

BYO Lunch Series at Houston Public Library

Sandra Fernandez
Manager, Public Relations, Houston Public Library

Bring Your Own Lunch Series (BYOL Series) was created by the Houston Public Library's Central Programming Department to give customers things to do on their lunch hour in one convenient place. The series includes yoga classes, arts & crafts, book discussions, and MOVIES. Once a week, from 12-2 pm, customers can visit the Downtown public library and catch the latest flick for free. Customers are more than welcome to bring in their "lunch."

The BYOL Series originally started out averaging 2-3 customers a week, but with a little tweaking of the program, offering occasional snacks (popcorn or chips), and updating the movie titles, the program now averages about 50-60 patrons a week. The viewing of big hits has brought in more than 100 patrons in one sitting.

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Movies featured during the series range from comedies like *Yes Man!* and *Wild Hogs* for the adult population and *Hannah Montana: The Movie* and *Coraline* for children and teens. More than 100 adults showed up for action packed blockbusters *Star Trek*, *Angels and Demons*, *Transformers 2: Revenge of the Fallen* and *Fast and Furious 4*. Frightening tales like *The Shining*

and *The Last House on the Left* drew a crowd looking for a few frightful times. Superhero sagas like *Watchmen* and *GI Joe* brought in a slew of fans.

Tables are set in two styles: auditorium seating in the front and tables and chairs in the back of seating for those who bring their lunch. A "Now Showing" movie banner is hung outside of the meeting room. The room is equipped with DVD projection and Surround Sound. The room feels and looks like an actual theater. Inversion Café, located on the first floor of the library, also serves as a movie concession stand by serving popcorn, theater candy, and drinks during movie showings.

Noticing that some of the customers are looking for work, job applications and classifieds, as well as announcements for resume writing classes are occasionally copied and set out. Some weeks we have had to turn people away due to room capacity, so the "movie line" starts around 11am.

Customers are always excited and look forward to Movie Day at the Central Library!



Splash

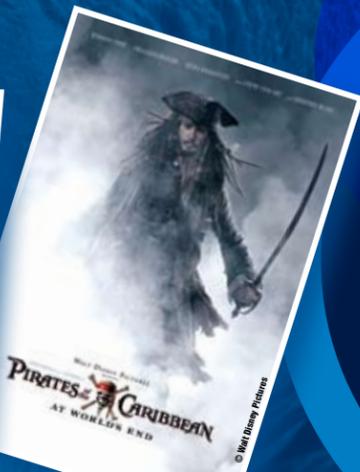
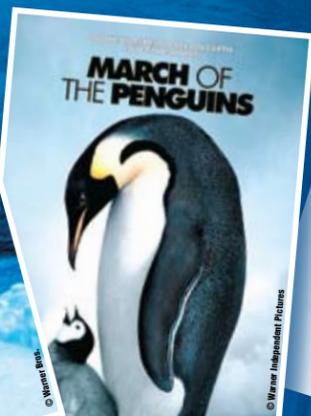
Make a splash at your Library with movies!

Summer 2010

Planning for your Summer Reading event is easy with a Public Performance Site License with Movie Licensing USA.

From shark tales to killer whales, and penguins to pirates, movies are a great way to draw new patrons to your library.

Visit www.movlic.com/library/summer for more great Summer Reading programming ideas.



Inside.....

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- Surrey Township's Harry Potter Party
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- Bookmark Publicity

New Movie Releases

AVAILABLE NOW

Julie and Julia PG-13
Harry Potter and the Half Blood Prince PG
The Marc Pease Experience PG-13
Public Enemies R
The Goods: Live Hard, Sell Hard R
G-Force PG
The Hangover R
A Perfect Getaway R
District 9 R
9 PG-13
Carriers PG-13
Cloudy With a Chance of Meatballs PG
Fame PG
Tyler Perry's I Can Do Bad All By Myself PG-13
By the People: The Election of Barack Obama NR

JANUARY RELEASES

The Boys are Back PG-13, 01/26/2010
Surrogates PG-13, 01/26/2010
This Is It PG, 01/26/2010
Bright Star PG, 01/26/2010

FEBRUARY RELEASES

Love Happens PG-13, 02/02/2010
Zombieland R, 02/02/2010
More Than A Game PG, 02/02/2010
Couples Retreat PG-13, 02/09/2010
The Time Traveler's Wife PG-13, 02/09/2010
Good Hair PG-13, 02/09/2010
The September Issue PG-13, 02/23/2010

MARCH RELEASES

2012 PG-13, 03/02/2010
The Fourth Kind PG-13, 03/16/2010
The Princess and the Frog G, 03/16/2010
Old Dogs PG, 03/30/2010

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



SURREY TOWNSHIP PUBLIC LIBRARY HOSTS HARRY POTTER PARTY

Summer Spencer
Public Relations & Marketing Manager
Surrey Township Public Library

With the huge success of J.K. Rowling's Harry Potter series, and the upcoming release of *Harry Potter and the Half Blood Prince*, Surrey Township Public Library decided to have a party. We wanted to celebrate the release of the new movie by giving away prizes, playing games, and hopefully bring more patrons into the library or onto our websites.

We wanted a lot of patron participation so we created "Harry Potter Trivia Questions" that began 30 days before the release of the new movie in theatres. Patrons could stop in, call in, or email us through our social networking sites. We had about 20 participants which is excellent for our service area of four rural townships that consist of approximately 8,400 residents, a lot of which are summer residents only. We had participants of all ages vying for a pair of movie tickets for the midnight release.

The night of the party we played Harry Potter Jeopardy. The contestant's names were drawn at random and each one was able to choose a Hogwarts House to represent during the game. The categories they could answer questions from were Magical Creatures, Wizards and Witches, Magical Words, Harry's Friends, Location Location Location, Family Ties, and Hogwarts. Although we only had four players in the game we included the audience by letting them answer the questions the players didn't know. The winner of Jeopardy also



received a pair of tickets for the midnight release.

After Jeopardy we handed out door prizes. We gave away copies of the movies, books, candy, and at the end

of the night the kids got to take home the balloons. We handed out popcorn and drinks and played the film *Harry Potter and the Order of the Phoenix* so patrons could catch up with the series.

We had excellent attendance for the party, about forty patrons, and several requests to have another party when the next movie is released. The thing we love most about this party is that it can be adapted for any book that has been turned into a movie. It wasn't too much prep work and the patrons loved it!

SUBMIT YOUR LIBRARY'S ARTICLE AND RECEIVE A FREE DVD FOR YOUR LIBRARY!

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.

'REEL READERS', READ THE BOOK, SEE THE MOVIE PROGRAM

Kathleen Browning, Adult Services Coordinator, Farmington Public Library

We started our "Reel Readers" (Read the book! See the movie!) program two years ago, and it has grown into a healthy and thriving recurring event. Attendance varies, from 15 to 25 or more, showing steady growth since the program's inception. It is a program enjoyed by both public and staff, which is another plus. When we set out to schedule sessions, Adult Services librarians provide suggestions to be researched for our planning meeting. We look at availability of a title in print, whether the film version is licensed for public showing (by checking with Movie Licensing USA), and how relevant the suggested book and movie combo is to the community we serve.

After a consensus by the team is reached, we purchase 30 copies of the book (in the least expensive format possible), and two DVDs (one to give away as a door prize). Then we work with Programs Coordinators for promotion and marketing. We add the event to our online library event's calendar (at infoway.org), and forward details and text to our Graphic Designer to design posters and a discussion guide that summarizes the book and the movie. We use this brochure to detail upcoming Reel Readers and other library programs.

One month prior to the showing, we set out a portion of the books for checkout on our "Coming

Soon" display, along with a poster and copies of the discussion guide. We then coordinate with an Adult Services paraprofessional staff member to use posters and other creative material to design a display in our library café. At our Reference Desks, we use Reel Readers wrap-around posters (about 4' wide by 18" high) to promote the event, as well as a basket of popcorn package schedules, which are preprinted with monthly event details wrapped around microwave popcorn packs, to hand out to patrons.

We show the movies in our Multipurpose Room using a laptop connected to a projector on a large screen. We run a PowerPoint that details upcoming events and

programs at the library as guests arrive. Our marketing encourages patrons to "bring your own brownbag dinner to enjoy," as the movie starts promptly at 6 to allow for guided discussion after the showing. Sometimes we serve popcorn, and hand out bottles of water. We conduct a drawing for a prize package at the end of the discussion to encourage attendees to stay around for the full program. Door prizes consist of the DVD, sometimes a meal card for one of the local fast food restaurants, and other freebies packed in one of the library's recycle book bags. The prize package is a big hit with attendees.

After we finish a Reel Readers program, we pack up the DVD, 13 copies of the book and a discussion guide for our "Book Group and Reel Readers Kits to Go" program, to offer to other libraries or community groups for checkout. We're very proud of our Reel Readers program, and look forward to many more sessions. Thank you, Movie Licensing USA, for the valuable role you play in our program's success!



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MARK YOUR CALENDAR!



Julie and Julia

Book to Movie Night

May 15 7pm

Bring favorite rec

MARK YOUR CALENDAR!



G-Force

Family Movie Night

March 24 6pm

Free popcorn and beverages!



Love Happens

Valentine's Day Movie Event

February 14

CUSTOM BOOKMARKS AVAILABLE ONLINE!

As a licensed library, you have special online access to a number of free, colorful publicity resources — including customizable bookmarks to download, print and pass out to your patrons before a movie! Simply visit www.movlic.com/library and log in with your Customer Number to print these full color bookmarks today!

Login hint:

Your customer number is the first six digits of your annual license number plus -1 (example 111111-1).

Download for FREE at www.movlic.com/library

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