

SUMMER READING PROGRAMS, BOOKS AND MORE!

Written by Marie Pyko, Public Services Manager



When you think of Youth Summer Reading do you imagine children with arms full of books nestled in corners furiously reading with visions of prizes they will receive for their efforts? While that is the utopian image for every librarian, it isn't the whole picture. Expand your vision to include interactive programs that have a literary connection through crafts, puppets and movies.

The Topeka and Shawnee County Public Library's (TSCPL) *Get A Clue* Summer Reading program for children, and the *You'll Never Know* Summer Reading program for teens, has designed an action packed summer that shares good books plus invites children to *Friday Flicks*, and teens to *Hey You, Watch A Movie* programs. Each Friday, the Lingo Story room is transformed into a cinema with comfortable seating and beanbag chairs, with children, moms and dads spending their afternoon watching and talking about a good film.

Scooby Doo and *Cars*. At the beginning of the summer we were averaging 10-15 children, but we packed the story room with over 25 children and five adults for the latest movie. "It was so much fun watching everyone laugh and get all the jokes," Sevy shared. "The parents enjoyed it just as much as the kids."

TSCPL has taken it one step further with teen programming. *You'll Never Know* is focused on participation and keeping young minds engaged in meaningful activities. To complete the program, teens 6th grade to 18 years of age must participate in at least six activities. This includes reading to a sibling, mini-makeovers, food crafts, XBOX tournaments and movies. Teens who complete the program receive incentive packets with books, bowling passes, food coupons and a chance to win the grand prize--an iPod.

"The teen film series has been hugely successful."

"The teen film series has been hugely successful," said Joyce Hedlund, Youth Services staff. "We planned, or maybe I should say hoped for 30 young adults, and were thrilled when we had to add seating to accommodate over 60 people. Popcorn and pop were 'the icing on the cake' for the teens, and everyone had a grand time."

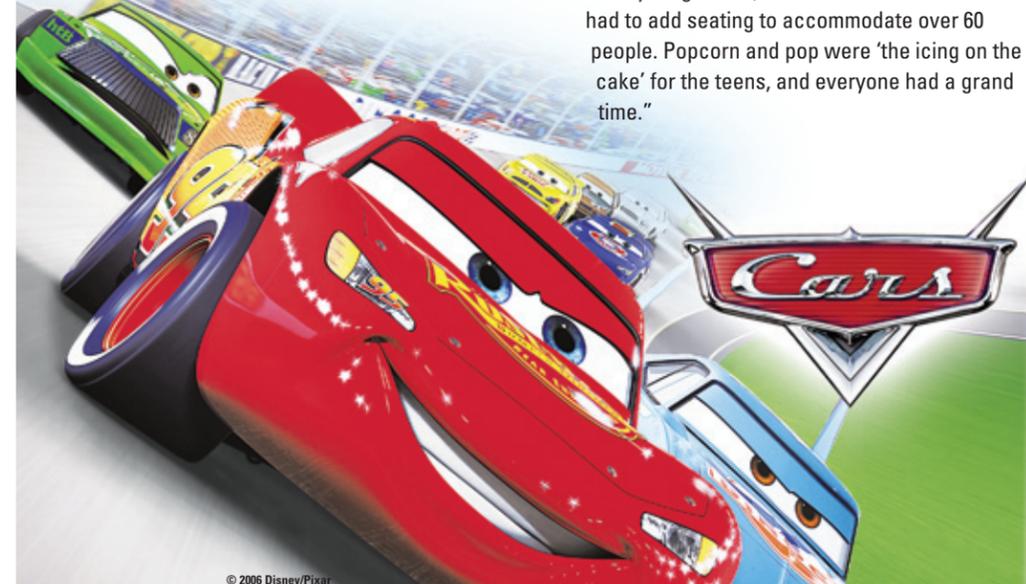
"...our summer reading program would not be possible without the support from our Friend's of the Library organization that underwrites the bulk of this initiative..."

It is important to mention that our summer reading program would not be possible without the support from our Friends of the Library organization that underwrites the bulk of this initiative, as well as the local businesses and community groups that provide incentives like food coupons, mini-golf passes and movie passes.

While our program is in the home stretch, we are inspired by the excitement and energy of the children who spend their summer with us. They make it all worth while. Watching families leave our movie night on Friday, talking furiously about what they saw, then running to the books, demonstrates more than anything else that today's libraries are so much more than books. They are about the experience and joy that is evident in the eyes of the children as they find value in their library.

Inside.....

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- Enhance Your Banned Book Programming
- LOL @ Your Library with Movies
- New Movie Releases



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LOL @ YOUR LIBRARY WITH MOVIES DURING TEEN READ WEEK (OCTOBER 14-20, 2007)

Start planning now to get your patrons giggling with glee! Movie Licensing USA is proud to support Teen Read Week.

We encourage you to add seam-splitting new releases like these to your programming schedule:

- Blades of Glory* (PG-13)
- Wild Hogs* (PG-13)
- Unaccompanied Minors* (PG)
- Are We Done Yet?* (PG)
- Full of It* (PG-13)

Looking to plan your week around an entire genre or theme? Let us help with these hilarious comedies:

Celebrate the return of School:

- How To Eat Fried Worms* (PG)
- 13 Going On 30* (PG-13)
- Billy Madison* (PG-13)
- Material Girls* (PG)
- Ferris Bueller's Day Off* (PG-13)
- Freaky Friday* (PG)
- Mean Girls* (PG-13)

or, Sports:

- The Bad News Bears* (PG-13)
- The Benchwarmers* (PG-13)
- Happy Gilmore* (PG-13)
- She's The Man* (PG-13)
- Talladega Nights* (PG-13)
- The Waterboy* (PG-13)

Visit the Teen Read Week page at www.movlic.com to peruse through our genre search and find more programming ideas!



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MONDAY NIGHT MOVIES

Contributed by Lorie O'Donnell, Principal Librarian for Children's Services
Jervis Public Library, Rome, NY

Monday Night Movies at Jervis Public Library is "back by popular demand" according to Lorie O'Donnell, Principal Librarian for Children's Services. This movie night originally began as an occasional program to complement book discussions for children and their parents and has now grown into a regular Monday program lasting nearly all-year round.

Movies that have been shown in the past include *Mary Poppins*, *Pride and Prejudice*, *Charlotte's Web*, *Fahrenheit 451*, *Frankenstein* and the Harry Potter series.

This year, Monday Night Movies is running in conjunction with Miss Lorie's Summer Reading Challenge. O'Donnell is encouraging young patrons to read for a record total of 146,106 minutes. "If participants can reach 200,000 minutes, I will dye my hair hot pink", states Miss Lorie. After only 2 weeks of reading, summer registration has nearly doubled and the kids have already read over 50,000 minutes!"



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The Summer Reading Collaborative has announced its 2008 summer reading theme as **Catch the Reading Bug @ Your Library**. If you stopped by our booth at ALA, you'd have noticed that Movie Licensing USA is already gearing up for another fun summer. As your Summer Reading program wraps up its **Get A Clue** theme, get ready to jump into bugs and other creepy crawlers with such movie favorites as *Spider-Man 3*, *Charlotte's Web* and *How to Eat Fried Worms*. You'll create buzz about the program with upcoming movies such as *Bee Movie*, starring Jerry Seinfeld as Barry B. Benson. Call your copyright licensing manager or visit www.movlic.com for exciting movies and programs to begin plans for catching the reading bug at your library.

Librarian News

is a newsletter of program ideas sent to thousands of libraries who have a Public Performance Site License through Movie Licensing USA. To submit an article for publication or to share your comments, questions or suggestions, contact:

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

ENHANCE YOUR BANNED BOOKS PROGRAMMING

Celebrate the freedom to read with movies during ALA's Banned Books Week, September 29 – October 6, 2007. Movie Licensing USA has a long list of films, from classics to new releases that will fit well into your banned book programming. Whether using movies like *Fahrenheit 451* and *Good Night and Good Luck* to discuss the First Amendment or entertaining your patrons with titles like *Beloved* (based on the book of the same title by Toni Morrison) or *Bridge to Terabithia*, whose author, Katherine Paterson is listed among the most challenged authors from 1999 – 2004, we're sure you'll find book-to-movie selections that will enhance your library's programming.

Harry Potter series by J.K. Rowlings
Harry Potter series

Bridge to Terabithia, by Katherine Paterson
Bridge to Terabithia (PG)

Beloved, by Toni Morrison
Beloved (R)

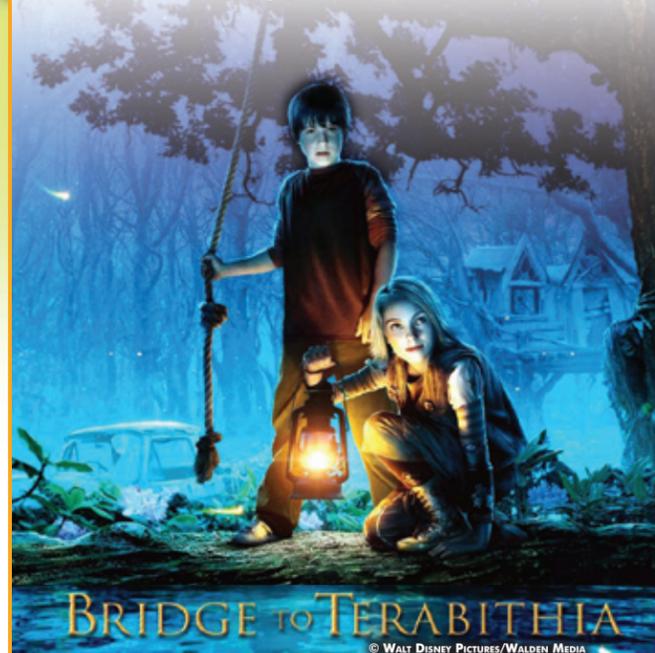
Fahrenheit 451, by Ray Bradbury
Fahrenheit 451 (NR)

The Chocolate War, by Robert Cormier
The Chocolate War (R)

How to Eat Fried Worms, by Thomas Rockwell
How to Eat Fried Worms (PG)

Girl, Interrupted, by Susanna Kaysen
Girl, Interrupted (R)

To Kill A Mockingbird, by Lee Harper
To Kill A Mockingbird (G)



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A GREAT NATION DESERVES A GREAT READ

The NEA Launches a New Literary Initiative—The Big Read

According to the NEA's 2004 report *Reading at Risk*, even Oprah's legions of loyal readers have not been enough to stem the steady decline in reading in the United States. Based on the 2002 Survey of Public Participation in the Arts, *Reading at Risk* states that while 56.9 percent of Americans read any literature in 1982, 20 years later only 46.7 percent of Americans were still reading literature. Furthermore, when asked if they read any books at all, only 56.6 percent of Americans said yes. This decline matters, according to the NEA's newly released *The Arts And Civic Engagement* study. Americans who are engaged in the arts, including literary reading, are also actively engaged in their communities—including volunteer efforts—at a rate that is at least twice that of nonreaders. There is no instant cure for illiteracy—knowing how to read, but choosing not to—but the NEA has developed the Big Read to help reverse this trend by making reading irresistible. Launched as a pilot program of 10 communities in 2005 the Big Read is modeled after the highly successful cityread programs popularized by cities such as Seattle and Chicago. While many communities nationwide have followed in these cities' pioneering footsteps, a high percentage of these programs eventually fizzled due to the enormous demands the programs place on community resources, including fundraising, the design of attractive events, development of educational materials, and publicity campaigns. Still, these communitywide reads proved the best model for stimulating literary reading in tandem with community interaction, so

the NEA stepped in to develop a model program that would alleviate some of the burden for local communities.

The Big Read launched nationally this spring with 72 communities hosting a Big Read—from the nation's capital to tiny, rural Enterprise, Oregon, to Miami's metropolis. Bridgeport, Connecticut, which applied for a project grant with neighboring cities Norwalk, Shelton, and Stamford, was one of four Big Read programs in Connecticut. "The Big Read has been a phenomenal success throughout our four communities," stated Bridgeport Mayor John M. Fabrizi. "Not only has this initiative brought the joy of reading to the forefront, it has forged unique partnerships between community organizations that would never have occurred otherwise. We are already making plans for next year's Big Read celebration!"

Mrs. Laura Bush, honorary chair of the Big Read, echoed Mayor Fabrizi's sentiments during her visit to Bridgeport for a Big Read event celebrating *To Kill a Mockingbird*. In her opening remarks Mrs. Bush said, "Bridgeport is restoring [its] tight-knit sense of community through the Big Read. At the library, in schools, in government offices, at work, in civic groups, and in book clubs, citizens from every walk of life have come together by reading the same good book. And they're having fun together by bringing this good book to life."

This article originally appeared in NEA Arts, 2007, Vol. 3.



Photos above: *To Kill A Mockingbird*, © Universal City Studio, Inc., *The Age of Innocence*, © Columbia Pictures, *The Joy Luck Club*, © Hollywood Pictures, *Fahrenheit 451*, © Universal City Studio, Inc., *The Great Gatsby*, T.M. & © Paramount Pictures Corporation, *The Maltese Falcon*, © Turner/Warner Bros.

New Movie Releases

AVAILABLE NOW ON VIDEO

The Astronaut Farmer, PG
The Last Mimzy, PG
Premonition, PG-13
The Number 23, R
Perfume: The Story of Murder, R (by Patick Süskind)
Reign Over Me, R
Renaissance, R
Slow Burn, R
Zodiac, R (by Robert Graysmith)
300, R (by Frank Miller)

AUGUST

Are We Done Yet?, PG
Unaccompanied Minors, PG
TMNT, PG
Disturbia, PG-13
Wild Hogs, PG-13
The Lookout, R
Vacancy, R
Blades of Glory, PG-13
Perfect Stranger, R
The Condemned, R
We Are Marshall, PG

SEPTEMBER

Two Weeks, R
Delta Farce, PG-13
Meet the Robinsons, G (*A Day with Wilbur Robinson*, William Joyce)
Full of It, PG-13
Wind Chill, R

OCTOBER

The Reaping, R
The Invisible, PG-13 (Den Osynlige, Mats Wahl)
The Hoax, R
Bug, R

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

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

SHARE YOUR STORY

Have you had a successful movie program at your library? Share your program with us! 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 submissions to swolfe@swank.com.