

Librarian News *You Can Use*

Issue 2

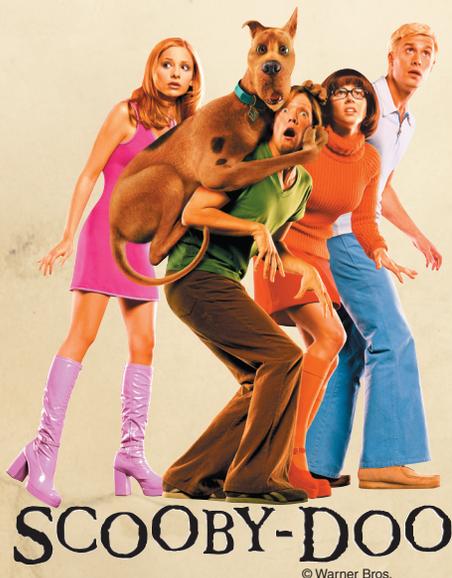
Spring 2009

Movies are a big hit in conjunction with the summer reading program in Lobeco, SC

Gina Molter, Children's Librarian and Branch Manager
Lobeco Public Library

Summer is always a crazy time of year and summer reading can get really hectic- just ask any children's librarian! So when the theme for summer reading was "Get a Clue@ Your Library", Lobeco Branch Public Library in rural Beaufort County decided to slow things down a bit by offering a weekly matinee to children of all ages. Branch Manager and Children's Librarian Gina Molter had discovered the idea in the summer reading support materials supplied by the State Library of South Carolina and since Lobeco had never taken advantage of the library's Movie License by showing a film in public, she decided this would be a fun and creative way to see how patrons would respond to movies in the library.

Every Wednesday afternoon for the six weeks of summer reading, we offered a movie based on the summer reading theme. Titles ranged from **Agent Cody Banks** to **Harriet the Spy** to **Scooby Doo** (we showed both the movie version and the original cartoon series). The movies had to be rated PG or G and they had to be available for check-out from the library system.

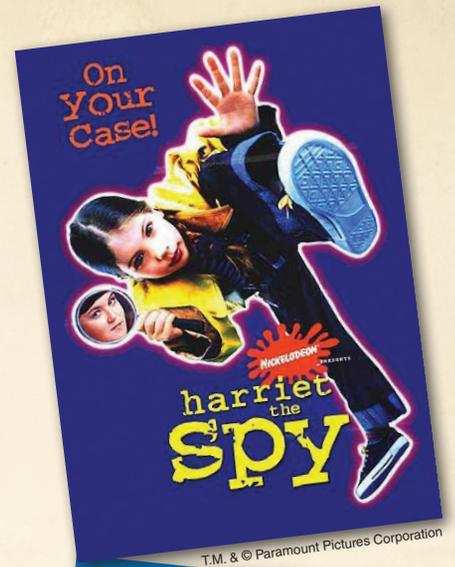


Adults were more than welcome to stay and watch the movie with their children. Chairs were provided as well as bean bags and overstuffed pillows for those wanting to take a more casual approach to movie watching. Snacks were also provided with popcorn, cookies and soda being the preferred, but not necessarily healthy, favorite. Afterwards, there was a short craft time, so the children could have something to take home with them. The crafts followed the theme of summer reading and included items like a fingerprint kit, I.D. badge and secret message decoder.

Attendance ranged anywhere from 6 to 24, which, for a library the size of Lobeco, was a huge hit. We received a lot of compliments from patrons, especially parents who were happy to have a weekly activity for their children, as well as a chance to get out of the heat!

We have since used movies for various other programs, such as Books to Movies, Teen Tech week and Movies Sandwiched In, but this was, by far, our most popular series. I don't know if it was the theme of the movies, the addition of a craft time or the fact that it occurred during those crazy summer days, but I was glad to see so many children of all ages having such a positive experience at the library.

Perhaps this year, we will "Be Creative @ "Our" Library" with another selection of movies and crafts!



Inside.....

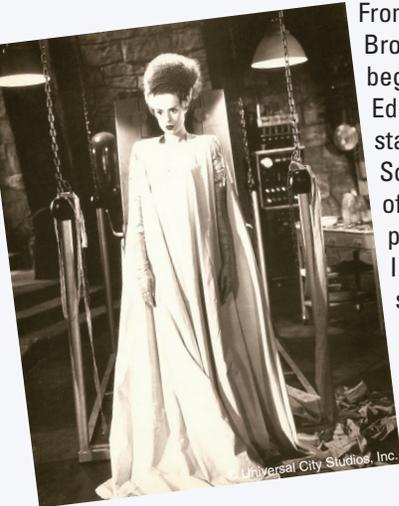
- **Conventional Wisdom Is Defied with the Literary Cinema Program in Broward County Florida**
- **It's time to start planning! Incorporate movies into your children's 2009 summer reading program "Be Creative @ Your Library."**
- **New Movie Releases**

Movie Licensing USA®
A Division of Swank Motion Pictures, Inc. • Tim Swank, Chairman

Conventional wisdom is defied with the literary cinema program in Broward County, Florida

Dave Montalbano, Librarian 2 AV POP Section

Broward County Main Library, Fort Lauderdale Florida



From the written word to the moving image, Broward County Library's "Literary Cinema" began in October 2004 with the screening of Edgar Allen Poe's *Masque of the Red Death*, starring Vincent Price and Jane Asher. Since South Florida had recently endured a series of four hurricanes that caused electrical power outage and it was Halloween season, I expected a large crowd. Four people showed up.

Fortunately, the four people loved this Roger Corman classic from 1964. The program continued with a December screening of Louisa May Alcott's *Little Women* and continued until May with

Ernest Hemingway's *Islands in the Stream* starring George C. Scott. Attendance grew with each screening and our regulars were upset that we took summer vacation. The turning point for "Literary Cinema" occurred when we screened Harper Lee's *To Kill a Mockingbird*. Parents brought their children to this January screening that defied conventional wisdom.

Conventional wisdom dictated that today's children do not like films in black and white. When the film concluded, parent and child were not talking about explosions or fist fights in the movie, but the lessons of Atticus Finch.

One year after the screening of *Masque of Red Death*, "Literary Cinema" programmed *Bride of Frankenstein* for Halloween. While purists argued that *Bride of Frankenstein* was not an exact recreation of Mary Wollstonecraft Shelley's book, the audience was enraptured by Boris Karloff's most touching performance. Laughs were shared when the Monster's blunt behavior seemed so righteous. Tears were shed when the blind hermit (O.P. Heggie) offered his friendship to the poor, misunderstood brute. Thus far, *Bride of Frankenstein* still holds the attendance record for "Literary Cinema," SRO - Standing Room Only. Now in its 5th season "Literary Cinema" continues to track a consistent audience.



Perhaps the success of "Literary Cinema" is that the film presentations highlight both the Broward County Library Film collection with an emphasis upon the written word.

twilight

Great News!

Movie Licensing USA®

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

Movie Licensing USA is pleased to announce that *Twilight* is now available for One-Time Licensing.

Plan ahead and have a *Twilight* party at your library for your teen patrons or have a book to movie discussion group. Your teen patrons will have a blast!

Schedule Twilight NOW for showings starting March 21st.
1-888-267-2658

(not covered under annual site license)



Start planning now! Incorporate movies into your children's 2009 summer reading program "Be Creative @ Your Library."



T.M. & © 2008 DreamWorks Animation L.L.C.

Below are the chapters outlined by the Collaborative Summer Library Program (CSLP) and suggestions from Movie Licensing USA to make your movie program a huge success!

HAM IT UP! Drama and Storytelling
Partner with area performing arts groups and teachers to help you "ham it up."
Show Bedtime Stories or Shrek.

I'VE GOT RHYTHM: Music and Rhythm
Music enriches our lives. Invite a local musician to help with your program.
Show High School Musical 3 or The Wizard of Oz.

NOW YOU SEE IT: Visual Arts
Scout your community for visual artists and art teachers or take a field trip to a local gallery or art museum.
Show Howl's Moving Castle or Finding Nemo.

MOVING AROUND: Dance, Marching Band, Martial Arts
Get your young patron's moving around and on their feet!
Show Kung Fu Panda or Happy Feet.

FREE PLAY: Open-ended Programs
Encourage high level creativity with programs that let kid's imaginations run free.
Show The Tale of Despereaux or Zathura.



© Walt Disney Pictures

Congratulations
to our iPod contest winner:

Lynne Madden, Children's Librarian
Victor Free Library, Victor NY

Celebrate the Big Read with a book to movie program at your library



If you are participating in the 2009 Big Read program, take the opportunity to tie in movies with some of the books you have selected for your program.

The Big Read is an initiative of the National Endowment for the Arts, designed to restore reading to the center of American culture. The NEA presents The Big Read in partnership with the Institute of Museum and Library Services and in cooperation with Arts Midwest. The Big Read brings together partners across the country to encourage reading for pleasure and enlightenment. For more information on how to participate visit: www.neabigread.org

Visit www.movlic.com for an extensive list of books which have been made into movies or use the list provided by the National Endowment for the Arts for the Big Read and show:

*Tom Sawyer
Fahrenheit 451
A Farewell to Arms
The Grapes of Wrath
The Great Gatsby*

*The Joy Luck Club
The Maltese Falcon
My Antonia
To Kill a Mockingbird
Washington Square*



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

Feature Your Library in Librarian News!

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 useful tips to making your program work. This is also a great opportunity to network with other Librarians.

Send submission ideas to libraries@movlic.com or call toll free 1-888-267-2658 and one of our licensing managers will direct you to our marketing department.

MORE

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

Visit www.movlic.com

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Spring 2009

Issue 1

New and Upcoming Releases

Available Soon:

The Tale of Despereaux	G	Available 4/7
Bedtime Stories	PG	Available 4/7
Passengers	PG13	Available 3/24
Bolt	PG	Available 3/24
Cadillac Records	R	Available 3/10
Happy-Go-Lucky	R	Available 3/10
The Boy in the Striped Pajamas	PG13	Available 3/10

Madagascar: Escape 2 Africa	PG	Available Now
High School Musical 3: Senior Year	G	Available Now
Beverly Hills Chihuahua	PG	Available Now

Tentative Release Dates:

Doubt	PG-13	4/7
The Spirit	PG-13	4/21
Morning Light	PG	6/23



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