

# Librarian News *You Can Use*

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Summer 2008

## Movie Program Increases Young Patrons' Involvement in Library

Bradley Debrick, Youth Services Librarian  
Johnson County Library, Shawnee Mission, KS

In our constant quest to provide inexpensive and fun programs, we have been showing newly-released movies at our library twice each quarter. Kid Flick (for kids 11 and under) and Teen Screen (for kids 12 and above) are very popular and anticipated events.

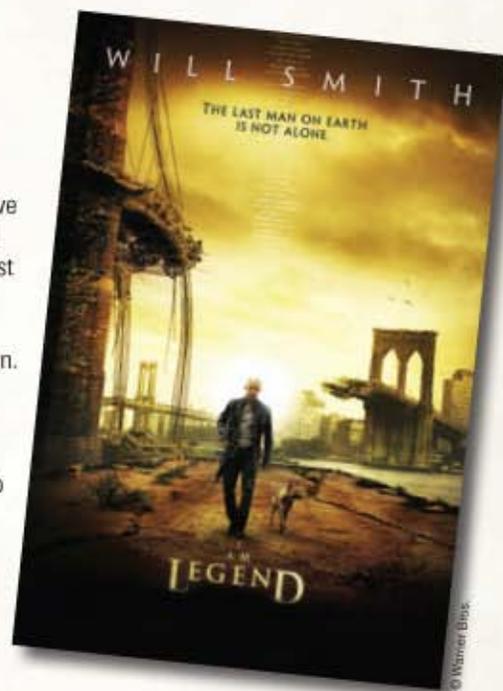
For Kid Flick, library staff members select the film and purchase a copy to be shown at the program. In addition to the recently released G or PG rated film, we also provide popcorn, lemonade, and movie theatre snacks. A local grocery store often donates snacks further reducing our expenses. We typically offer Kid Flick programs on Saturdays during the school year and weekday afternoons in the summer. Kid Flick titles have included *Ratatouille*, *The Last Mimzy*, and *The Water Horse: Legend of the Deep*.

*"Attendance is rising with every showing and we now have regulars we look forward to seeing each event."*

A couple of weeks before a Teen Screen event, we check the Movie Licensing USA "Newest Movie Releases" page [www.movlic.com](http://www.movlic.com) and create a list of new and upcoming titles. Our teens then vote for the movie they want to watch – the film with the most number of votes is purchased and shown. I have also asked some of our regular teens to browse the Movie Licensing USA website and provide me with a list of films they would enjoy. While this reduces the amount of time we have to promote the event, it gives our teens ownership of the program, they get to watch a movie they really want to see, and it helps me keep in touch with their interests. Our most popular Teen Screen titles have been *The Pursuit of Happyness* and *I Am Legend*.

The titles selected for Kid Flick and Teen Screen are always part of our circulating A/V collection, but new releases often have lengthy waiting lists. By purchasing a DVD specifically for the movie program, we are able to give it away as a prize. This is one of the most unique and exciting elements of our program.

Everyone who stays for the movie gets their name into a drawing; one person wins the DVD and others receive smaller prizes (hats, pencils, trinkets, paperbacks, etc.).



I usually draw the DVD winner first but don't reveal the name until the very end... It keeps the suspense building!

We will continue to offer Kid Flick and Teen Screen programs made possible with Movie Licensing USA. Our outlay of \$25-\$30 per program is a small investment for a room full of families and teens enjoying a few hours with their friends at the library.



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### Inside.....

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**Movie Licensing USA**  
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## Movie Programs for Adults Growing in Popularity!

Gerie Madak, Adult Program Coordinator, Bridgewater Library, Bridgewater NJ

Movies are among our most popular programs for adults at the Somerset County Bridgewater Library, and that popularity is continuing to grow. We actually have to require advance registration to ensure that we have adequate seating; room capacity is 100. We often choose movies that have the longest holds lists of people waiting to borrow them. It's not unusual for us to have well over 300 cardholders waiting for a recent release.

Showing popular movies here in the library results in a win-win situation. First, patrons can see the movie a lot faster, since they don't have to wait for their turn in the queue. A number of patrons cancel their holds, thereby reducing the length of time the remaining patrons have to wait for their turn. And we can buy fewer copies of a given title and still maintain a reasonable item-to-holds ratio.

From the patrons' point of view, library movies are a lot of fun! Technologically, our equipment produces a far superior screening to what patrons can achieve on their home entertainment systems. We use a big screen with a projector/DVD combination connected to a speaker system.

*"We serve free popcorn with soda or bottled water during movies. A big, old-time popcorn machine sits atop a bright red cart, lending not only a nostalgic feel to the room, but also an aromatic enticement that permeates the entire building."*

Every month we show one Thursday or Friday night movie, usually a new release under considerable demand. We also show one foreign film per



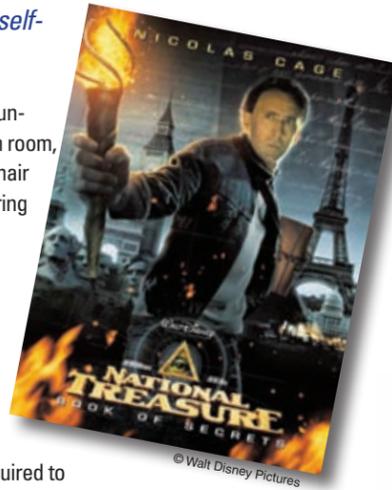
month, on Sunday afternoons. Finally we show one afternoon movie a month, choosing something that will appeal to a senior audience. We send promotional materials to nearby retirement communities, one of which has a small bus to transport residents to and from our movies and other community events. Another senior complex is within walking distance.

The information available on the Movie Licensing USA website makes it easy to promote film programs. I create flyers and a big color "Now Showing" poster, post details on our online programs calendar, and send out press releases and email notices to the media and special interest groups. A sidewalk sign strategically placed at the intersection in front of our building draws a lot of attention.

*"Now that we've established a movie following, the flurry of activity and excitement surrounding movies generates further interest in a self-perpetuating cycle."*

One last hint: since we only have upholstered chairs in our program room, we purchased a large supply of chair cushions for people to borrow during movies. They absolutely love the added comfort!

Our movie programs are enjoyed by a diverse cross-section of the community, and we haven't even mentioned the many movie programs for teens and children yet! Since a library card is not required to sign up for a program, a large number of people who would not otherwise come into the library learn about other programs and services available to them at the library. Patrons enjoy the opportunity to meet others and enjoy entertainment, all for free.



## Using Publicity to Attract New Library Patrons

Jennifer Einwalter, Director, Slinger Community Library, Slinger WI

At the Slinger Community Library in Wisconsin, library director Jennifer Einwalter uses the free publicity available online at Movie Licensing USA ([www.movlic.com](http://www.movlic.com)) to bolster her movie program.

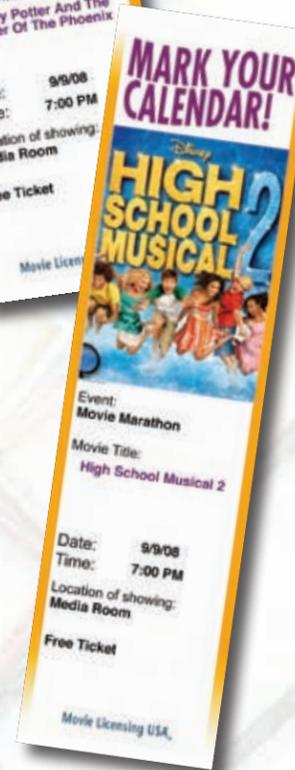
The library's media room has a capacity for 65 people, so for every film, 50 bookmarks are placed at the front desk to be used as free "tickets" for the movie. The movies are open to both patrons and members of the community. Those wanting to attend must go to the front desk prior to the showing to pick up their tickets, which gives the library an opportunity to sign up new library members. Einwalter says "Our patrons really like the bookmarks-as-tickets program because they have pictures from the movie posters on the front and they can use them later as bookmarks." She adds, "Our movies usually sell out."

The library also takes advantage of the free online movie posters which Einwalter places all over town. She says they are very eye-catching and helpful in attracting new patrons to the library. "It's so easy. I just print them out and post them around the community. It's really a no-brainer."

Einwalter uses the website for other program ideas as well. For this year's Summer Reading Program, "Catch the Reading Bug," she found the Movie Licensing website very helpful in picking out "bug" movies to tie in with the theme.

One of Slinger Community's most successful programs is the "Movie Marathon." Einwalter has set up two marathons recently. The first was a **High School Musical Marathon** where she showed **High School Musical** at 10:00 a.m. Parents and kids broke for lunch and came back at 1:00 p.m. for a showing of **High School Musical 2**. "Because of a stretch of really hot weather, the patrons loved having an indoor activity in an air-conditioned room" she says. Their other lineup was a **Harry Potter Marathon**. Previous to the release of the fifth movie Harry Potter and the Order of the Phoenix, they had a four day stretch where they showed each of the four previous Potter installments leading up to the release of the fifth movie. The children had all read the books and seen the movies before, but it really created a buzz and generated excitement for the movie release.

Presently, Einwalter says the library is considering programs for their adult patrons, but still needs to work out the logistics. "Overall, the website ([www.movlic.com](http://www.movlic.com)) is a great tool in helping us promote our movie program and we use it all of the time."



*"For every film, 50 bookmarks are placed at the front desk to be used as free 'tickets' for the movie."*

## Programs for Adult Patrons:

**BOOK TO MOVIE DISCUSSION GROUPS**  
Read Cormack McCarthy's *No Country for Old Men* and then show the award winning movie.

**FILM LECTURES BY LOCAL EXPERTS**  
Contact your local university or film guild to get experts to teach your adult patrons the behind the scenes stories of famous films.

**HISTORICAL FICTION PROGRAM**  
These movies will not only educate your patrons about historical events, they will provide entertainment. Try *The Aviator*, *Apollo 13*, *Evita*, *Finding Neverland*, *Hotel Rwanda*, *Pearl Harbor* or *Gangs of New York*.

**INDEPENDENT, FOREIGN AND AWARD WINNING FILMS**  
Start a unique movie program and discussion group revolving around award winning, independent and foreign films. Some of our recent examples are: *Ladron Que Roba a Ladron*, *Into the Wild*, and *The 11th Hour*



## Coming Soon!

Movie Licensing USA is updating our website. Our new, user friendly website will have all of your favorite tools, such as free posters and bookmarks, ideas for Teen Read Week, Summer Reading Programs and Banned Books Week. Look for exciting new features like past editions of our newsletter, new programming ideas such as a comprehensive Book to Movie list and new programs for your adult library patrons. Log onto [www.movlic.com](http://www.movlic.com).



## 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](mailto:libraries@movlic.com).

*Librarian News You Can Use* 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](mailto:libraries@movlic.com)  
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### Newest and Upcoming Movie Releases

#### Available Now:

*City of Men, R*  
*The Jungle Book (Animated), G*  
*Tyler Perry's Meet the Browns, PG-13*  
*Vantage Point, PG-13*  
*My Blueberry Nights, PG-13*  
*Superhero Movie, PG-13*

*The Ruins, R*  
*College Road Trip, G*  
*Step Up 2, PG-13*  
*21, PG-13*  
*Miss Pettigrew Lives for a Day, PG-13*  
*Hannah Montana/Miley Cyrus: Best of Both Worlds, G*



© Warner Bros.

#### September Releases:

*Iron Man, PG-13*  
*Taxi to the Dark Side, R*  
*The Forbidden Kingdom, PG-13*  
*Mister Lonely, NR*  
*Made of Honor, PG-13*  
*88 Minutes, R*  
*Taking 5, PG*  
*Speed Racer, PG*  
*Leatherheads, PG-13*  
*Forgetting Sarah Marshall, R*



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