what, if any, the next steps are.
- We would like to use just the image of a character we are highlighting. I will credit the author/illustrator appropriately. Is that ok?
 - No. Penguin Random House can only provide approval for use of the book cover image in its entirety. Cover images cannot be combined either.
- We are planning a live performance of an Imagination Library program book. Can you provide a script?
 - Permission for Live Dramatic Performances can be requested **only** for the titles, *My Lucky Day* by Keiko Kasza, *One Cool Friend* by Toni Buzzeo, and *Stand Tall, Molly Lou Melon* by Patty Lovell. Additionally, the only stage adaption we can approve for either is the one produced by Dollywood for the DPIL performance onsite at the theme park. Contact your RD to obtain a complete script and the associated Request Form to submit to Penguin Random House.
- Ok, what if we create our own stage adaption of another title?
 - Permission is limited to *My Lucky Day* by Keiko Kasza, *One Cool Friend* by Toni Buzzeo and *Stand Tall, Molly Lou Melon* by Patty Lovell **only**. All other title requests will be denied. Stage performances of other titles will be subject to fiduciary consequences by Penguin Random House and the agent/author/illustrator.
- We are planning to use a book not in the Imagination Library program.
 - All books in Dolly Parton's Imagination Library are published by Penguin Random House.
 - If you are featuring a book published by Penguin Random House that is not part of the Imagination Library:

- We would strongly recommend choosing a title in the DPIL so that you are supporting the books that children will actually receive. Using another title could be misleading to parents and their children.
 - The customary fees associated with permissions are waived for affiliates of Dollywood Foundation in support of the program. Usage of titles not in the program cannot be guaranteed to be granted free of fees.
 - If you are featuring a book **not** published by Penguin Random House:
 - We strongly urge you to remove this title from your promotion immediately. No approval from Penguin Random House can be granted and you would be subject to fiduciary consequences by the corresponding book publisher and the associated agent/author/illustrator.
 - If it is integral for your purpose, we recommend you contact the appropriate publisher for details on their special permission approval requirements.
- We are planning to read one of the books from the DPIL to a class of students, do we need permission?
 - No, you do not need permission to read to a classroom of kids during community visits.
 - *However*, if you are holding a FPIL fundraising event and a live reading is part of the entertainment, please obtain permission.
- Can we record our Reading Event to post on our website?
 - If the reading event is in a classroom AND NOT FOR FUNDRAISING purposes, it is permissible to post a partial recording of it on a website.
 - For any partial recording, the actual reading time posted must be limited to 10% of the total text.
 - If you were hoping to conduct a reading event—classroom or otherwise—for fundraising purposes, you may NOT record, broadcast, or publish it on the internet or create a physical video intended for distribution.
- Can we record our Reading Event to include a video to be sold at our fundraiser?
 - If the event was done for fundraising purposes, it may NOT be recorded, broadcast, or published. Further, it would not be permissible to sell a video of a reading event or one that contained footage of a reading event.

- We received approval for (permission request) last year and are gearing up to do the same program again this year. Since we already received permission last time, we are okay, right?
 - All approvals are granted for **one-time use only**. Licensing arrangements for books can change over a period of time. Thus we require you to request approval for each new use each year to be certain we can grant the requested permission at the time it is needed.

- How far in advance should I submit my request?
 - As soon as possible! It's best to submit the request as soon as you begin your planning to ensure there is enough time for your Regional Director and Penguin Random House to review and, if necessary, advise corrections prior to approval.
 - We completely understand that sometimes great ideas come at a last moment's notice, but to avoid any long-term consequences you should plan with time to spare.
 - As a general recommendation, **submissions should be submitted at least 30-60 days prior to your intended deadline**. Your Regional Director and Penguin will do their best to keep your schedule in mind so that there's no disruption to your plans.

- We would like to use a DPIL title differently than any of the permission request forms provide information on. How do we submit for approval?
 - To request permission to use a Penguin Young Readers title in a manner other than reproducing a cover image, holding a read aloud, or staging a live performance of either of the approved designated titles, please fax the complete details to:
 - Mary Sullivan in Penguin Young Readers Permissions
212-414-3340
 - Please note only faxed requests will be acted on and responded to. Please do not email requests.
 - For more information, visit <https://permissions.penguinrandomhouse.com/>

- My question isn't here!
 - Reach out to your Regional Director!
 - Together we'll get your question answered.