

checkitout

WINTER 2014

a movie licensing usa publication

for the professional librarian

Why it Pays to Play

Constructive Children's
Activities for Your Library

REV UP YOUR MOVIE NIGHT

Host a "Drive In" Showing
for Your Patrons

Fashion *in the* Library?!

Stylish, Recycled DIY
Tee Shirt Crafts

Frozen Festivites

Get crafty with fun projects
themed around the
blockbuster movie *Frozen*



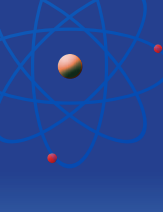
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the **ACTIVITY** issue



It's Time to Plan for your Summer Reading Program!

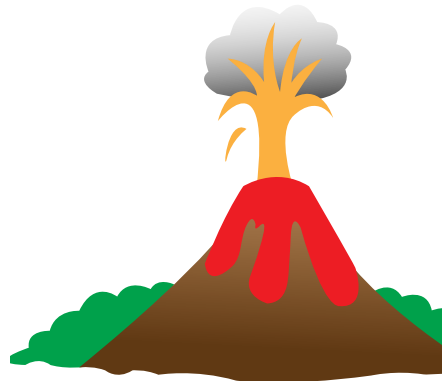


#FIZZ! BOOM!
READ
with **MOVIES!**

Children's Programming
Bring out the inner inventor in your kids
with these fun book-to-movies!



Teen Programming
Spark some interest with your
teenage patrons as you show a book-to-movie blockbuster!



Literary
ELEMENTS

Adult Programming
Entertain adults with these
action packed fan-favorites!



In partnership with the
Collaborative Summer Library Program

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For more Summer Reading ideas, visit library.movlic.com.

Welcome to the Activities Issue of *Check It Out!* Snow may still be in the forecast, but that doesn't mean we can't start thinking about all of the great Spring programming ideas to come in the next few months. We hope you enjoy this issue filled with crafts, games, activities and more that will entertain and educate patrons of all ages.

Be sure to check out patron pleasing articles like "Frozen Festivities!" on page 14, "Fashion in the Library?!" on page 10 and "Rev Up Your Movie Night" on page 6 for fun activities that help foster creativity, promote sustainability and even put a new spin on something old. Since playing is such a huge part of library activities and childhood learning, "Why it Pays to Play" on page 3 also includes some great ideas on how to incorporate learning into story times and more.

We've also included a few more serious articles about important topics like understanding copyright laws on page 20, as well as what social media cannot do for your library on page 16. These topics are both hot issues with libraries across the country, since the complexities of copyright compliance and finding the benefits from using social media can both be a little tricky.

As we get ready to celebrate the beginning of another wonderful year, Movie Licensing USA would like to sincerely thank you for your patronage. We are always searching for new ways to serve you, so please contact your licensing manager at 1-888-267-2658 with any library needs or ideas for a future issue. If you know someone who would be interested in a subscription to *Check It Out*, simply let us know. We always enjoy hearing from you!

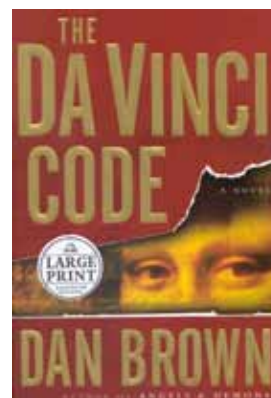


CHAIRMAN

Incipit

"Robert Langdon awoke slowly. A telephone was ringing in the darkness – a tinny, unfamiliar ring."

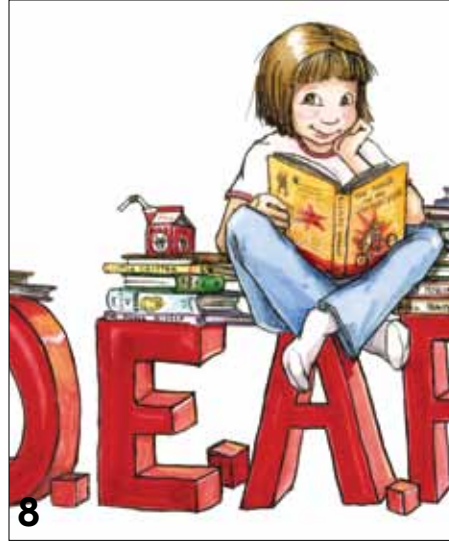
The Da Vinci Code
by Dan Brown



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the **ACTIVITY** issue

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Vampire Academy
by Richelle Mead



Why it Pays to:



Constructive Children's Activities For Your Library

Imagination is the key difference between something ordinary and something extraordinary. It's also what can make a child develop better critical thinking skills, thoroughly explore their surroundings and express themselves through words and actions. It's this type of imaginative play that is essential for developing minds and the way they learn about the world around them.

Different Types of Play

Experts have identified three main types of play, with each stage building on the next according to Sue McCleaf Nespeca's white paper for the Association for Library Service to Children's (ALSC) titled "The Importance of Play, Particularly Constructive Play, in Library Programming." The first type, which occurs from ages 0-2 is called object play and is mainly exploratory in nature. The second type is pretend play, which takes precedent from ages 3-5. Those ages 6-8 engage in social play, which includes physical play and investigative play.



Connections Between

Playing and Literacy

It's common knowledge that learning involves much more than just memorizing or reading. It includes thinking, feeling, perceiving and behaving. When multiple senses are used to play, a child's brain forms more connections called brain synapses, contributing to overall intelligence and skills such as self-confidence, critical thinking, social skills and much more.

The ALSC and Public Library Association's joint project titled "Every Child Ready to Read" describes play as one of the best ways children can learn language and literacy. In fact, it's so important to development that it's been called the right of every child by the United Nations High Commission for Human Rights.

TIPS

for adding to the constructive play experience

- Emphasize the process and not the product
- Help children feel good about what they create
- Avoid creating an atmosphere of competition
- Ask open-ended questions that need explanations
- Let imaginations guide instead of using an example or model to recreate

3 Play ideas to try in your library

Tie play time, imagination, stories and comprehension skills together with these fun ideas.

1. Build Blindfolded

Lego® and Duplo® have teamed up with the Association for Library Service to Children (ALCS) to help nurture the way children play while staying true to their mission to “inspire and develop the builders of tomorrow.” As described in the ALCS, Lego® and Duplo® Read! Build! Play! Librarian Toolkit, you can test the imaginative building skills of your young patrons by inviting them to construct their own variation of the same idea, like a house, car, plane or animal. Invite each person to tell a story about his or her creation and describe how it looks just like he or she imagined.

benefits

- Allows free expression
- Encourages creativity
- Improves self-confidence
- Provides problem solving opportunities
- Increases vocabulary and language skills



benefits

- Fosters curiosity
- Improves critical thinking
- Demonstrates cause and effect scenarios
- Strengthens listening skills
- Builds on language skills
- Improves the ability to follow instructions



2. Twice as Nice Story Time

Research shows that it's best to let children absorb stories the first time they hear them. By the second time, they've had enough time to process what's happening, become familiar with the characters, problems and plot line, and form questions they're curious about. During story time, read your book again, only this time add some actions, sounds and other playful elements. There are dozens of ways to bring the story to life using props, questions, songs, body movements and more.

3. Open Portrait

Let your patrons jump into the mind and motives of a character in the story. Let them choose a character in a book you're reading and draw a portrait of the character's face and neck. Have them cut out the portrait and staple it to a larger piece of paper to then map out what they think is going on in the character's mind during a certain part of the story. Have them share their ideas with the group.

benefits

- Strengthens critical thinking
- Boosts reading comprehension
- Increases understanding of emotions and how they tie to specific actions
- Teach cause and effect scenarios



REV UP MOVIE NIGHT

HOST A “DRIVE IN” SHOWING

Looking for a fun and creative new way to get families excited for your movie nights? Boost interest and attendance by creating your own “drive in” showing with some cardboard boxes and a little imagination. This idea is easy, inexpensive and keeps your little patrons busy for hours!

MATERIALS NEEDED

Cardboard boxes big enough for children to sit in, box cutters for the adults to use, acrylic paints, brushes of various sizes, paper plates, tape, glue, cups and blankets (optional).



STEP 1) GATHER YOUR BOXES.

This may take a little bit of finessing in terms of soliciting box donations from patrons and local businesses. Remember, you want your boxes big enough to comfortably fit a child. Seal the bottoms with extra packing tape.

STEP 2) ADVERTISE YOUR EVENT AND PICK YOUR MOVIE.

Create fliers, post announcements, post to your social media accounts and advertise on your website to draw interest in this event. It may help to have a sign-up sheet for this event, so you can get an accurate number of boxes that you will need. Don't forget to encourage your patrons to bring blankets to make their "cars" more comfortable. Next, book your showing by calling your Movie Licensing USA representative. Great movies for this event include *Cars*, *Cars 2*, *Herbie Fully Loaded* and *Chitty Chitty Bang Bang*.

STEP 3) START PAINTING!

On the night of your event, grab your boxes and your paint, and let imaginations run wild! Big brushes will help painting the "cars" go quicker, while smaller brushes will keep kids occupied for longer stretches of time.

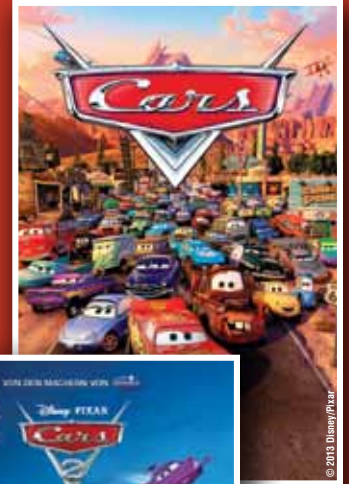
STEP 4) CUT IT OUT.

While kids are painting, parents can do the cutting. These cardboard cars can be cut before they are painted or after they have dried. To keep the car sturdy, fold in the sides of the boxes.

Encourage parents to customize their child's creation with windows, doors and shapes. A windshield can even be made by folding down one of the flaps of the box and taping the top fold to its bottom half, then cutting out the center. Once the cars are dry, have the kids glue on the paper plates for wheels and cups for headlights. The kids can even make a vanity license plate with their name on it.

STEP 5) PARK AND WATCH THE SHOW.

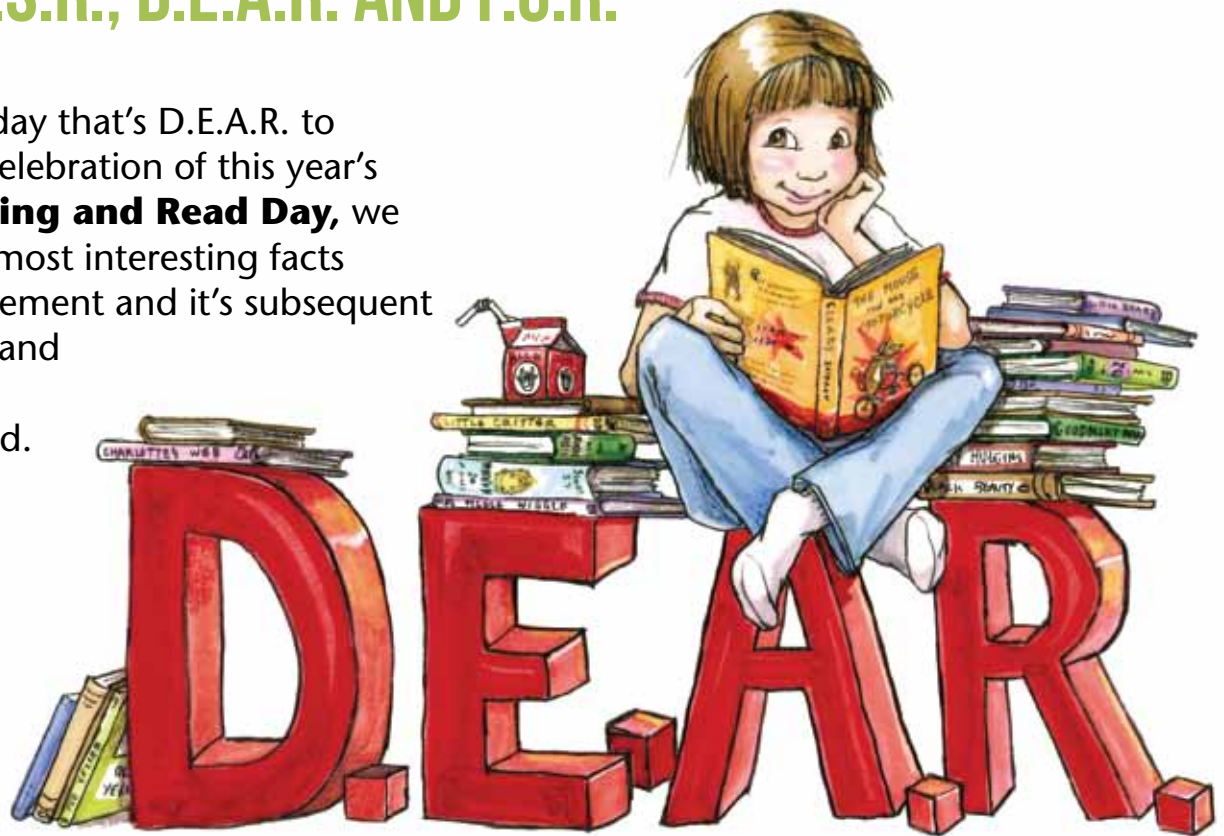
Once your cars are finished, it's time to "park" them for the show. Have the kids park their car where they want to watch the movie. Pass out some movie themed treats like popcorn or theater candy to keep inside of their boxes during the movie. After the show, encourage families to take their cars home!

SOME GREAT MOVIES TO SHOW!

DO YOU DARE TO D.E.A.R.?

A HISTORY OF THE TRADITIONS BEHIND S.S.R., D.E.A.R. AND F.U.R.

April 12th is a day that's D.E.A.R. to our hearts! In celebration of this year's **Drop Everything and Read Day**, we combined the most interesting facts about this movement and its subsequent partners S.S.R. and F.U.R. into one fact-filled spread. *Enjoy!*



WHAT EXACTLY DO THEY STAND FOR?

D.E.A.R. stands for “Drop Everything And Read” and it celebrates a birthday in April. Its primary goal is to make reading a priority in the lives of patrons of all ages. S.S.R. is short for “Sustained Silent Reading,” while F.U.R. stands for “Free Uninterrupted Reading,” and both have the same ultimate goal of encouraging reading.

No matter the name, participants are encouraged to drop everything (homework, projects, chores and more) to pick up a book and read, even if it's only for a few minutes of the day to help make reading a daily habit. These three methods are commonly held as part of an elementary school's daily or weekly routine. The benefits of including these habits in

DID YOU KNOW: The first mention of D.E.A.R. actually occurred in Beverly Cleary's book *Ramona Quimby, Age 8*. Since then, D.E.A.R. programs across the country have popped up with a special celebration on Cleary's birthday of April 12th! Libraries often celebrate with mass read-ins, picnics, book fairs, author readings and more.

a daily or weekly curriculum encourage kids to sound out words on their own and give them a chance to read without distractions. These are two things children might not have the opportunity to do outside of the classroom thanks to multiple distractions.

WHAT THE NUMBERS SHOW

According to research by the National Reading Panel (NRP), those who engaged in some sort of silent reading programs did better in 25 out of 54 conducted tests, worse in 3 out of the 54 and the same in 24 of the remaining tests. In studies that lasted a year or longer, participants who regularly engaged in silent reading did better in 8 out of 10 tests, with equal results in the remaining 2 tests.

HOW CAN YOU PARTICIPATE?

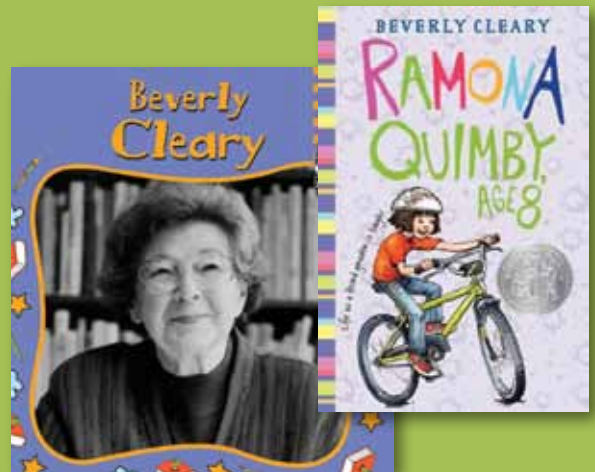
Students will look to their teacher as a silent reading role model, so encourage teachers to share a little bit about what they're reading with their students. Advocate the benefits of using these programs in local classrooms and show teachers how to stock their school libraries so students stay engaged in reading. You might want to mention:

- The current most popular books by grade level
- Highly-rated picture books
- The best chapter books for beginning readers
- The most loved magazines
- Classic titles, award winners and famous books
- Books can be enjoyed more than once

PARTICIPATING SPONSORS INCLUDE:

National Education Association (NEA)
 National Parent Teacher Association (PTA)
 Association for Library Service to Children (ALSC),
 a division of the American Library Association
 Reading Rockets
 General Federation of Women's Clubs (GFWC)
 Newspaper Association of America
 Foundation (NAA)
 First Book
 Read Kiddo Read
 Walden Media
 Harper Collins Children's Books

ONE OF THE PIONEERS OF SILENT READING!



D.E.A.R. and S.S.R. both play a cameo role in the famous Ramona Quimby series by Beverly Cleary. Cleary's library science degree allowed her to talk to many children of socioeconomic backgrounds who all had the similar request to read books written about children like themselves. She wrote her first book *Henry Hugging* about a boy and his dog and all of their friends. She followed this with *Beezus and Ramona*, the first story to center on the Quimby sisters. Her books have been loved by millions of kids all over the world because as Pat Pflieger, professor of children's literature at West Chester University noted, "She understands her audience. She knows they're sometimes confused or frightened by the world around them, and that they feel deeply about things that adults can dismiss."

FASHION IN THE LIBRARY?!

Stylish, Recycled Tee Shirt Crafts

Lately, upcycling (taking something and making it into something new), DIYing (that stands for Do It Yourself projects) and thrift shopping are all the rage, thanks in part to a recovering economy, a bigger concentration on sustainability and even last summer's Billboard Top 100 hit by R&B artist Macklemore, aptly titled "Thrift Shop." With dozens of tutorials popping up on Pinterest every few hours, entire shows dedicated to making clothes and jewelry out of recycled materials and the vintage look refusing to fade from the runways, inspiration is everywhere. Try out a few of these show-stopping tee shirt makeover ideas for your next teen programming session.

Tee Shirt Stenciling

Difficulty Level: ✂

Materials needed: Spray paint, a sheet of plastic, cardboard, scratch paper, an Exacto® knife, a marker, design inspiration or pictures, spray adhesive, tee shirts, a well ventilated area to spray paint and dry your creations

Step 1: *Select your stencil designs. Trace or draw them out on a piece of plastic and then place your cardboard down so you can cut them out with your Exacto® knife. Chances are you'll want a few different designs for your patrons to choose from, along with a variety of sizes.*

Step 2: *You're ready to invite your patrons to start creating once you have your stencils. Slide a piece of scratch paper inside of each shirt, so the front and back do not stick together once they spray paint them.*

Step 3: *Next, spray the back of the chosen stencils with adhesive, and lay the adhesive sprayed side down on their tee shirts. Make sure to tell your patrons to press down on their stencils so they stick to their shirts.*

Step 4: *Protect the rest of the shirt by placing additional scratch paper around the edges of the stencil. This step is optional!*

Step 5: *Spray the stencil with a light first coat. Give it a few minutes to dry.*

Step 6: *Now, spray a heavier coat. The paint will stick better to the light first coat than the fabric. Give this a few more minutes to dry.*

Step 7: *You're done! Take off the paper, carefully remove the stencil, and wear your shirt with pride.*





www.brit.co/tshirt-jewelry



Brass Ring Bracelets

Difficulty Level: ✂✂✂

Materials needed: 3 Tee shirts, brass rings or washers, necklace clasps, scissors, tape

Step 1: Cut your three tee shirts into long strips. They should be around 12" length.

Step 2: Use tape to create a "needle" on one end of your tee shirt strip. Loop your first washer through the lace, followed by a second one.

Step 3: Pull your tee shirt strip over the top of the second washer and weave it through the first washer.

Step 4: Pull your strip all the way through, then weave it back through your second washer. Pull it tight!

Step 5: Repeat with all of your washers and you'll see a pattern forming. Fasten your bracelet by tying the ends around your wrist.

Cut-Out Tee

Difficulty Level: ✂✂✂

Materials needed: Plain cotton tee or tank, a fabric razor blade, measuring tape, a wood cutting board or hard ironing board

Step 1: Select your shirt. You'll want to choose a top that has a flattering fit. Keep in mind that plain tees and tanks often let your creativity shine through more than an embellished or graphic shirt.

Step 2: Have a design in mind. Before you start slicing, think critically about your design and how it will hold up once you start cutting. Envision what you want the end result to look like and plan accordingly.

Step 3: Slide your tee or tank onto the cutting or ironing board so that it's sandwiched between the front and back of the tee. Place the front side of the shirt face down, so you'll be cutting the back. Measure and mark about half an inch down from neckline to where you want to make your first cut. Then measure and mark a halfway point across the neckline. This point will mark the vertical "spine" of your shirt. Cut an identical line about 1/4 of an inch to an inch below the first cut, depending on how big you want your "ribs" to be.

Step 4: Keep cutting. Continue to make "ribs" all the way down to the bottom of the tee on each side of the "spine." Remember you're only slicing the material, so there shouldn't be any scraps of material coming off of your shirt.

Step 5: Slip on your shirt. It's ready to wear!



2.bp.blogspot.com



FROM THE CREATORS OF "TANGLED" AND "WRECK-IT RALPH"

Disney

REBEL

FROZEN FESTIVITIES

Walt Disney's new animated film Frozen seems to have charmed everyone who's seen it. Social media outlets have been ringing with Frozen praise and the movie, which opened in theaters over Thanksgiving weekend, reached earnings of \$93.9 million in a week's time.

People of all ages are talking about the movie, from the music, to the love of the characters, including the hilarious snowman, Olaf, the loyal reindeer, Sven, and the sisterly storyline of Anna and Elsa.

Embrace winter this year on behalf of the popular movie and host Frozen friendly craft sessions. With this kid-friendly animated flick as inspiration, the options are limitless. Here are a few ideas to get you started.

Girl's Day Out

What young girl doesn't like a good excuse to wear a pretty princess dress? Host an afternoon party for the girls of the library, ask them to wear their favorite princess dress, read them fairy tales and help them decorate headbands and barrettes to finish their princess look. There is nothing better than glitter and sparkles. Especially, when referencing Disney characters! Provide inexpensive headbands, fake rhinestones, beads, fake flowers and fabric to choose from. Then, have an adult glue it all together, making their design come to life. They will leave with headwear that even Anna and Elsa would want to wear!



Reindeer Games

Let the kids create their own lovable Sven with hand and foot imprints.

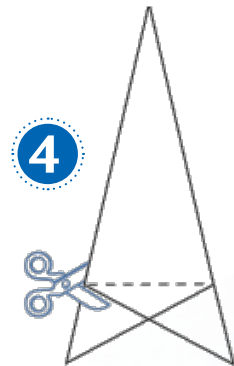
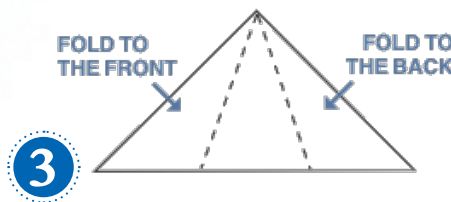
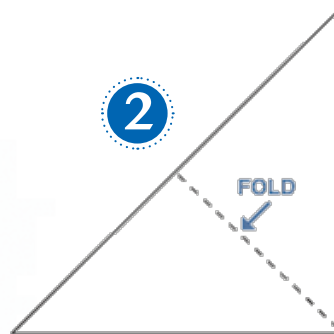
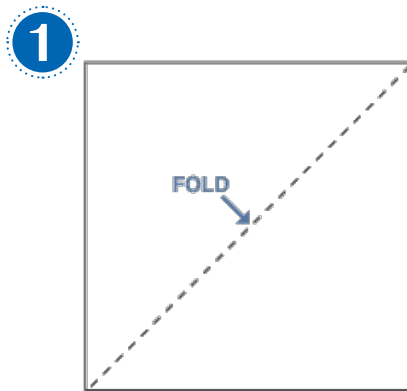
1. Have the kids trace one of their shoes onto brown construction paper for the reindeer face and cut it out.
2. Then, have them trace both of their hands onto beige construction paper and cut both of them out.
3. Glue the hand cut-outs onto the top of the foot outline to make the antlers.
4. Add glitter, a sticker or a painted cotton ball for the nose (get creative).
5. Add googly eyes or use magic markers to draw the rest of the face.
6. You can even punch a hole at the top and tie a ribbon onto it to make it an ornament.



Let it Snow!

Keep kids happily occupied for hours by cutting out paper snowflakes. This is an inexpensive past-time that will look pretty in any window. Just make sure to supply kid-friendly scissors:

1. Start with a square piece of paper. Fold the paper in half diagonally to make a triangle.
2. Now, fold the triangle in half so the pointy corners meet.
3. Fold your triangle into thirds, by folding one side to the front and the other side to the back so that it looks like a triangle with two little tails (as seen in the photo). Then, cut across the bottom in a straight line, removing the "tails" to make a perfect triangle.
4. Cut the final triangle with variations of straight and curvy lines. Get creative with the design and experiment with different shapes and sizes.
5. Lastly, unfold the paper and admire the one-of-a-kind snowflake!



*Frozen will come out on DVD in April!
Think of your own ideas, or use some of
ours, but it's a good excuse to host a
monthly event this winter!*





5 Things Social Media Can't Do For Your Library

Requires understanding, strategic planning and regular management to successfully provide tangible benefits.

Social media has completely transformed marketing for organizations of any size and industry. Almost any cause, business or company benefits from its \$0 price tag and see it as an easy way to stay relevant in the lives of their customers, or in a library's case, patrons. In fact, according to research by the University of Massachusetts Dartmouth Center for Marketing Research,

73% of all Fortune 500 companies were active on social media in 2010. Fast-forward three years and it's almost impossible to find a business that isn't participating in at least one type of social media platform. Yet despite social media's potential to be a boon to your library, it requires understanding, strategic planning and regular management to successfully provide tangible benefits. In fact, there are several things social media can't do, proving that tried and true business strategies and tactics cannot be replaced by this technological phenomenon.

73%
of Fortune 500s
utilized
social media
2010

1

Act as your only marketing channel

As effective and interactive as social media can be for your library's exposure, reputation and position in the community, it should be treated as a piece of your marketing strategy – not your entire plan. Don't forget about those patrons who are not active online and prefer to find out about programs and service within your library itself. Plus, how will your patrons know about your online presence if you're not promoting them in your stacks? Effective marketing strategies are a combination of several publicity methods, so don't forget about the traditional channels.

2

Make you an overnight success

The right post or tweet can certainly bring loads of attention if it goes viral, but true success isn't defined by the number of followers or likes you gather. Meaningful, measurable results regarding engagement, sentiment and traffic usually take a few years to produce reliable results. Furthermore, unless your library's social media channels are already engaging, interesting and unique, it's hard to attract the attention of new followers. You must pass the initial "why do I care" test in order for your efforts to strike a chord in your patrons.

3

Fix inconsistencies

Social media can actually highlight the flaws between what your library says and what they actually do. You can be creative, witty, fun and interesting in your posts or updates, but if this doesn't echo within your library and its services, your efforts online will fall flat.

4

Directly drive sales

Social media can increase awareness of what you offer, improve customer service and even introduce you to new members of the community. However, one thing it can't do is directly increase usage of your offerings and services. The upside is that social media is great for indirectly helping you sell your patrons on your library's goodies.

Take the example from the *Wall Street Journal's CIO Report* titled "Toy Maker Plays With Social Media to Grow Sales" that used toy company *Step2* as an scenario of how adding loyalty icons and badges for reviewers and buyers lead to a significant boost in revenues. Because their social media campaign drove awareness of their products, demonstrated authenticity and displayed satisfied customers who made past purchases, people became curious. The same idea can apply towards using social media to boost awareness, service and attendance at your library. For example, online rewards for visits, participation giveaways and promotion of free upcoming activities could help you see higher attendance rates during programming for teens and kids.

5

Substitute for offline interactions

A patron will learn a lot more from chatting in person, emails and phone calls than they ever will in a 140-character tweet or Facebook post. Social media cannot replace a patron's experience with your library since a large part of building connections and establishing trust comes from gestures, facial expressions, voice inflection and even writing tone during visits, phone calls and emails. Plus, social media content is public and email based, so meaningful connections may be missed if you're only using social media.



LinkedIn

YouTube



Celebrating Money \$mart Week

April 5-12, 2014



According to a survey by Networks Financial Institute

LESS THAN
30%
OF U.S. ADULTS
view their personal
financial knowledge as
very good or better

ONLY
26%
OF PARENTS
with children
5 years of age or older felt
prepared enough to teach
their kids about basic
personal finance

Help your patrons better manage their financial wellbeing with workshops and activities designed to cover all facets of personal finances. Thanks to the American Libraries Association (ALA) and hundreds of other organizations across the country including schools, government agencies, financial companies and businesses, libraries across the country are holding free educational seminars and programs. With sessions and information for all age levels, here are a few ways to celebrate Money Smart Week in your library.

For Adults: Money Matters 101

More than 8 out of 10 U.S. adults think that financial literacy is crucial to learn, especially since according to recent financial data, Americans have been spending and charging much more than they earn each year. Hosting a financial literacy workshop series that covers the basics of making a household budget, debt management, preparing for retirement and the basics of investing will help cover many areas your patrons may have questions.

MORE THAN
8 OF 10
U.S. ADULTS
think that financial
literacy is crucial to learn

The Keys to Buying Now & Paying Later

Credit card debt, home foreclosures and vehicle repossession are just a few of the unfortunate circumstances that can occur when large purchases don't go as planned. Help first time homebuyers learn what they can afford and understand how their money changes hands during the home buying process with the help of a local lender. Another idea is to invite an automotive financial specialist to discuss the advantages and disadvantages of financing a car or leasing one. Ask a debt specialist to give pointers on how to whittle down credit card debt and what credit scores mean.

For Teens:

Scams and Schemes to Steal Your Money!

With so many social media networks, online games and ecommerce websites, it may be hard for teens to completely understand who has access to what information. Invite a financial expert to talk about some of the biggest money schemes via snail mail, email and the Internet, as well as provide teens with tips on how to stay safe when making online purchases.

College for Cheaper?!?

Teach patrons how to maximize their financial aid efforts before they head off to college. This session can be taught by a college financial aid professional and include ideas on how to find college scholarships, an explanation of the varieties of college loans, tips and tricks to remember when applying for financial aid, the key to finding educational tax breaks and how to properly fill out the FAFSA.

For Kids: The History of Money

Cure curiosities about how the idea of money got started. Focus on how the value and currency of money throughout American history and combine this show-and-tell presentation with facts like how much money is in circulation, the U.S. national debt, how much money is printed each year and what a dollar actually stands for.

Money Movie \$howing

Feature a family favorite with a financial message, that money can't buy everything and focus on the life lesson that the main character learns. For example, in *Blank Check*, Preston is able to buy every toy he wants but still isn't happy without his family. In *Richie Rich*, Richie's family can afford anything they want, but they can't buy friends.



UNDERSTAND CONFUSING COPYRIGHT LAW: A CRASH COURSE

Copyright issues are some of the most fiercely debated topics within the last two decades, largely in part because of the rise of the Internet. Mash-ups, the popularity of social media, replicas and more are all making the rules of copyright compliance even more muddled as technology advances. Billions of dollars are at stake across every business and libraries play an interesting role since these laws affect the way copyrighted materials are loaned to patrons.

The issue of what role libraries play in informing patrons of potential copyright violations is a popular one. Take a student who is using a library computer to create a presentation for class. This young patron is borrowing images from Google search, rephrasing quotes from online news articles and even adding songs to play to enhance his or her speech. When exactly does this patron cross the line into stealing another's work?

The answers aren't crystal clear. While copyright law works to protect the creators of the original content, it's a matter of judgment as to whether or not it's infringing on the original author's work. Courts do hold creative works of art like fiction, poetry, motion pictures, graphic designs, photography and others because they often use fewer facts, which are not protected by copyright laws.

WHAT ABOUT FAIR USE?

A fair use determination is based on the four factors of fair use in the copyright law: 1) the purpose and character of the use, whether it's being used in a commercial nature or for nonprofit educational purposes 2) the nature of the copyrighted work 3) the amount and substantiality of the portion used in relation to the copyrighted work as a whole and 4) the effect of the use upon the potential market for or value of the copyrighted work.

COPYRIGHT IN PATRON REQUESTED MATERIALS

Copies of printed works, like books and articles, must become property of the patron. The library should have no notice that the copy will be used for anything other than private study or research, and a "warning of copyright" must be issued to the patron at some point, whether on a form, on a sign or in person.



COPYRIGHT IN PROGRAMMING MATERIALS

According to the Programming Librarian article “*Copyright Tips for Programming Librarians – Using Images in Programming Materials*,” author of *Complete Copyright: An Everyday Guide for Librarians*, Carrie Russell explains that these stipulations mean you must consider how you will use the work and how often the work will be used. If you’re using the work for only a short time or in a way that is not broadly available to the public, the use is considered fair. Another option is to ask the copyright holder for permission to use the work, which may cost you a fee.

Using a work in a new, socially beneficial way that was “not anticipated by the rights holder” has also been ruled by the courts as fair use according to Russell. On the other hand, if you’re negatively affecting the sales for the original work or making money on its use without compensating the rights owner, these uses are not considered fair.

COPYRIGHT AND PUBLIC PERFORMANCE

When motion pictures are shown outside of a home, it’s infringing on motion picture companies’ opportunity to generate revenue. This is one of the reasons why public performance licensing is so strict. Your licensing from Movie Licensing USA satisfies copyright laws because royalties are paid to the companies whose films can be shown.

WANT COPYRIGHT-FREE IMAGES TO USE IN YOUR LIBRARY MATERIALS?

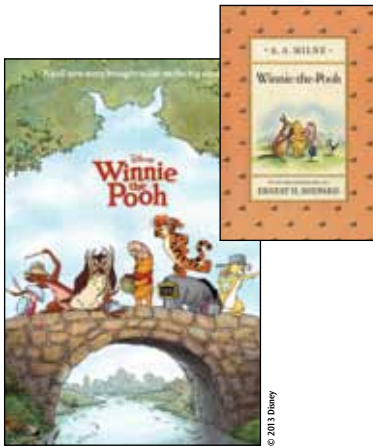
Try searching the Creative Commons website (www.creativecommons.com). This site includes the photography work and graphic materials of those who have forfeited some of their copyrights to allow free and full use of their work.



READ IT. *SEE IT.* LOVE 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.

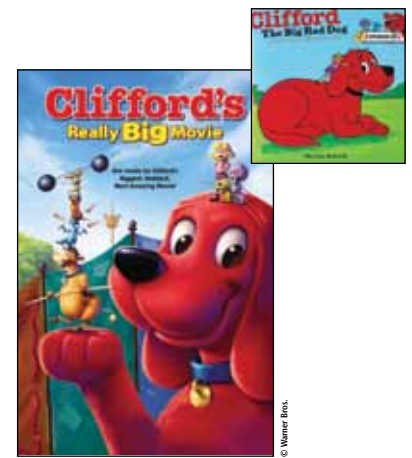
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CHILDREN



The Many Adventures of Winnie the Pooh
Based on *Winnie-the-Pooh*
by A.A. Milne; Rated G



Meet the Robinsons
Based on *A Day With Wilbur Robinson*
by William Joyce; Rated G



Clifford's Really Big Movie
Based on the book series *Clifford the Big Red Dog*
by Norman Bridwell ; Rated G

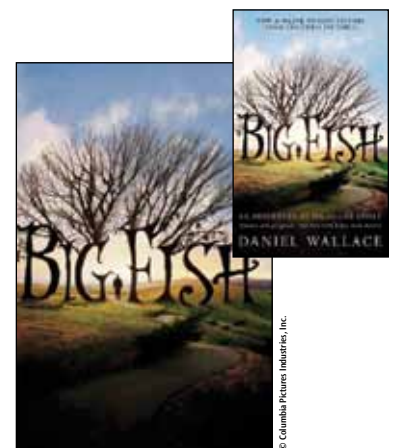
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YOUNG ADULTS



Beautiful Creatures
Based on *Beautiful Creatures*
By Kami Garcia; Rated PG-13



Warm Bodies
Based on *Warm Bodies*
By Isaac Marion; Rated PG-13



Big Fish
Based on *Big Fish: A Novel of Mystic Proportions*
by Daniel Wallace ; Rated PG-13

ADULTS



The Mothman Prophecies
Based on *The Mothman Prophecies*
by John A. Keel; Rated PG-13



Gangster Squad
Based on *Gangster Squad*
By Paul Lieberman; Rated R



The Bourne Legacy
Based on *The Bourne Legacy*
by Eric Van Lustbader; Rated PG-13

NEW RELEASES



**The Mortal Instruments
City of Bones**
Based on *The Mortal Instruments
City of Bones*
by Cassandra Clare; Rated PG-13



The Great Gatsby
Based on *The Great Gatsby*
by F. Scott Fitzgerald; Rated PG-13



The Hobbit: Desolation of Smaug
Based on *The Hobbit*
by J. R. R. Tolkien; Rated PG-13

DID YOU KNOW?

Hollywood studios were initially hesitant to produce a film version of *The Mortal Instruments* because the book features a female lead.

THESE MOVIES WILL BE AVAILABLE FOR WINTER 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.

FLAGLER COUNTY PUBLIC LIBRARY PALM COAST, FL

Sharon Fiske – *Young Adult Coordinator*

Number of Cardholders? 55,511

Number of Books in Circulation? 148,688

What was your library's best program or event?

This is a somewhat difficult question for me to answer as we have three teams at our Library, and each is dedicated to providing the best program/event or service to all patrons. They are the Children's Department, Friends of the Library and the Young Adult Department. Quite often, we mesh our groups for special events such as our annual Birthday Celebration, the Festival of the Trees.

What books are you reading right now?

I work with teens and tweens so the vast majority of my reading is in the young adult genre in various forms (hard copy, audio and Kindle). I am currently working on *The Kid Table* by Andrea Siegel (and highly recommended by a former Teen Advisory Board member), the *Nightshade* series by Andrea Cremer, and *The Pretenders* by Lisi Harrison.

What's your favorite part of your library?

The Teen Spot, of course!

How do you use movie programming in your library? Quite frequently movies are tied in with a preceding program such as Harry Potter Day (a magician and a *Potter* movie), Santa's Post Office (Santa appearance and *The Polar Express*), Mad Hatter Celebration (hat contest and a *Wonderland* movie), etc.

www.sfiske@flaglercounty.org

THE MARTIN LUTHER KING, JR. MEMORIAL LIBRARY WASHINGTON, DC

Turner Freeman – *Adult Librarian*

Number of Cardholders? 250,000

Number of Books in Circulation? 1,800,000

What was your library's best program or event?

Our 'Summer Reading', running from June through August, is our library's most all-encompassing annual program. It involves all 26 libraries and has age-specific themes for children, teens and adults.

What books are you reading right now?

Walter Mosley's *Little Green*, his latest Easy Rawlins mystery; and *The Cuckoo's Calling* by Robert Galbraith (aka J. K. Rowling), which is December's tome for one of our monthly book clubs.

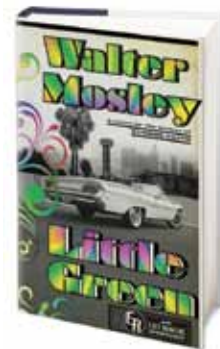
What's your favorite part of your library?

In the past I would always say our film collection, since I had a major hand in its development. But, today it's undoubtedly our 'Digital Commons', a huge computer, technology hub and meeting space that's state-of-the-art and fabulous!

How do you use movie programming in your library?

I have a weekly film series of popular cinema, every Tuesday, aimed at an adult audience. I've been presenting it for as long as we've had the movie license, 10 years, and I am happy to say it's one of the most successful ongoing adult programs the library system has ever had!

turner.freeman@dc.gov



FUN, *GAMES* & CONTESTS

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.

Titles of the Rich and Famous

Think you're a star at keeping up to date on both literature and celebrity news? See if you can match the celebrity to his or her latest literary work.



1. Bill Cosby _____

A. The Day I Was Rich (Little Bill)

2. Julianne Moore _____



B. If You Ask Me



3. Tina Fey _____

C. Rock Steady: A Story of Noah's Ark

4. Sting _____



D. Life



5. Ellen DeGeneres _____

E. That Extra Half An Inch

6. Keith Richards _____



F. The Truth About Diamonds



7. Betty White _____

G. Freckleface Strawberry

8. Russell Brand _____



H. Seriously...I'm Kidding



9. Victoria Beckham _____

I. My Booky Wook

10. Steve Martin _____



J. Palo Alto



11. Nicole Richie _____

K. Bossypants

12. James Franco _____



L. Late for School

Answers: 1. A; 2. G; 3. K; 4. C; 5. H; 6. D; 7. B; 8. F; 9. E; 10. L; 11. J; 12. I



THE HUNGER GAMES:
CATCHING FIRE

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