

Double-Duty Movies at the Winter Park Public Library

**Ruth D. Edwards, PhD, Coordinator
Winter Park Public Library
Lifelong Learning Institute
CineMagic**

"CineMagic is one of my favorite programs," said Geri as she left the monthly movie. "I love watching the movie with the rest of the folks and then talking about it afterwards." CineMagic is held at the Winter Park Public Library on the second and third Friday evenings each month. The program is run through the library's Lifelong Learning Institute, the Adult Education Department.

What's unique about CineMagic is that it takes place after the library is closed. Friday evenings the library closes at 5 p.m.; by 6:30, Institute staff has reopened the entrance at the first floor Community Room to receive the evening's viewers. They file in, take their seats (usually their regular seat) and are ready to see the show! Our average attendance is 20-25 and range in age from 18-80. Between 9-9:30 p.m. the movie wraps and discussion begins; often they move the discussion to a local restaurant for a late night snack and more movie talk.

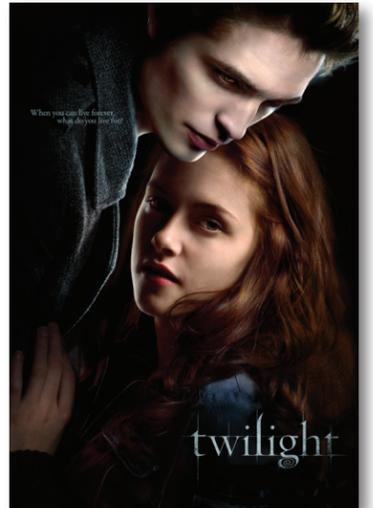
CineMagic does a wonderful job of bringing a variety of folks together who are like-minded about one thing – their love of movies. In the beginning we thought this was a great way to engage young adults. The reality is, age has little bearing. We have about six women, aged 75+ who come to the program together, another rides with the facilitators and still another drives independently; everyone stays for the after-movie discussion! We also have several couples who are regular attendees along with the rest of our regulars and some 20-40 year-olds who sporadically drop by.

The program is the brainchild of Institute Education Specialist, Linda Hayes Gallegos. Now in its fourth year, the program shows movies not traditionally seen in wide release. Often, popular movies that have a unique message the audience can relate to are screened as well. On occasion audience members will vote on the quarter's screenings; otherwise the facilitator team selects the showings. The objective was to reinforce the library as a place for community gathering and connecting.

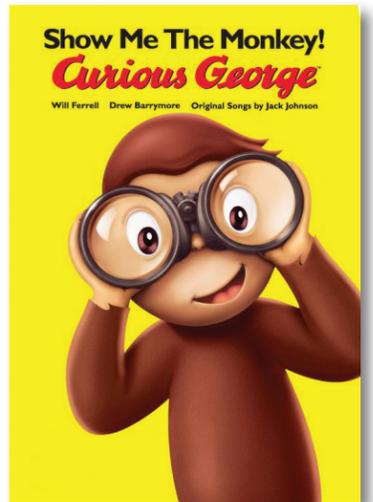
Movies for Kids & Teens

Three years ago, the library's Youth Services Department began showing movies for Kids and Teens. For the younger audience, Youth Services shows a movie on the second Friday morning of each month; average attendance is 20-30 parents and children who come with their own snacks! During the Summer Reading Program, there are weekly showings that average 45 parents and children in attendance. This quarter's features included *Curious George*, and *Cars*. Our Teen & Tween Librarian offered *Twilight* as part of a special "Sleep in at the Library" and had 35 teens in attendance.

This summer, Teens will offer movies every Thursday night. Youth Services will also offer special daytime showings for children, along with our regular crafts and Summer Reading Program activities. The Winter Park Public Library loves being part of the Movie Licensing audience. Being able to bring movies to our library members enhances our overall program efforts and brings joy to our patrons. Thank you Movie Licensing USA!



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Inside.....

- Pass the Popcorn at Gaines County Library
- Teen Read Week
- Summer Reading 2010
- New Movie Releases
- New Movie Ticket Publicity

PROMOTE YOUR LIBRARY'S TEEN PROGRAM WITH MOVIES THAT ARE *OUT OF THIS WORLD!*

Use a public performance site license from **Movie Licensing USA** to transport your teens beyond reality this **Teen Read Week!**



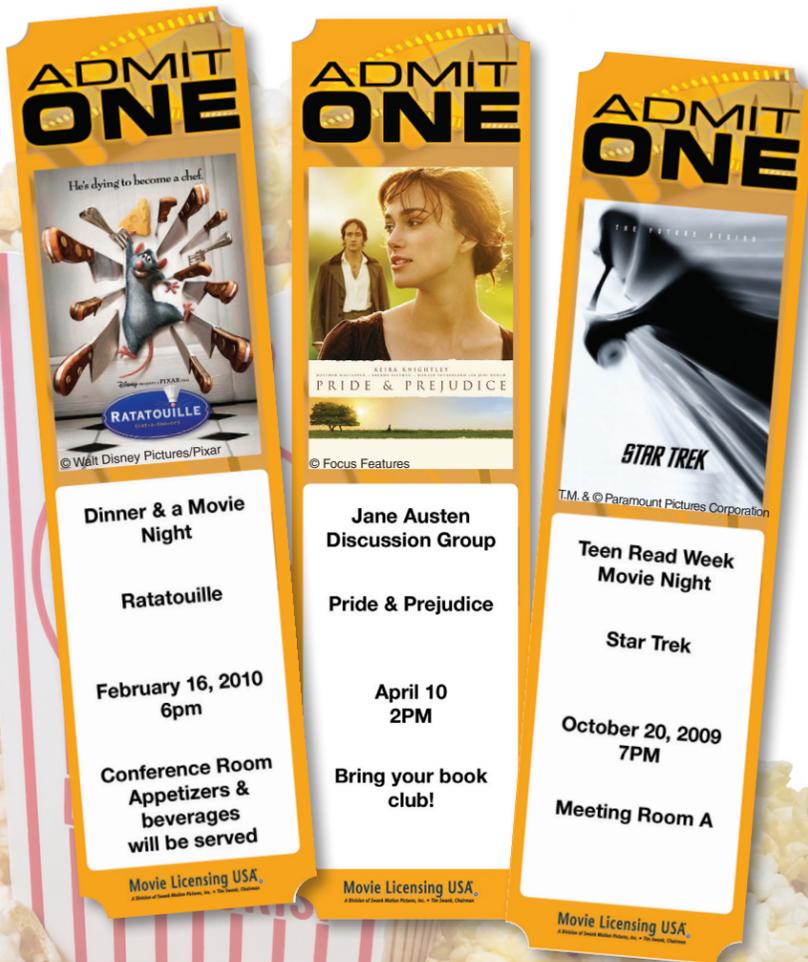
READ BEYOND REALITY

- 17 Again
- Close Encounters of the Third Kind
- Harry Potter
- Inkheart
- Race to Witch Mountain
- Star Trek
- Transformers
- Watchmen

Looking for more Teen Read Week programming ideas? Visit www.movlic.com for other great program ideas.

CUSTOM MOVIE TICKETS – NOW AVAILABLE ONLINE!

As a licensed library, you have special access to a number of free, colorful publicity resources. In response to feedback from many librarians, customizable Movie Tickets are now available online to download, print and pass out to your patrons before a movie! To access the Movie Tickets, simply visit www.movlic.com/library and log in with your Customer Number to print these full color tickets today!



Download for FREE at www.movlic.com/library

FEATURE YOUR LIBRARY IN LIBRARIAN NEWS AND RECEIVE A FREE DVD!

Get recognition for your successful program from your Friends Group, Library Board or Town Council. We want to know how you are using movies in your library. Our customers across the country will be interested in learning about your program, how it was funded and other useful tips that help made your program a success.

Send your submission ideas to libraries@movlic.com or call toll-free 1-888-267-2658 today.

SUMMER READING 2010

MAKE A SPLASH AT YOUR LIBRARY DURING SUMMER READING 2010! START PLANNING NOW!

Enhance your library's 2010 Summer Reading Program with movies- here are some suggestions to help make your future program a splashing success!

Children's Program

Invite your younger patrons to dive in and enjoy these water tales!

- Finding Nemo
- Flushed Away
- Happy Feet
- Little Mermaid
- Shark Tale
- Surf's Up

Young Adults

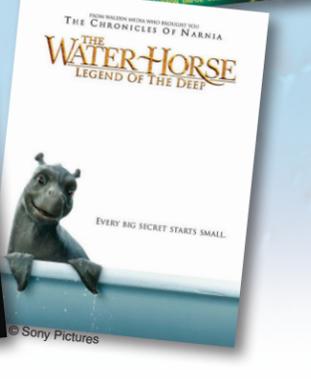
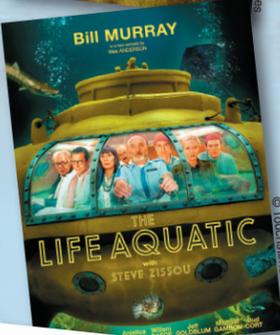
Host a movie discussion group and show one of these teen friendly flicks.

- Blue Crush
- Free Willy
- March of the Penguins
- Pride
- A River Runs Through It
- Swimming Upstream
- The Water Horse: Legend of the Deep

Adults

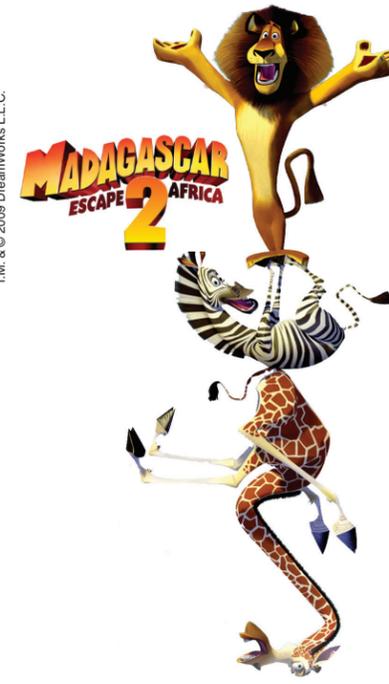
Hold a weekend movie night and entertain adults with these cinematic water favorites.

- Jaws
- Lady in the Water
- Open Water
- Pirates of the Caribbean
- The Life Aquatic
- Titanic



PASS THE POPCORN! GAINES COUNTY LIBRARY'S 'MOVIE DAY' DRAWING SUMMERTIME CROWDS

Cynthia M. Garcia, Reference- Children's Librarian, Gaines County Library



Back in April 2009, the Gaines County Library in Seminole, Texas began showing movies when the public schools had "Bad Weather Days". These are the scheduled days off the schools have decided on to make allowances for bad weather. We decided to call our movie time, "Movie Day @ Your Library" and started off with a 10:00 a.m. movie of *Madagascar: Escape 2 Africa*, and a 4:30 p.m. showing of *Twilight*. * Promotional flyers were displayed inside and on the front door of our library. Bookmarks from the Movlic.com site were printed to be used as tickets, and then laminated.

During the month of May, another "Bad Weather Day" was scheduled for the schools. With that in mind, we decided to show one movie at a later time with hopes that more would be able to attend. We featured the movie *Ratatouille* and we nearly doubled our turn out for the event!

With the start of the library's Summer Reading club, our patrons were given a flyer to promote all our summer movies. We had a total of five movies running every other week from June 16 to August 4. Our first movie for the summer was *Wall-E*.

Patrons are allowed to bring a drink as long as it has a top or lid. One of the Gaines County Commissioners donated popcorn for every movie day. Two weeks prior to the show, patrons came to the library and pick up a free movie ticket. Our first summer movie was "sold out" with all 55 tickets being given away and more patrons calling for tickets the morning of the movie. We had over 36 patrons attend that afternoon. Everyone really enjoyed the event! Upon leaving the library, one patron asked when she could pick up tickets for our next movie, *Beverly Hills Chihuahua*. We've decided to print out tickets the day after the current movie. This way, patrons have time to make plans within two weeks ahead of showtime. Our numbers have been steady and have been ranging from 35 to 40 patrons for each movie. We hope to have an even better success with our movie program as the year rolls along.

Gaines County Library System is located in far West Texas, on the Texas - New Mexico border, about 80 miles southwest of Lubbock. The population of the county is about 15,000, with approximately 6,000 living in Seminole, which is the county seat. A small library branch is located 18 miles north of Seminole, in Seagraves - population 2,400. This branch also serves the community of Loop, Texas. The Seminole branch has a meeting room where we show the movies on "the big wall" so the screen is approximately 12 feet wide by 7 feet tall. It's like having our own movie theater and thanks to having a license with Movie Licensing, we do!



*Twilight is available through a one-time showing. To obtain a license today visit www.movlic.com/twilight.

New Movie Releases

AVAILABLE NOW

- Obsessed*, PG-13
- Race to Witch Mountain*, PG
- The Soloist*, PG-13
- 17 Again*, PG-13
- Road Trip Beer Pong*, R
- Hannah Montana The Movie*, G
- Adventureland*, R
- Duplicity*, PG-13
- Fighting*, PG-13

SEPTEMBER

- Earth*, G, 9/1/09
- Battle For Terra*, PG, 9/22/09
- Monsters vs. Aliens*, PG, 9/22/09

OCTOBER

- Four Christmases*, PG-13, 10/27/09
- Land of the Lost*, PG-13, 10/13/09
- The Proposal*, PG-13, 10/13/09
- Tinker Bell and the Lost Treasure*, G, 10/27/09
- Transformers: Revenge of the Fallen*, PG-13, 10/20/09

NOVEMBER

- Wild Child*, PG-13, 11/17/09
- Star Trek*, PG-13, 11/17/09
- Santa Buddies*, G, 11/24/09

Home video release dates are tentative and may change at the discretion of the studio.

Visit "New Releases" at www.movlic.com for the latest new releases, movie synopses and related artwork.

Coming soon...

Harry Potter and the Half Blood Prince
PG, Date TBA

