

Librarian News *You Can Use*

Volume 5, Issue 2

Spring 2008

Wayland Public Library Provides Cool Summer Entertainment

April Mazza, Youth Services,
Wayland Free Public Library, Massachusetts

Wayland Free Public Library in Wayland, Massachusetts is well on their way to hosting an exciting Summer Reading Program for their youth and teens. Not only will Wayland take advantage of the Catch the Reading Bug @ Your Library theme, they will also incorporate Massachusetts state-wide theme of Wild Reads.

"In addition to scheduling live animal shows, buying books and other materials about animals and extreme sports, we plan to show several movies throughout the summer based on the Wild theme," explained April Mazza, who works in Youth Services at Wayland. She continued stating that:

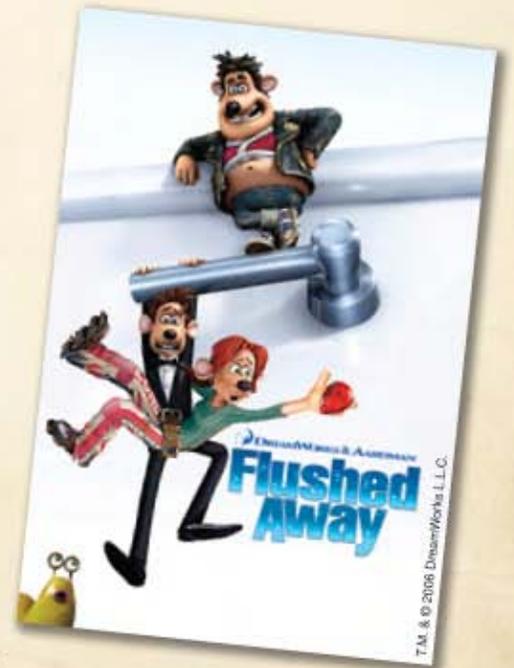
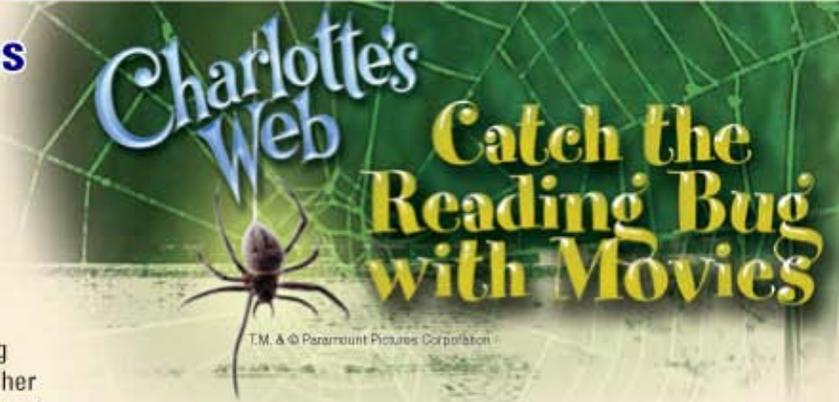
"Summer movies are some of our most popular events because families like to come and meet friends and escape the heat in air conditioning on the big screen."



Mazza is enthusiastic about using the Movie Licensing website to help her select upcoming releases. She picks G and PG movies that entire families enjoy. Some of their most popular movies in the past have included *Flushed Away*, *Curious George* and *Shrek*. In 2008, the library plans to include movies like *A Bug's Life*, *James and the Giant Peach* and *Charlotte's Web*.

Friends of the Wayland Library support funding for the library's movie license and video budget. This allows the library to use their budgeted funds to promote events. Mazza distributes movie program information through school newsletters, calendars and local businesses. Plus, she creates movie program promotional materials using Movie Licensing USA's website. Visit www.movlic.com to see how you can create your own promotions – posters and bookmarks are just the beginning.

There are special things that Mazza does in order to encourage the community to attend their programs. "We draw teens in with raffles or other incentives like pizza," she noted. "I've shown movies on Friday nights when the library is closed to make it seem even more like a special event." She continued, "I think it is also essential to promote that our movies are shown on a BIG screen. This is not like watching the movie at home; it's more like watching it in the theater. And, we have AC, too!"



Inside.....

- Patrons' Input Helps Plan Classic Film Series
- Start Planning for Teen Read Week
- How Movie Programs for Adult Patrons Has Created a Sense of Community and Friendship in a New Jersey Village.
- New Movie Releases

Movie Licensing USA

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

Patrons' Input Helps Plan Classic Film Series

Marie Crenshaw, Head Reference Librarian,
Clarence Dillon Public Library, New Jersey

Showing the most recently released movie is a great idea for some libraries, but isn't the most popular movie option at the Clarence Dillon Public Library in Bedminster, New Jersey. After the popularity of screening older films, community patrons opted for the classics.

When considering expanding the Classic Movie Program, Marie Crenshaw, Head Reference Librarian, surveyed patrons who had attended in the past to determine:

- Patrons' vision of what their movie program should offer
- What type of movies patrons would like to see
- Patrons' special interests and hobbies

After receiving this input, Clarence Dillon Public Library was able to create a Tuesday-night movie program that was of interest and value to the community.

Today, the library shows films from many genres and eras. This summer, patrons will be treated to a month of mysteries and a two-month long International Film Series. Past efforts have included an Alfred Hitchcock birthday celebration – complete with trivia, prizes and a screening of *Shadow of a Doubt*. Another popular program was "An Evening with Fred Astaire and Ginger Rogers" during National Library Week. The evening included a special cake and showing of *The Story of Vernon & Irene Castle* starring the famed pair.

"The great thing about the movie nights is that they are also a big social night for patrons."

These great programming ideas are the result of Crenshaw making the time and effort to solicit the input of her patrons.

When choosing a movie from their large and diverse DVD collection, Marie takes the appropriate steps to plan their event. She first checks to ensure the selection is covered under the Public Performance Site License.

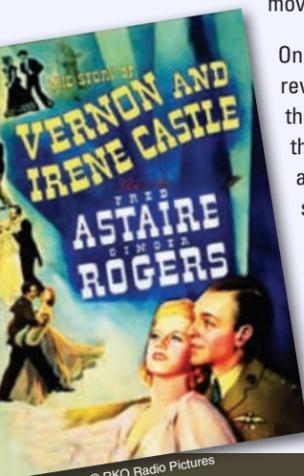
"Every film that we show is in our collection."

Crenshaw's biggest piece of advice to others who may be planning similar classic film series is two-fold. She suggests planning programs appropriate for the time of year by watching the calendar for upcoming holidays and observances. Lastly, make sure to get the input from your patrons. It's important to know what they are looking for and what they want to have a successful movie program.

Once a movie has been chosen, it's off to reading reviews and researching the movie and actors with their library assistant and film buff, Wade Bryant. From there, they create a movie synopsis, trivia questions and interesting facts. The library also tries to plan snacks that coordinate with the movie (especially popcorn and soda) and some evenings, patrons even bring snacks to share. "The great thing about the movie nights is that they are also a big social night for patrons. Friendships develop and the talking continues until the library has to close!"



© Universal City Studios, Inc.



© RKO Radio Pictures

Start Planning for Teen Read Week:

BOOKS WITH BITE @ YOUR LIBRARY

October 12-18, 2008

Werewolves and Vampires

Salem's Lot
The Lost Boys
Blood and Chocolate
Skinwalkers
Van Helsing
Braham Stoker's Dracula
Underworld

Sharks and Animals

Jaws
Deep Blue Sea
Open Water
Shark Tale
Cujo
Jurassic Park Series
Hook

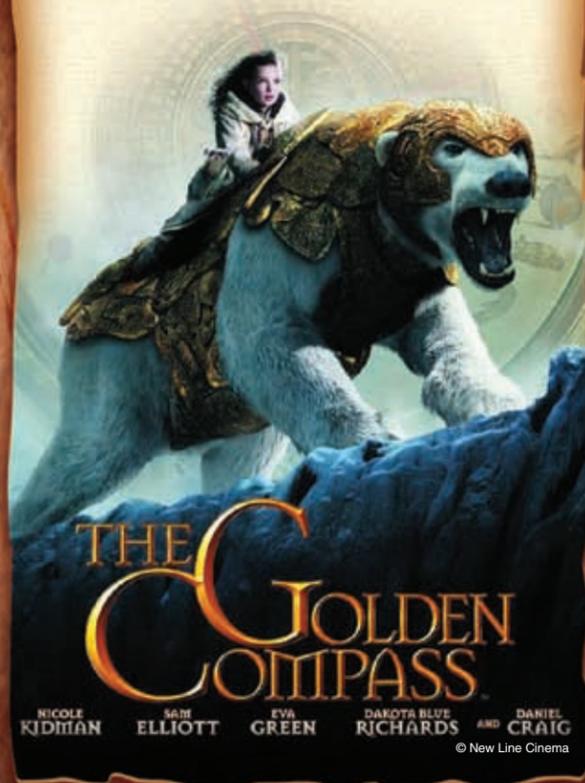
The Lion King
The Golden Compass
The Chronicles of Narnia

Monsters

Monsters, Inc.
Monster House
The Spiderwick Chronicles

Harry Potter Series

The Sorcerer's Stone
The Chamber of Secrets
The Prisoner of Azkaban
The Goblet of Fire
The Order of the Phoenix



© New Line Cinema

Creating a Sense of Community and Friendship in a New Jersey Village with Movies

Salvatore Catania, President, Friends of the Garden City Public Library, New Jersey

On Monday, September 10, 2001, 40 residents gathered in the library to attend a screening of *Annie Get Your Gun*, the premiere performance of Monday's Marvelous Movie Matinees, the alliterative title coined by Sal Catania and Tom Richmond, President and Vice President respectively of the Friends of the Library. The premiere featured an introduction by Susan Lucci, star of the ABC television show *All My Children*. Ms. Lucci, a resident of Garden City, had just completed a series of performances in the Broadway revival of Irving Berlin's famous musical.

From that exciting beginning, the program has blossomed to a series of showings regularly attracting over 50 residents per week.

In the programs lifetime, over 350 movies from the golden age of Hollywood have been shared with patrons.

Mr. Catania and Mr. Richmond decided early on that each month's films would center on a theme. Great Books, Great Plays, and Great Musicals were obvious choices, while other months would feature films by a chosen director. Comparisons may be obvious, but not when *Goodbye Mr. Chips* (1939) with Robert Donat and *Goodbye Mr. Chips* (1969) with Peter O'Toole were shown. And a month devoted to thrice-told tales was a resident favorite – *The Shop Around the Corner*, *In the Good Old Summertime* and *You've Got Mail*.

Each showing has been preceded with a brief introduction. And after each film patrons linger to discuss the film. The audiences have proven to be a treasure trove of information and enjoy sharing their knowledge, insights and impressions about each film.

"The film series has produced a number of ancillary benefits to the library and to the community. Circulation of books has risen. Many patrons, previously strangers, now meet regularly for lunch before each performance."

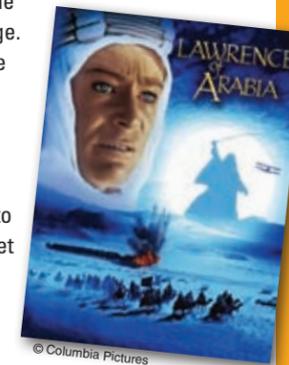
The benefits of Garden City Public Library's film series have been experienced at the library and in the community. Catania reports that circulation of books has risen, especially after the showing of a film dealing with true historical personality. Many patrons, previously strangers to each other, now meet regularly for lunch at the nearby restaurants before each performance, thus contributing to the economy of the Village.

Most importantly, the film program has created a sense of community and friendship. Carpooling, car service to medical appointments, get well cards and hospital visits are now the norm among the patrons.

For ideas on how to create and promote your Library's Film series call your Copyright Licensing Manger at Swank Motion Pictures, Inc. at 888-267-2658.



© Universal City Studios, Inc.



© Columbia Pictures

Your Library Could Be Featured in Librarian News!

Have you had a successful movie program at your library? Share your program with us! Movie Licensing USA wants to know how you are using movies in your library. Librarians across the nation will be interested in learning about your program, how it was funded and useful tips and tricks to making your program work at their library. Send submission ideas to libraries@movlic.com.

Librarian News contains program ideas for thousands of libraries with a Public Performance Site License through Movie Licensing USA. To submit an article or to share your comments and suggestions, contact:

1-888-267-2658 (toll-free)
libraries@movlic.com
www.movlic.com

Receive a
FREE DVD!
of one of our new
releases when we
publish your article

Newest Movie Releases

AVAILABLE NOW ON DVD:

Sweeney Todd, R
Charlie Wilson's War, R
* "Charlie Wilson's War", George Crile
Cloverfield, PG-13
Starting Out In The Evening, PG-13
* "Starting Out in the Evening", Brian Morton
The Diving Bell and the Butterfly, PG-13
* "Le Scaphandre Et Le Papillon", Jean-Dominique Bauby
The Golden Compass, PG-13
* "The Golden Compass", Philip Pullman
How She Move, PG-13
One Missed Call, PG-13
Bella, PG-13
How to Cook Your Life, PG-13
P.S. I Love You, PG-13
* "P.S. I Love You", Cecelia Ahern
National Treasure: The Book of Secrets, PG
Strange Wilderness, R
Over Her Dead Body, PG-13
Untraceable, R
Saawariya, PG

JUNE

The Eye, PG-13
The Other Boleyn Girl, PG-13
* "The Other Boleyn Girl", Philippa Gregory
Witless Protection, PG-13
Semi-Pro, R
Be Kind, Rewind, PG-13
Welcome Home, Roscoe Jenkins, PG-13
Definitely, Maybe, PG-13
The Bucket List, PG-13
Fool's Gold, PG-13
10,000 B.C., PG-13
Caramel, (aka Sukkar Banat), PG
Rambo, R
The Spiderwick Chronicles, PG
* "The Spiderwick Chronicles (series)", Tony DiTerlizzi
In Bruges, R

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

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

* Based on a book by listed author

Movie Licensing USA[®]

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

10795 Watson Road
St. Louis, Missouri 63127
1-888-267-2658

PSRT STANDARD
U.S. POSTAGE PAID
ST. LOUIS, MO
PERMIT NO. 2254

**More Summer Reading
Ideas, Posters &
Bookmarks Online!**

Visit www.movlic.com

Librarian News *You Can Use*

Spring 2008

Volume 5, Issue 2

It's not too late to add movies to your summer reading program!

*Consider showing these movies,
if you are participating in:*

Catch the Reading Bug with Movies



**bug's
life**

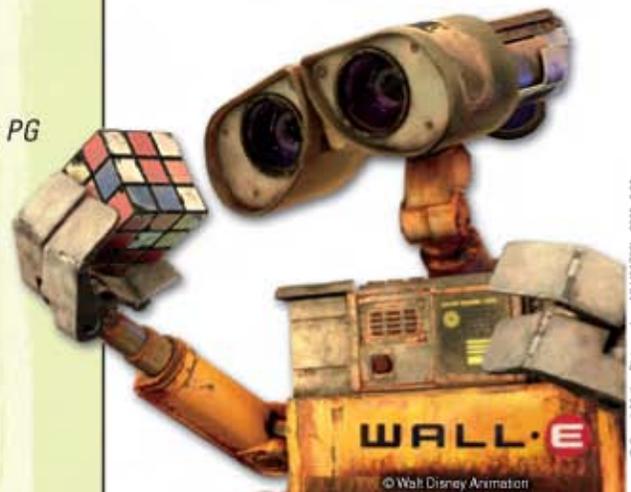
© Walt Disney/Pixar Animation

A Bug's Life, G
Herbie Fully Loaded, G
Along Came a Spider, R
The Ant Bully, PG
Antz, PG
James & the Giant Peach, PG
Arachnophobia, PG-13
Joe's Apartment, PG-13
Beetlejuice, PG
Microcosmos, G
Charlotte's Web, G
Bee Movie, G
Men In Black, PG-13
Eight Legged Freaks, PG-13

Visit our booth at the 2008 ALA Annual Convention

Anaheim, CA
June 28 – July 1, 2008

Booth # 753



© Walt Disney Animation

www.movlic.com

1-888-267-2658