

checkitout

SUMMER 2013

a movie licensing usa publication

for the professional librarian

Back to School

Tips on how your library can help everyone stay educated

PAGE 10

Banned Books Week:

How America Celebrated

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PAGE 7

the **TECHNOLOGY** issue

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Even though summer is in full swing, it's time to start planning for back to school! Part of this issue of *Check It Out* delves into incorporating your library as part of a back-to-school theme for parents and students. For ideas on how to work this theme into your library displays, turn to the article "Amazing Library Displays" on page 18. Next, show patrons just how your library can help in their quest for knowledge by using some tips from the article "Back to School: How Your Library Can Help" on page 10.

This issue also places heavy emphasis on technology. As ebooks gain in popularity and the Internet remains the primary research method for gathering knowledge, staying up-to-date on the latest tech trends is critical. That's why "Tech Ideas to Incorporate Today" showcases some of the easiest ideas to make life around your shelves simpler. What's even better is that all of the ideas that we feature can be implemented for free!



In keeping with our tech theme, social media is still a hot topic, yet many still don't know how to fully utilize its power. Turn to "Promote with Social Media!" on page 20 to discover how actively managing this communication channel to help patrons doesn't have to take hours of your time. This issue also features a spotlight on how the Grimes Public Library uses technology to help foster children's love for reading on page 4.

We sincerely hope this issue inspires you and provides you with information and ideas you can use in your library. If you are interested in viewing any of the previous issues of *Check It Out*, visit www.movlic.com/library/Checkitout.html to browse the archives for more great ideas and download issues to pass on to other librarians!

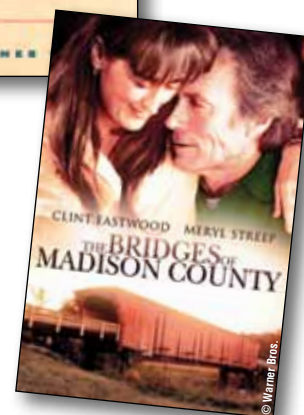
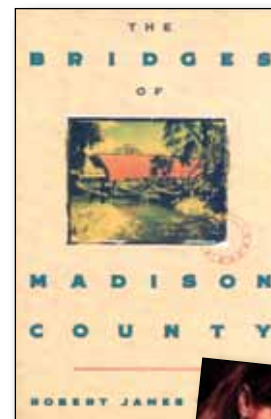
If you have a library experience you'd like to share, an idea for a future article or any questions you'd like to ask, please feel free to contact us at 1-888-267-2658. As always, we appreciate your library!

CHAIRMAN

Incipit

"On the morning of August 8, 1965, Robert Kincaid locked the door to his small two-room apartment on the third floor of a rambling house in Bellingham, Washington."

The Bridges of Madison County
By Robert James Waller





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Tech Ideas to Incorporate Today

Easy and free ideas to enhance your library



© NBC Universal

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Jungle and animal themed programming



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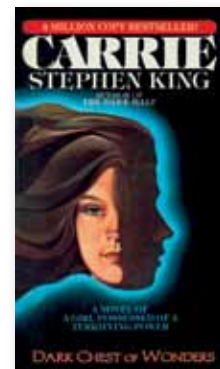
See how your favorite books have translated into this year's biggest blockbuster movies!

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Test your book-to-movie knowledge with these movie poster scrambles!



Carrie
Stephen King



FEATURE STORIES

Welcome to the Technology Issue!

Libraries all over the nation are excited about and interested in finding the latest technologies to make their services easier to use, more convenient and even more interactive among their patrons. Within the following pages, you'll find articles on how to effectively and efficiently use social media to promote your services and engage your patrons on page 20, followed by "Tech Ideas to Incorporate Today" on page 7 to showcase some free, convenient options to highlight patron interaction. Also, don't miss our spotlight article on Grimes Public Library's interactive TumbleBooks database on page 4!





Technology to Fall in Love with Reading

How Grimes Public Library's new technology put a spin on reading

BY KARLA D. PFAFF, DIRECTOR OF THE GRIMES PUBLIC LIBRARY IN GRIMES, IA

Tumblebook databases drastically changed the way our younger patrons thought about reading. Instead of thinking of reading a quiet activity that requires one to physically locate an interesting book, it became something kids of all ages could do anytime using just an Internet connection. Plus, with many books to choose from and features to make the stories come to life, reading now fits into the focused, technologically connected lifestyle our younger patrons have grown accustomed to.

The staff at Grimes Public Library already knew that virtual libraries were gaining in popularity and that online databases fit well into our busy society by offering accessible reading to patrons of all ages. However, we were not too familiar about the names of the companies providing these services, so we started researching by taking a look at

what other libraries were offering their patrons in terms of reading technology.

Even though we pride ourselves on being a technologically savvy library (one of our claims to fame is that we were one of the first libraries in Iowa to offer the Internet), we had actually not heard of TumbleBooks before it was mentioned at a director's roundtable I attended. We checked into it and ended up purchasing it with some end-of-year funds we had left over. It has become such a hit that we eventually built all three of our current TumbleBooks databases into the upcoming budget.

Currently, our library's three different levels of TumbleBook databases provide content based on grade level. Our first TumbleBook Library features a library of talking picture

books from a large selection of popular children’s publishers. This reading method helps support children who are learning to read independently by letting them follow along on the screen as the story is read aloud. The primary age group for this database is children under second grade.

The next database, the original TumbleBook Cloud, is meant for middle school to high school students. This service offers the ability to access content from any device with an Internet connection, anytime. E-books, classic stories, videos, audio books and graphic novels are all available, along with lesson plans and quizzes. Readers can also adjust the text size, spacing, font, color and background on all of these ebooks to add to feeling of customizability and accessibility. The third database is called TumbleBook Cloud Library Junior and is specifically designed for kids in grades two to six with many of the same features as TumbleBook Cloud.

“If I were to give one piece of advice to any other library looking to implement a similar technology-related book feature, it would be to talk to other librarians about what they’re doing and what’s working well for them.”

Time was the biggest contender when implementing this technology. First, our staff had to learn the ins and outs of our TumbleBook databases before we could promote them to our patrons. To advertise these new services, we blogged about it, put up posts on Facebook, created a feature for our library web page, developed brochures, placed signs in the library, sent out a mailer using our city’s list server and gave presentations about them in our local schools.

So far, usage of this new technology has been steadily increasing. We measure our patrons’ usage through usage statistics, phone calls asking about these services, posts on Facebook, emails and even questions to staff. Even though

Continued on the next page.

TumbleBook Library – for children under second grade

TumbleBook Cloud Library Junior – for grades 2 to 6

TumbleBook Cloud – for middle school to high school students



Above: The Grimes Public Library website with descriptions of the TumbleBook databases.



Grimes Public Library in Grimes, Iowa measures 6,469 square feet.

AT A GLANCE: What is TumbleBooks?

TumbleBooks is an online collection of interactive books that can help patrons learn through added animation, sound, music and customization. TumbleBooks contains licensed titles from popular publishers like Simon & Schuster, Chronicle Books, Candlewick Press, HarperCollins Publishers, Orca Books and many more.

For More Library Tech Trends, Log on to:

www.librarytechnology.org

www.alatechsource.org

news.cnet.com

technewsworld.com

printed books will still be around for a while, our kids are quickly turning to technologies like these, so in the future there may be a lot more trees!

“There are some great, affordable programs that you may not know about. One way to find out about them is to talk to others in the field.”

If I were to give one piece of advice to any other library looking to implement a similar technology-related book feature, it would be to talk to other librarians about what they’re doing and what’s working well for them. Recently, it has come to my attention that not all salesmen for these types of services have the opportunity to visit all libraries. Consequently, there are some great, affordable programs available that you may not know about. One way to find out about them is to talk to others in the field. Also, check into your state’s list serve where many libraries like to share what’s working well for them. 📖



EASY & FREE TECH IDEAS TO INCORPORATE TODAY

It's true that without technology, it would be much trickier to connect people to the free resources and ideas your library offers. However, even though you may have tons of technology methods already in place, they may not be the most cost-effective in achieving your latest objectives. [Turn the page for five common library problems, along with a free solution on how to fix them.](#)

THE GOAL: Increase instant communication with patrons

TRY: Text or chat with a librarian service

Do you have an announcement to make to all patrons at once? Try sending a text (or SMS, short for Short Message Service) instead of an email that could easily be intercepted by a spam filter.

Most Integrated Library Systems (ILS) have the capability to send email, and you could give patrons the option to receive information via an email SMS gateway, according to author Ellyssa Kroski in *American Libraries* magazine.

Most cellular carriers have a gateway that will then allow your email to be transmitted to a mobile phone through text. Just be sure to make it short, since SMS messages are usually only 160 characters. To learn if your ILS can do this, contact your ILS vendor.

How about chatting with patrons? Virtual reference is an easy way to answer short, factual questions using an instant messaging box on your library's website. This service helps solve questions patrons may feel too foolish or be embarrassed to ask like how to find a specific reference or how to use something in your library.



Work · Online

Zoho Chat (chat.zoho.com) is a popular, free web-based option that aggregates into multiple

IM networks like AOL, Windows Live (MSN), Google, Yahoo and more into one interface. Zoho's chat widget is customizable, not Flash-based and looks more than professional than other free services. Plus, users only have to enter a username instead of having an account to chat.

THE GOAL: Help every patron feel welcome, before they even step into the library

TRY: A video tour



Welcome patrons 24 hours a day with a video tour of all that your library offers. A video is an easy, do-it-yourself way to make visitors feel more at ease with navigating your aisles and to showcase all of the unique features you offer. You'll need something with video capturing capabilities (could be a digital camera, laptop, webcam

or a digital camcorder), decent lighting, a tripod and a computer with video and audio editing software. Try software like Lightworks for Windows (it's free), or the \$79 iMovie program for Macs.

Start your video by welcoming the watcher, then introduce yourself. Next, talk about the hours that you're open, followed by the features and services you'd like to highlight. You can even talk about how to get a library card, how to reserve materials online or introduce your most successful programs. Be sure to post your video on your website, social media accounts, community's website and more.

THE GOAL: Direct patrons to items of interest in new ways

TRY: QR codes

Traditional methods of promoting books, programs and other items of interest like using flyers or emails and creating displays can sometimes blend to the background of your library. If what you need is a new way to catch patrons' attention, try a few strategically placed QR codes.



QR codes stand for quick response codes, and you've seen them on everything from billboards to products in the grocery store. They're 2-dimensional bar codes that smart phones can decode once they're snapped by the device's camera. Once decoded, the QR code links the photo taker to a specific website, block of text or other piece of content.

Libraries have used QR codes to simplify renewals, to promote programs outside of the library, to direct patrons to additional resources not present on the library's shelves and to cross-reference materials in different library sections. There are tons of free QR code generators online, with www.qrstuff.com, qrcode.kaywa.com and www.the-qrcode-generator.com being among the most popular.

THE GOAL: Learn how to spice up presentations and workshops

TRY: Photo presentations and interactive slide shows

Looking for a way to liven up library instruction sessions, event photos and more? Aminoto, Popplet and Prezi are great free tools that combine music and pictures to create engaging slide shows and presentations in only minutes. Featured on websites for *The New York Times*, *PC Magazine*, *National Geographic* and *Wired*, Aminoto lets you add music, photos, videos and text to create a custom 30-second slide show for free.

“Aminoto, Popplet and Prezi are great free tools that combine music and pictures to create engaging slide shows and presentations in only minutes.”

Popplet is a visualization tool that lets users add videos, images and more to a Popplet canvas. Users can use the drawing tool to create sketches, notes or diagrams and upload files saved on their computer, social media sites and more. Your “popples”, also known as Popplet canvases, can then be organized, edited and commented on by other staff members.

The third tool, Prezi, offers a way to spice up PowerPoint presentations with action oriented features and real-time collaboration tools. You can use the presentations you create offline and share them online via your social media accounts, website and more.

These presentations can then be used around your library as screen savers on your computers, as program aids or even during online meetings.



THE GOAL: Find out who's reading your newsletters and emails

TRY: An application that let's you track your communications

Mailchimp is a free email list manager application that eliminates several communication headaches that can easily happen in a library.

“It's tracking capabilities show you who's opened your email, what links they clicked on and much more”

It not only stores patron contact information, but it also allows you to send 12,000 emails and e-newsletters a month for free. It's tracking capabilities show you who's opened your email, what links they clicked on and much more, while Facebook integrations let you spread the word about your emails. You can also schedule emails to be sent at a later date, personalize everything your recipients see and create email lists. Best of all, it's easy for anyone to use with its drag-and-drop editor. To learn more, visit

www.mailchimp.com. 



MailChimp

KNOW OF A MUST-USE TECHNOLOGY WE MISSED?

LET US KNOW!





How Your Library Can Help

This year, capitalize on the back-to-school fever that sweeps through your community by promoting your library as the back-to-school headquarters for knowledge. When stores everywhere are boasting their back-to-school sales, take the same efforts to promote all of the free resources that your library offers!

Highlight Your Offerings with an Open House

An open house is an easy way to show patrons that your library is so much more than just books, and that you offer everything from databases to workshops, tutoring to movie programming. It's also the perfect opportunity to showcase your new technologies, explain how renting ebooks works and even highlight volunteer opportunities for those who have service hour requirements or free time once kids return to school.

Plus, an open house also gives families a break from back-to-school spending. Since summer is synonymous with big blockbuster movies, host a movie showing to help your patrons relax and have fun, add some snacks, collect drawings for a few school supplies giveaways and schedule some before and after activities to give your patrons even more attendance incentives!

Showcase Extra Curricular Activities

Have a Teen Activities Board that needs some new members or a new club that you want to get off of the ground? How about an afternoon book club that could use a few fresh faces? Ramp up your advertising for those looking to find activities for their afterschool hours by updating your social media pages, sending out email notifications, hanging up flyers, even promoting these programs in local schools.

“Ramp up your advertising for those looking to find activities for their after school hours by updating your social media pages.”

You may also want to emphasize that your library is the perfect place to help discover new interests outside of the classroom. For example, a children's author and behavioral science specialist launched the first ever “Literacise” event in the main branch of the Boston Public library to combine reading with life-size storyboard mazes, music and more after schools began cutting down on recess.



This event not only promoted her children's book *Jonathan and His Mommy*, but also introduced young kids to the importance of exercise and the fun of music and dance. Other extra curricular clubs like comic book clubs, chess clubs, art clubs, music labs, drama groups and more.

Highlight School-Related Resources

Patrons may not know about your valuable resources like scholarship help, online non-credit classes, ACT and SAT practice tests, homeschooling materials, tutoring and continuing education information. This is the prime time to create a display or bulletin board advocating these tools since everyone is in school mode.

For example, the Learning Express Library is made available through the State Library of Iowa, the New York Public Library and the Maine State Library to provide a comprehensive selection of career and academic resources for job preparation, career advancement, college readiness and more. What better time for these libraries to increase awareness and promote this resource than in late summer and early fall when siblings, children and friends are going back to school?

As the year progresses – and reports, papers and projects are assigned – databases, newspaper archives and magazine collections are items your patrons will be looking for access to, but may not know how to use. Partner with local schools to hold a tutorial on how to use the resources at the library or create a presentation on other research tools to use in addition to using the Internet.

Help First-Time Students Feel More Comfortable

Many kindergarteners, first graders and students switching schools may feel apprehension at the idea of spending the day away from their normal routine. Compile a list of books and movies they can rent to help them prepare for this change. Incorporate the theme of going to school into your late summer story times and movie showings to help students prepare for what's to come.

Show Patrons How They Can Save

Why buy when you can borrow? In 2012, according to the International Council of Shopping Centers, back to school spending exceeded \$40 billion and will most likely increase this year. With the cost of school supplies on the rise, families can easily save over \$600 each year on average by using the library for ebook downloads, music mp3 files, renting movies, using the free Wi-Fi and more.

“Families can easily save over \$600 dollars each year on average by using the library for ebook downloads, music mp3 files, renting movies, using the free Wi-Fi.”

Pair this information (*see the full article and cost savings in Issue #5 on www.movlic.com/library/checkitout.html) with promotion efforts for September's Library Card Sign-up Month to show your community just how a library card can boost your mind and your wallet. 📖*

Great Titles for Going to School!

These books are great titles to feature for students entering kindergarten and elementary school:

- *Clifford Goes to School* by Norman Bridwell
- *Is Your Buffalo Ready for Kindergarten* by Aubrey Vernick
- *First Day Jitters* by Julie Danneberg
- *Berenstain Bears Go to School* by Stan and Jan Berenstain

These books are perfect to feature for middle school students:

- *Diary of a Wimpy Kid* by Thor Freudenthal
- *Uglies* by Scott Westerfeld
- *The Sisterhood of the Traveling Pants* by Ann Brashares
- *Schooled* by Gordon Korman

Back-to-school movies for returning students:

- *Sky High* – PG
- *Harry Potter and the Sorcerer's Stone* – PG
- *The Karate Kid* – PG
- *High School Musical 2* – PG



Take a Walk on the Wild Side

Jungle and animal-themed programming

Let your imagination run wild while turning your library into a jungle of knowledge! Use these adventurous novels to inspire some animal and nature-themed events at your library, complete with themed snacks, crafts and stories. All these books have been adapted to movies, which would make great companions to your themed programming!

WILD KID EVENT

Curious George

PROMOTIONS: Load your library with red and yellow balloons. Attach signage about your upcoming event to each set of balloons. Don't forget to place balloons outside your library for passers-by to take notice of as well.

Or host a children's Curious George coloring contest. Print off a free coloring page at PBS.org/curiousgeorge. Announce the winner at your event!

ACTIVITY: Make your own yellow hat

What You'll Need:

Yellow paper cups

Yellow dessert plates

Black electrical tape or strips of black paper

Glue/tape

Hole punch

Scissors

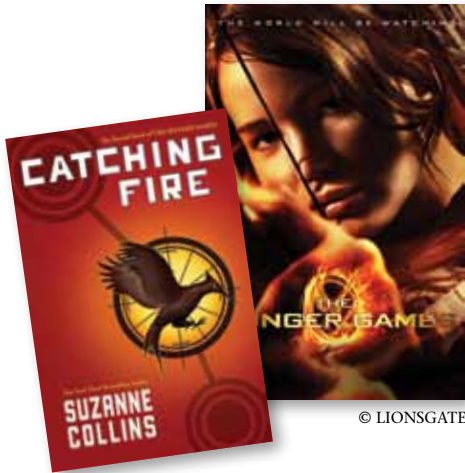
Yarn/string

Instructions:

1. Attach yellow paper cups to yellow dessert plates.
2. Attach black tape or black strip of paper around cup.
3. Punch a hole on both sides of the plate.
4. Cut the yarn long enough to fit under the child's chin to secure the hat to their head. Tie a knot in one end of the yarn and then string it through the hole. String it through the other hole and finish by tying another knot to secure it.



Photo courtesy of angelstreetmom.com



© LIONSGATE

WILD TEEN EVENT

The Hunger Games: Catching Fire

The Hunger Games: Catching Fire is set to release this Fall in theaters, so gear up for another wave of Katniss fever. Promote your library as the official Hunger Games Headquarters and host a series of events for your young adult readers, complete with a showing of *The Hunger Games*.

PROMOTIONS:

Download our customizable *The Hunger Games* publicity materials from our website to promote all of your *Hunger Games* events!*

<http://www.movlic.com/PDFWeb/libraryLogin.aspx>

*Available with a Public Site License

ACTIVITY:

Archery Lessons – Partner with a local archery club and host an afternoon lesson outside your library.

Cooking Lessons – Invite a local chef to come demonstrate a *Hunger Games*-esque dish. Teens can indulge in the food while watching a movie showing of the film.

Trivia Game – May the odds be ever in your favor! Host a trivia night for teens with all things *Hunger Games*!

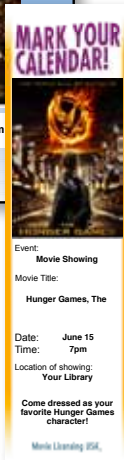
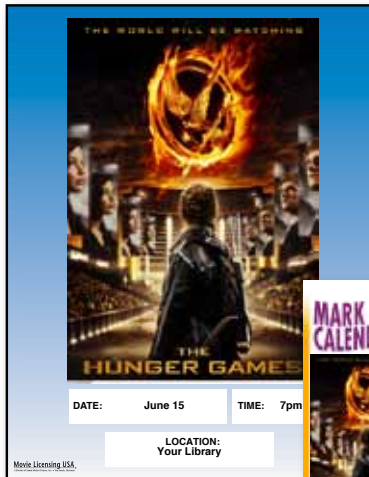


Photo courtesy of lizybbakes.blogspot.com

WILD ADULT EVENT

Survival Titles

Increase your patrons' confidence while exploring nature with a movie and a workshop series. Feature both classics and modern tales in a weeklong event about survival in any environment.

PROMOTION:

Make this programming idea part of your Banned Books week celebration since this classic story has been considered a banned book!

ACTIVITY:

After a wilderness-themed movie, invite a local survival guide to teach patrons basic survival skills that they can use depending on their surroundings. This can include a presentation on finding food and purifying water, using a compass and map, building shelter, making rudimentary tools and much more.

MOVIE OPTIONS:

Winter's Bone – Both book by author Daniel Woodrell and its movie adaptation demonstrate the harsh nature-based reality of growing up in Missouri's untamed Ozark Mountains, while dealing with the consequences of even harsher man made mistakes. This great Academy Award® nominated, independent title may not have been seen by many of your patrons thanks to its limited theatrical release.

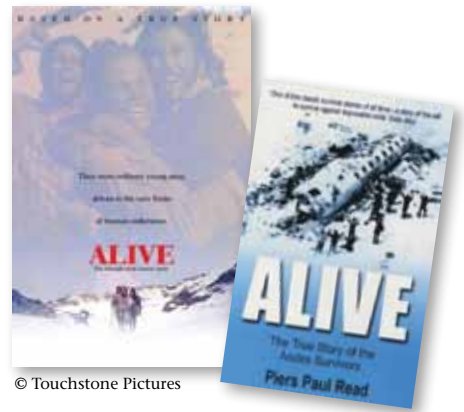
Alive – This survival story, based on the nonfiction book by Piers Paul Read, recounts the story of a group of stranded rugby players from Uruguay who face Mother Nature on top of a mountain peak in the Andes.

Robinson Crusoe – Crusoe sets sail on a tumultuous journey that leaves him stranded on an island with only a few supplies that he can save from his quickly sinking ship. He must learn to live off the land he now calls home, while building shelter, growing food and protecting himself.

Lord of the Flies – Survival on a remote tropical island soon becomes mutiny in the film adaptation of *Lord of the Flies*, based on the Americanized adaptation of Sir William Golding's classic story. 📖



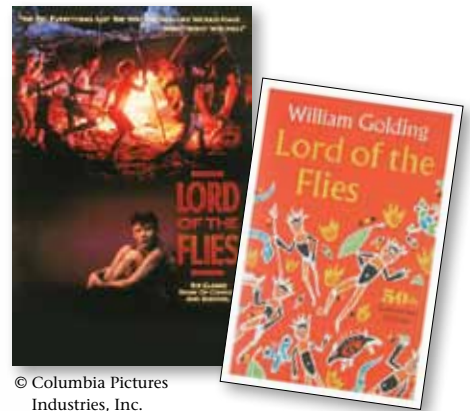
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© Columbia Pictures Industries, Inc.



Banned Books Week: How America Celebrated

The who, what, where and when of what happened this year

Banned Books Week is September 22-28, 2013 and we hope you're considering doing something special to celebrate the freedom to read. Visit www.BannedBooksWeek.org for ideas about how your library can observe this week. In the meantime, here is how cities across the nation celebrated last year. 📖

Tumwater, WA

Tumwater Timelad Library – Book-It Theater

Actors performed controversial sections from three banned books and then lead a discussion on the First Amendment.

Oak Park, IL

Oak Park Public Library – Mug Shots

Mug shots were taken featuring staff members and patrons reading banned books.

Benicia, CA

Benicia Public Library – Teen Night '90s Party

Everything '90s! Patrons learned the dances to popular boy band songs, competed in '90s trivia and watched banned book, turned movie, *The Perks of Being a Wallflower*.

Davenport, IA

St. Ambrose University – Edible Art Contest

Patrons selected a banned book title and created an artistic rendering of it using only food!



Camillia Ray and Sanjuana Perez for "James and the Giant Peach"
Photo courtesy of <http://saulibrary.wordpress.com>

Flagstaff, AZ

Booksman's Flagstaff – Novel Party

Party tribute to banned book, *The Hobbit*. Evening included trivia, crafts and a picnic.

Indianapolis, IN

The Kurt Vonnegut Memorial Library – Lock Up

Writer Corey Michael Dalton lived in the library's front window for the week to bring awareness to banned books. He blogged about his experience and could be seen via webcam 24/7.



Photo courtesy of missoulian.com

PROGRAMMING IDEA

Host a movie series event during Banned Books Week and show the movie adaptation.

Get Ideas! →

Milwaukee, WI

Woodland Pattern Book Center – Community Event

Patrons were invited to come in costume to honor their favorite author or character from a banned or challenged book.

Mifflintown, PA

Juniata County Library – Scratch-off

500 patrons were given scratch-off tickets that revealed prizes such as “I read banned books” materials and reduced fines.

North Canton, OH

Walsh University – Challenged Challenge

A contest for students to write down as many banned books from the ALA’s Top 100 Banned Books list, in one minute!

Hollywood Loves Drama!

These books, which have all made an appearance on a banned book list, are just some of the ones that later appeared on the big screen.

Slaughterhouse Five

The Color Purple

Friday Night Lights

Bridge to Terabithia

Of Mice and Men

To Kill a Mockingbird

Harry Potter series

The Kite Runner

The Outsiders

The Lovely Bones

James and the Giant Peach

The Perks of Being a Wallflower

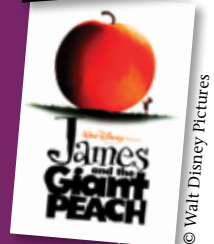
Lord of the Flies



© Warner Bros.



© Warner Bros.



© Walt Disney Pictures



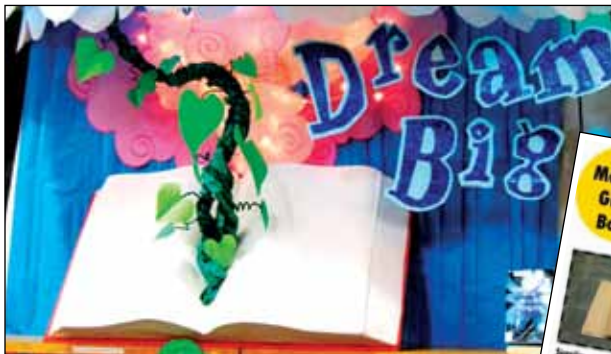
Amazing Library Displays

Creative ideas to inspire your spaces

Visual displays are a crucial part of the library experience because they help your patron step into a whole new world before they even pick up the book. However, it's easy to feel like you're running out of fresh ideas sometimes. For those who are looking for some new inspiration, try these ideas on creating new interesting displays for a wide range of themes, ages, interests and more.

Oversized Book

If you have a crafty staff member, creating this large book is a showstopper. Use it for any number of displays.



© www.rachelmoani.com

DIRECTIONS: Find step-by-step instructions at <http://rachelmoani.com/?p=193>



Trendy

Speak directly to your teen readers with humorous bulletin boards in text message shorthand.

Translation: Books are like really long text messages. What have you read lately?



© www.flickr.com

Book-to-Movie Promotion

Readboxes, a smart take on the corner movie rental, Redbox, are popping up at libraries all over. Do an Internet search to get ideas on the right one to fit your space. Promoting book-to-movie adaptations is a great way to get patrons interested in where their favorite movies originated.



© www.thecaffeinatedlibrarian.com

Seasonal

Winter: Igloo

Let the kids get cozy reading in a recycled milk jug igloo.



© www.apartmenttherapy.com

Fall: Football

It's easy to score a great football-themed display for not much money. PVC pipe and yellow spray paint is what was used to create this display.



© www.schoollibrarydisplays.blogspot.com

Summer: Under the tree

The Seattle Public Library stretched their limbs to create this stunning summer reading tree.



© The Seattle Public Library

Spring: In Bloom

Celebrate spring with amazing life-sized flowers. Visit **designsponge.com** and search for "DIY giant paper flowers from ruche" for directions.



© www.designsponge.com

GOT A CREATIVE DISPLAY YOU'RE PROUD OF?

Send it to us!

Submit your photos to MLUSA at www.movlic.com/library via the Contact Us tab!

Promote with Social Media!

Create engaging content without sacrificing time

Social media is a great tool that can put you in touch with those you serve. The long-term relationships, advocacy opportunities and patron feedback your library can receive from participating in this online arena are just a few of the reasons why you should join the conversation. However, don't let the thought of a huge time commitment scare you. Social media management can be broken down into sizable chunks to make it easy on your library.

Start by planning ahead. Delegate posting responsibilities to those on your staff who are already enthused about and familiar with social media, and assign a different social media outlet like Facebook®, Twitter®, YouTube®, Tumblr® and LinkedIn® to each. Then, make an editorial calendar which will let you map out who's going to post and when. Set aside



hootsuite
Social Media Management

a half-hour each day to create content and look into tools like Hootsuite™ that make it easy to schedule posts in advance.

Next, jot down posts as you think of them in an easy-to-reach place (like the free app Evernote) to prevent writer's block when it comes time to post. You may want to link to content from other sources like book reviews, author interviews, job information, clips and photos, so set up Google Alerts to get relevant updates straight to your inbox.

"You may want to link to content from other sources like book reviews, author interviews, job information, clips and photos."

Now that you've found your writers, your content schedule is ready to go and you have plenty of information, just how can you keep the conversation fresh and interesting? Try these tactics when you're not getting as many comments and likes as you were anticipating.

1. Start a Conversation

Social media provides a perfect, unfiltered opportunity to get to know your patrons' thoughts and needs. By asking questions and encouraging them to leave feedback, you're giving them a direct chance to tell you what they like, dislike and want. As you get to know the people that you serve, you'll build relationships with valuable community contacts and find valuable insights that can help you better serve their needs.

2. Give a Glimpse of Who's Behind the Curtain

Those who visit the library are probably curious about who's behind the bookshelf. Adding personal touches to your social media channels can demonstrate your library's personality, showcase your staff and add an element of personality to your library's brand.

For example, mentioning a recent win from your favorite sports team can help patrons know you have similar interests and shows you're up to date with the world around you. Then within the same post, you can list resources about the team, players on the team, past wins and much more. However, in your quest to relate to your community, think twice before hitting post. Anything too personal, negative or polarizing could leave readers with the wrong impression.

3. Have Fun

Host giveaways, have a "caption this picture" contest, hold events or even make an entertaining video. As long as these lighthearted and entertaining pieces of content help promote your library and showcase your features and services in a flattering light, you can use them to help promote your library.

4. Dole out Compliments

Use your profiles and accounts to brighten the days of those around you by giving thanks to community heroes, praising your awesome employees, talking about what's new and promoting local businesses. These companies may even return the favor and promote you when you've got a programming event or fundraiser coming up.

"According to an American Libraries Magazine's social media article by David Lee King, it may help to do a Twitter search for your library's name."

5. Give a Sneak Peek

Got something coming up that you're really excited about? Give your patrons a little taste of what's to come via your social media accounts. This could be a text teaser of the movie being shown on an upcoming movie night or a picture of a craft you're planning on making during a program.

6. Gauge Interest

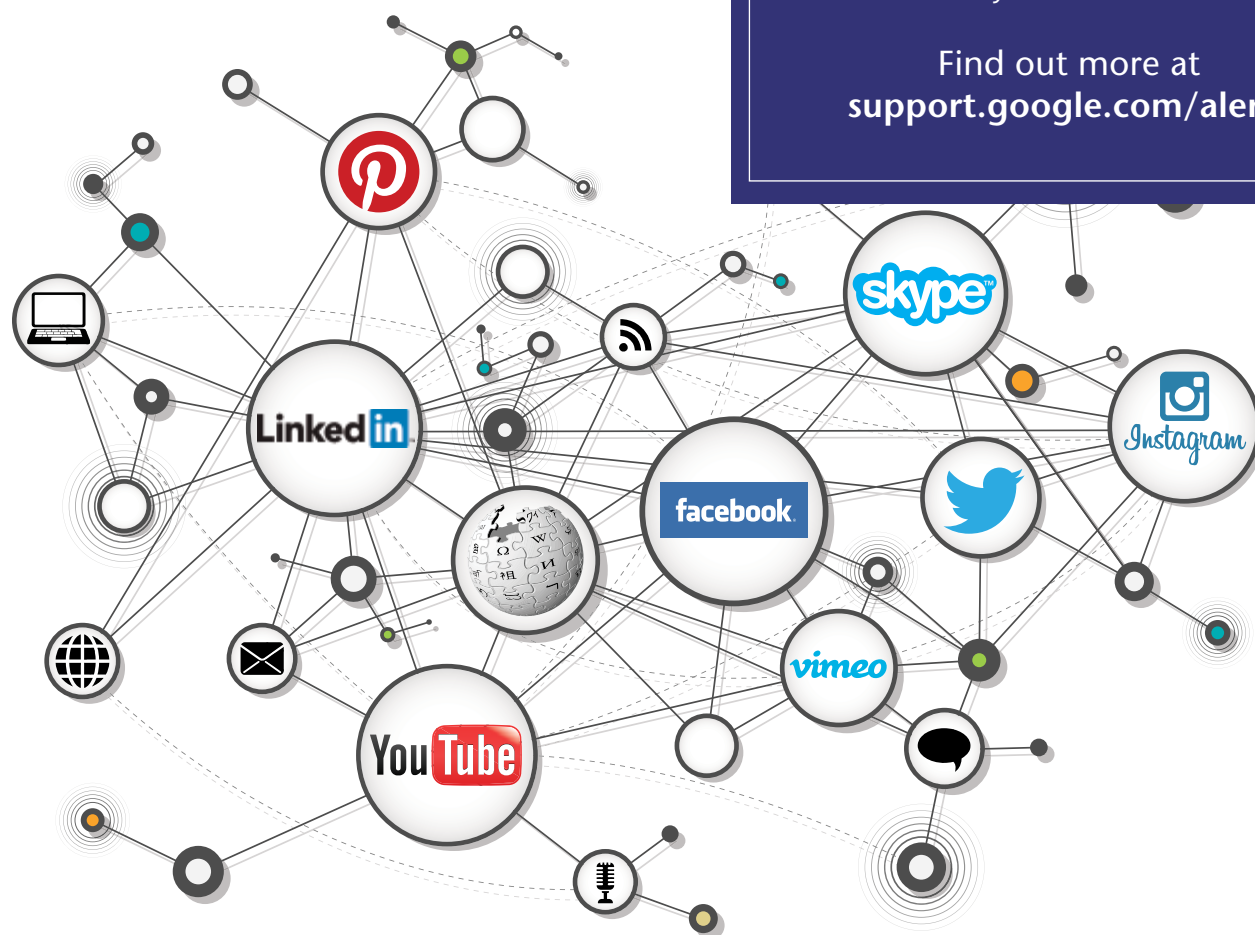
Social media provides an easy way for patrons to voice how they feel. By tweeting out links to surveys you've created on Survey Monkey, creating events using Facebook's events feature or by awarding individuals who check into the library on their accounts, social media let's you know what's popular among your community.

According to an *American Libraries Magazine's* social media article by David Lee King, it may help to do a Twitter search for your library's name. Save your search so when someone uses those keywords in a tweet, you'll see it. Set an advanced Twitter search for the word "library" and the name of your community, so you'll be notified when someone from your area may be talking about you. 📌

WHAT ARE GOOGLE ALERTS?

Google Alerts are emails sent to you when Google finds new results that match your search terms.

Find out more at
support.google.com/alerts



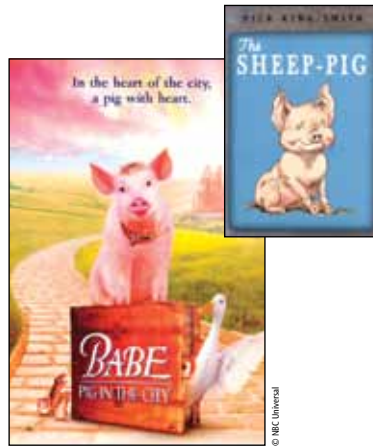
READ IT. *SEE IT.* I ♥ VE IT.

START A BOOK-TO-MOVIE CLUB AT YOUR LIBRARY! ENCOURAGE PATRONS TO READ A SELECTED BOOK, THEN PLAN A MOVIE EVENT AROUND THE MATCHING FILM. THIS PROGRAM WORKS WITH ANY AGE GROUP AND OFFERS A CHANCE TO DISCUSS SIMILARITIES AND DIFFERENCES BETWEEN THE TWO.

CHILDREN



The Princess Diaries
Based on *The Princess Diaries*
By Meg Cabot; Rated G



Babe: Pig in the City
Based on *The Sheep-Pig*
By Dick King-Smith; Rated PG



Dr. Seuss' The Cat in the Hat
Based on *The Cat in the Hat*
By Dr. Seuss; Rated PG

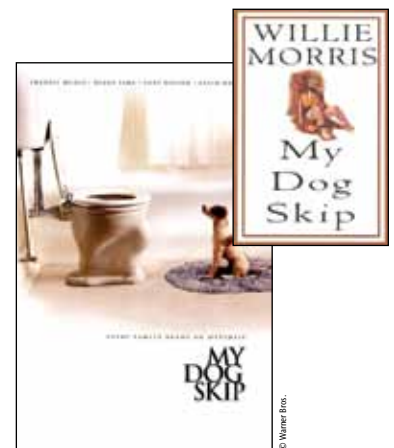
YOUNG ADULTS



The Twilight Saga – Breaking Dawn
Based on *Breaking Dawn*
By Stephenie Meyer; Rated PG-13



Freaky Friday
Based on *Freaky Friday*
By Mary Rodgers; Rated PG



My Dog Skip
Based on *My Dog Skip*
By Willie Morris; Rated PG

ADULTS



Small Apartments
Based on *Small Apartments*
By Chris Millis; Rated R



Hyde Park on Hudson
Based on *Closest Companion*
By Geoffrey Ward; Rated R



Mystic River
Based on *Mystic River*
By Dennis Lehane; Rated R

COMING ATTRACTIONS



The Social Network
Based on *The Accidental Billionaires*
By Ben Mezrich; Rated PG-13



2001: A Space Odyssey
Based on *2001: A Space Odyssey*
By Arthur C. Clarke; Rated G



Contact
Based on *Contact*
By Carl Sagan; Rated PG

DID YOU KNOW? 11 actresses and a CGI-animated baby all played the rapidly growing Renesmee Cullen in *The Twilight Saga: Breaking Dawn Part 2*.

THESE MOVIES ARE AVAILABLE FOR SUMMER AND FALL PROGRAMMING!
For more information, programming ideas and to view additional ideas for your book-to-movie club, visit www.movlic.com/library

LIBRARY SPOTLIGHT

WHETHER IT'S BIG OR SMALL, RURAL OR URBAN, NO TWO LIBRARIES ARE QUITE THE SAME. HERE WE INTERVIEW LIBRARY WORKERS TO FIND OUT WHAT PROGRAMS, SERVICES AND ACTIVITIES THEY ARE PROUD TO PROVIDE.

MORGAN COUNTY LIBRARY

Martinsville, IN



Nita Loganbill – Director

Number of Cardholders? 8,700

Number of Books in Circulation? 32,000

What was your library's best program or event?

I really enjoy our Summer Reading Program each summer. Decorating the entire library with the summer's theme and utilizing community members for weekly programs make it rewarding to see the community working together.

What books are you reading right now?

I read only non-fiction and review tons of fiction. I am currently reading the book titled *Louisa May Alcott: The Woman Behind Little Women* by Harriet Reisen.

How does your library create community?

We are a small rural community but are made of diverse people from all backgrounds. We are near a tourist area so we also service urban dwellers. Community "happens" by providing opportunities through programming, serving, sharing of talents and looking for talents to be tapped into. We are blessed.

What's your favorite part of your library?

The circulation area is my favorite part because it is the heart of the library, just like the kitchen is in a home. It's where everyone meets and shares titles, recipes, family stories and more.

What is your most requested title for checkout?

Our patrons love anything by James Patterson.

www.morgan.lib.in.us

ST. LOUIS COUNTY LIBRARY

DANIEL BOONE BRANCH

St. Louis Missouri



Sheila Baltz – Library Assistant

Number of Cardholders? 551,698

Number of Books in Circulation? 1,657,448

What was your library's best program or event?

We started the Free Film Series 22 months ago and it has expanded from an afternoon series to include an evening series at the request of adults who are unable to attend during the day. Attendees enjoy a presentation before and a discussion following the film.

What books are you reading right now?

Having just finished the *Millennium Trilogy*, I have recently begun a new trilogy starting with *The Passage* by Justin Cronin.

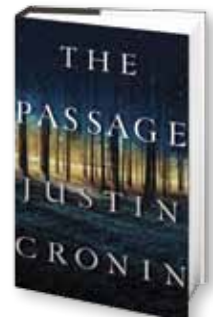
How does your library create community?

At Daniel Boone, all age groups gather for movies, book discussions, travelogs, authors' visits and a variety of events designed to enhance life. The Free Film Series at the library meets two needs by providing quality films and offering a cordial meeting place for adults to socialize, view and discuss movies.

What has been most valuable about your relationship with Movie Licensing USA?

They have been a valuable resource in publicizing our programs and providing quality publicity materials.

www.slcl.org



FUN, *GAMES* & C?NTESTS

TAKE A BREAK, RELAX AND ADD A LITTLE MORE FUN TO YOUR DAY WITH THESE GAMES, PUZZLES AND CONTESTS. FOR MORE ACTIVITIES LIKE THESE, LOG ONTO WWW.MOVLIC.COM AND CLICK THE *CHECK IT OUT* MAGAZINE LINK.

Test your book-to-movie knowledge and see if you can unscramble all of the movie posters below in **under 5 minutes**. Remember, no Googling!



1



2



3



4



5



6

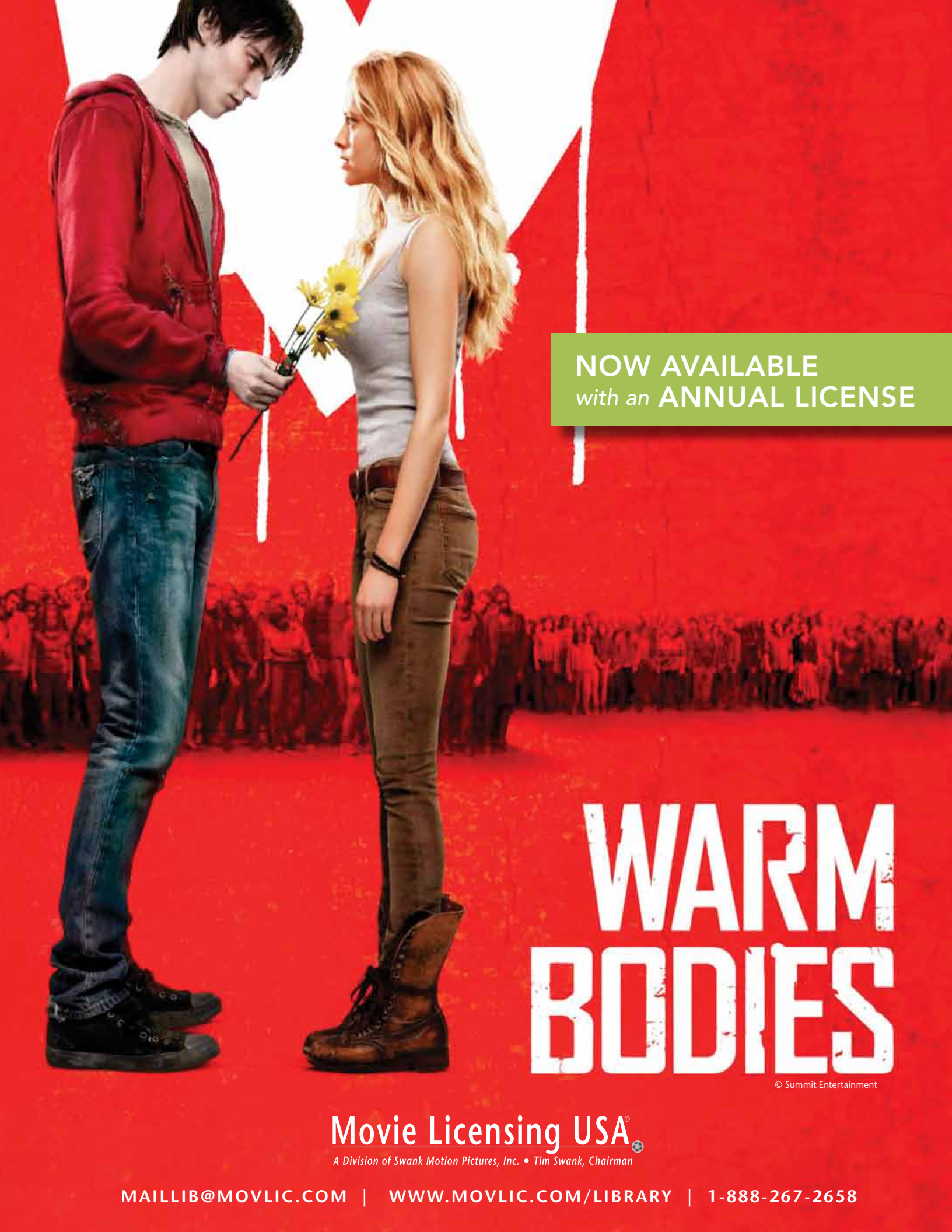


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8

Answers: 1. The Perfect Storm 2. Bridget Jones's Diary 3. The Hunger Games 4. Dr. Seuss's The Cat in the Hat 5. The Notebook 6. P.S. I Love You 7. Harry Potter and the Sorcerer's Stone 8. The Time Traveler's Wife



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