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for the professional librarian

TRASH-FREE EVENTS @ YOUR LIBRARY!

Celebrate Earth Day with This Idea

Copyright and Fanfiction: Is It Legal?

A Look at Copyright Infringement
and Fair Use

You're LENDING What?

Items That Are Extending
Library Lending

SELFIE LOVERS UNITE

Passive Programming
Through Pictures

2015 SUMMER READING PROGRAMMING IDEAS

Hot Ideas for Kids, Teens and Adults



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the **SUMMER READING** *issue*

Website

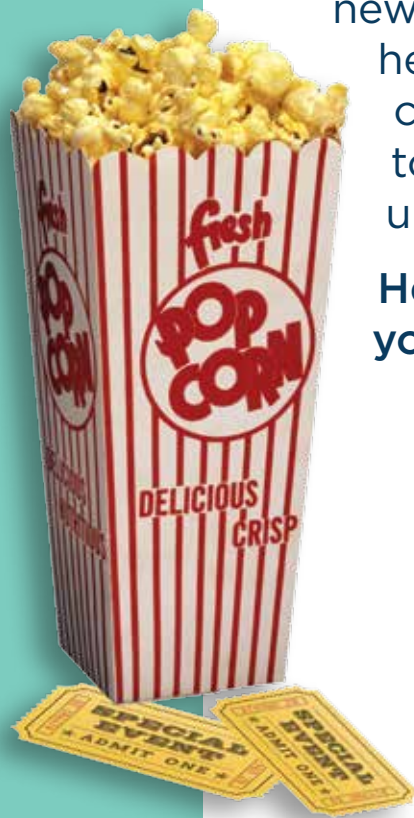


Check Us Out

Log on to Library.movlic.com for the newest movies, creative ideas and helpful information. Our extensive collection of hit movies is designed to ensure every patron has an unforgettable experience!

Here are some of the things you can find on our website:

- Movie Program Planning Guide
- Movie search tool
- Promotional materials
- Programming ideas & tools
- Current and past issues of Check It Out Magazine



library.movlic.com

Welcome to another issue of *Check It Out*, a publication dedicated to the professional librarians we serve, filled with articles, ideas and research to help your library flourish.

Summer is right around the corner, so your summer reading program plans are probably being tweaked as you read this. Since we've dedicated this issue to the upcoming summer months, be sure not to miss our 2015 summer reading programming ideas on page 3 and the summer reading challenge checklist on page 13. *Read It. See It. Love It.* on page 22 also has some great summer suggestions for book to movie programming.

This issue also takes a look at popular programming trends like passive programming through pictures on page 18, fanfiction on page 8 and even how recordable books are helping families stay close on page 6. For those looking to learn more or lend a teaching hand to other librarians, don't miss the library partnerships article on page 16!

We hope this issue provides you with future programming ideas, tactics to enhance your library and ways to use your license. If there is something you would like to see in a future issue or someone you would like to pass a subscription of *Check It Out* to, please let us know! Feel free to contact your Movie Licensing USA Licensing Manager at 1-888-267-2658. As always, thank you for your patronage.

Sincerely,



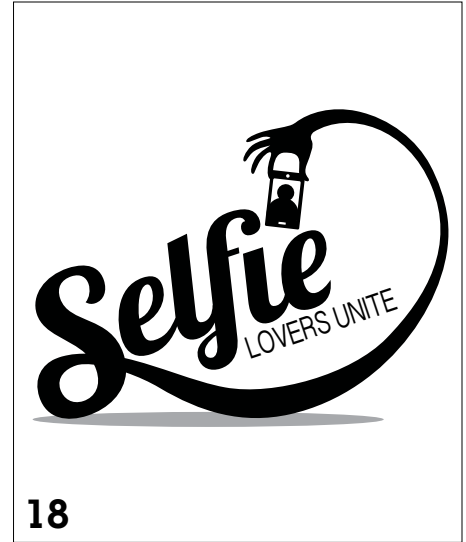
CHAIRMAN

Incipit

"That fool of a fairy Lucinda did not intend to lay a curse on me. She meant to bestow a gift."

Ella Enchanted
By Gail Carson Levine

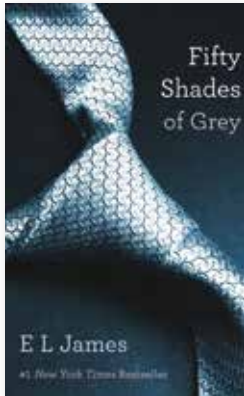




the Summer Reading *issue*


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Fifty Shades of Grey
by E.L. James

Fifty Shades of Grey
by E.L. James

the  *book*

2015

SUMMER READING PROGRAMMING IDEAS!

Are you ready for a summer filled with heroes, inspirational stories, incredible adventures and more? This year's ALA summer reading theme focuses on heroes and includes those both real and make-believe. While every library's summer reading plans may look a little different-some may have larger events happening throughout the summer and others may have big events serving as the opening and closing of the summer reading season-below are some ideas that can help you get excited for the warmer months ahead!



REAL-LIFE HEROES

Not all heroes wear a mask or cape! During your summer reading program, be sure to give special thanks to the heroes that you see every day, such as:

- FIREMEN
- POLICEMEN
- NURSES AND DOCTORS
- TEACHERS
- ATHLETES
- VETERANS AND MILITARY PERSONNEL
- PARENTS AND FAMILIES





Children: Every Hero Has a Story

According to Molly Wetta's 2015 summer reading article in the October issue of *Kids & Books*, "programs that mix movement, art and open-ended storytelling are an exciting way to offer child-centered activities, rather than more regimented programming where adults are directing the action." With that in mind, let creativity lead the way with a free-play style activity like a superhero training camp. This idea incorporates this year's summer reading theme and utilizes your license from Movie Licensing USA.

To set up a training camp, create separate stations that test the strengths and talents of your little superheroes. You could call one station the muscle station and paint Styrofoam balls black and attach them to a dow rod. Add white numbers to identify the pretend weight the kids are lifting. Another station could test kids' flexibility with a maze made out of streamers or string to crawl through. You could even have kids test their web shooting skills with cans of silly string aimed at posters of villains or practice their aim by turning a couple of boxes into windowless buildings for beanbag tossing.

Before you let patrons try out your superhero training course, many kids would love the chance to create their own superhero attire. Before your event, cut capes out of tee shirts or felt and give participants the option to customize them with adhesive decals like lightning bolts, stars, letters and more. You can also cut masks out of felt and attach elastic to the backs with hot glue ahead of time.

Don't forget to stage a superhero photo shoot on the floor so it looks like your little heroes are flying high in the sky. Once the training fun is done, cap off the event with a showing of a superhero movie like *Big Hero 6* or *The Incredibles*!



UNMASK!

Teens: Unmasked!

Explore the heroes and villains behind masks with a series dedicated to discovering what makes these characters tick. Create a trivia contest using details from the lives of characters such as Batman, Spiderman, Darth Vader, Wonder Woman, the Ninja Turtles, the Green Goblin, Dr. Doom and more to test teens' knowledge of how these characters rose to fame. Add a movie showing featuring your favorite masked hero and complete your event with a plaster mask craft to further incorporate the unmasked theme.

Creating a plaster mask can be a little messy, but the end product is an awesome keepsake for patrons to take home. You'll need to instruct patrons ahead of time to wear clothes that can get wet or dirty and have plenty of plaster bandages (available at most arts and craft stores, Walmart or Target), petroleum jelly and towels available. These masks usually take 30 to 45 minutes to set once dampened plaster bandage strips are applied and usually need to dry overnight. They can be decorated with sequins, paint, tissue paper, beads or any other decorative elements, and can actually be worn if desired.



Adults: Escape the Ordinary

This is a great theme to get your patrons thinking about real-life heroes who have pushed boundaries, saved lives and taken risks to do something awe-inspiring. This category can include heroes from history, current heroes they know, and even celebrity heroes. Movies based on real stories like *The Impossible* about the 2004 Indian Ocean tsunami, *Patch Adams* about an unconventional doctor who heals with laughter, or *Zero Dark Thirty* about the 2011 hunt of a feared terror leader make for a compelling event, even more so when paired with a presentation from a natural disaster survivor, physician or member of the armed forces. If you'd like to take more of a fantasy approach, you could also feature a film series based on heroes like Neo in *The Matrix*, Jack Sparrow in *The Pirates of the Caribbean* series or Indiana Jones and discuss how these characters may be based on adventurers that actually lived or historical events that actually happened. If your library follows iRead's Summer Program, please visit library.movlic.com/summer for more ideas.

ESCAPE THE ORDINARY



Going the Distance

Connecting Parents and Children through Recordable Books

When parents and other family members are absent from a child's life for an extended period of time, the experience can be especially difficult. Deployment and incarceration are two of the most common forms of extended family absences, and libraries across the country are finding ways to bridge this gap to help children and their parents stay connected during these trying times.

A Story Before Bed, the "first and only service that lets you record a children's book online with audio and video capabilities" according to the company's website, has given away more than 300,000 online story books to parents in the U.S. military who are spending a significant amount of time away from their kids. With the overall mission to connect children with parents, grandparents and loved

ones through reading, this organization allows participating individuals to record a video of themselves reading a selected ebook. With unlimited playback options, children can then read along and watch as their loved one reads the book aloud and turns the pages.

A Story Before Bed offers services for families, schools and even libraries. With the option to allow libraries to build a large collection of patron-recorded videos of children's books and store them online, libraries such as the Madison Public Library in Madison, WI, the Elisha D. Smith Public library in Menasha, WI and the Jeffersonville Township Public Library in Jefferson, IN, have recently adopted this service.

The organization has recently partnered with Google Hangouts to enable customers of the service to be able to read to loved ones in realtime. This program is available at <http://www.astorybeforebed.com/hangouts>.

Another program that connects long-distance families is the Read to Me program, a 2004 recipient of the Marchall Cavendish Excellence in Library Programming Award. This program connects incarcerated parents and kids to their local library, creating new library users for the future. Although some in the library field may have a few hesitations about reaching out to those in a correctional facility, serving those in the prison system falls under the essential goal of providing books, information and services to anyone who wants or needs them.

Dan Marcou, a librarian at the Hennepin County Jail in Hennepin, MN, started a Read to Me program at his corrections library to help incarcerated parents connect with their children at home. Parents can record themselves reading a children's book and send the recording and a hard copy of the book to their child. "Many of the folks I work with weren't read to as children," stated Marcou in an interview about the program titled "Reading on the Inside" featured in *American Libraries Magazine*. "Over the course of the program, they learn how to read a book to a child and [learn] that it's really fun. At the end of the program, more than 90% of participants say they intend to take their kids to the library."

Those incarcerated at the Hennepin County Jail typically serve less than one year, so the Read to Me program consists of three hour-long sessions. The first session demonstrates how to read aloud to children with fun, age-appropriate stories, while the second and third sessions focus on picking out books, practicing reading them aloud and then recording the stories with video cameras. Inmates have responded to the program with overwhelming positivity, claiming that the program eases some of the pain associated with being apart from their children.

According to a 2010 report from the Pew Center on the States, 1.1 million of the 2.3 million people incarcerated in the United States are fathers. Librarian Sarah Ball who runs a similar program called the Daddy and Me program at the New York Public Library in conjunction with the city's corrections system stated in the *American Libraries Magazine* article previously referenced, "The kids light up when the books come out. You actually don't see the struggle in the kids during our family days. The kids want to read the books over and over again. They want to climb all over their parents and just have a good day. They seem much less fazed by the environment than you might expect."

A similar project for incarcerated mothers is run by the Aid to Inmate Mothers (AIM) organization. This program, called the Storybook Program, helps provide comfort to kids each month by offering the chance to send a recording of mothers reading books to their children. Volunteers visit the prison once a month to help the mothers prepare a DVD recording of a book to send to their children. They also assist by reading the books to mothers who can't read well, followed by these women repeating the words into the camera. The recording and the book are then mailed by AIM, with more than 350 children receiving a package each month. AIM is currently seeking donations of books and fund to help keep this program running, so if you're interested in helping, log on to <http://www.inmatemoms.org/donate.aspx> for more information.



COPYRIGHT AND FANFICTION: IS IT LEGAL?



Writing fanfiction is a fantastic way to empower writers of any age, explore creativity through self-expression and flex writing skills. According to a 2012 post about fanfiction on the Prima County Public Library's Ravenous Readers blog, "fanfiction can be broadly defined as writings by fans of a particular fictional universe (or perhaps more than one). It can be a way for fans to explore fun ideas [such as] what if Harry Potter had been sorted into Slytherin, instead of Gryffindor? What happened after Lizzie Bennett and Mr. Darcy got married? Was it really happily ever after?" However, when it comes to fanfiction and copyright laws, what are the rules?

Apparently, the blessing of fanfiction depends on the individual author. Some authors ask their fans not to use their imaginations to create a possible next chapter of an existing story. In a Live Journal post dating back to May 2010, George R. R. Martin, author of the *Game of Thrones* series, stated that he believes "fanfiction damages copyright and authors should not allow it," despite the fact that he wrote amateur comic fic when he was younger. Another author who isn't crazy about fanfiction is *The Vampire Chronicles* author Anne Rice. In 2012, she was quoted in an interview expounding upon her original plea for fanfic writers to leave her characters alone, stating "I don't ever want to read about my characters in someone else's writing. It's too upsetting for me, because they are mine and from my mind. I never read fan fiction. Other writers feel differently about it and are happy and encouraging of it. I don't make judgments -- I prefer to ignore it."

Creator of the *Ender's Game* series Orson Scott Card took a slightly harsher approach by threatening legal action against anyone who publishes fanfic content, even on the web, only to change his stance a few years later. He originally stated in an interview on his official website, "I will sue, because if I do NOT act vigorously to protect my copyright, I will lose that copyright -- and that is the only inheritance I have to leave my family. So fan fiction, while flattering, is also an attack on my means of livelihood. It is also a poor substitute for the writers' inventing their own characters and situations." However, a few years later, *The Wall Street Journal* reported that, "after spending years fending off fan fiction, and occasionally sending out cease and desist letters through his lawyer to block potential copyright violations, science-fiction novelist Orson Scott Card has started courting fan writers. [By hosting a contest for *Ender's Game* fanfiction writers,] fans will be able to submit their work to his website. The winning stories will be published as an anthology that will become part of the official "canon" of the *Ender's Game series*."

Supporters of fanfiction include Harry Potter author J.K. Rowling, stating that she's "flattered" by people who want to use her fictional characters in their own stories in a 2008 BBC article titled "Rowling's Backs Potter Fan Fiction." However, "her concern [is] to make sure that it remains a non-commercial activity to ensure fans are not exploited and it is not being published in the strict sense of traditional print publishing." Another famous supporter is Stephanie Meyer, author of the *Twilight* series, who has put links of fan fiction featuring her characters on her website. In fact, the *Fifty Shades of Grey* trilogy by E.L. James was actually developed from a piece of *Twilight* fan fiction titled *Masters of the Universe*. James rewrote the series, renamed the principal characters, and removed all sections of the story from the internet before her book officially hit shelves in 2011.

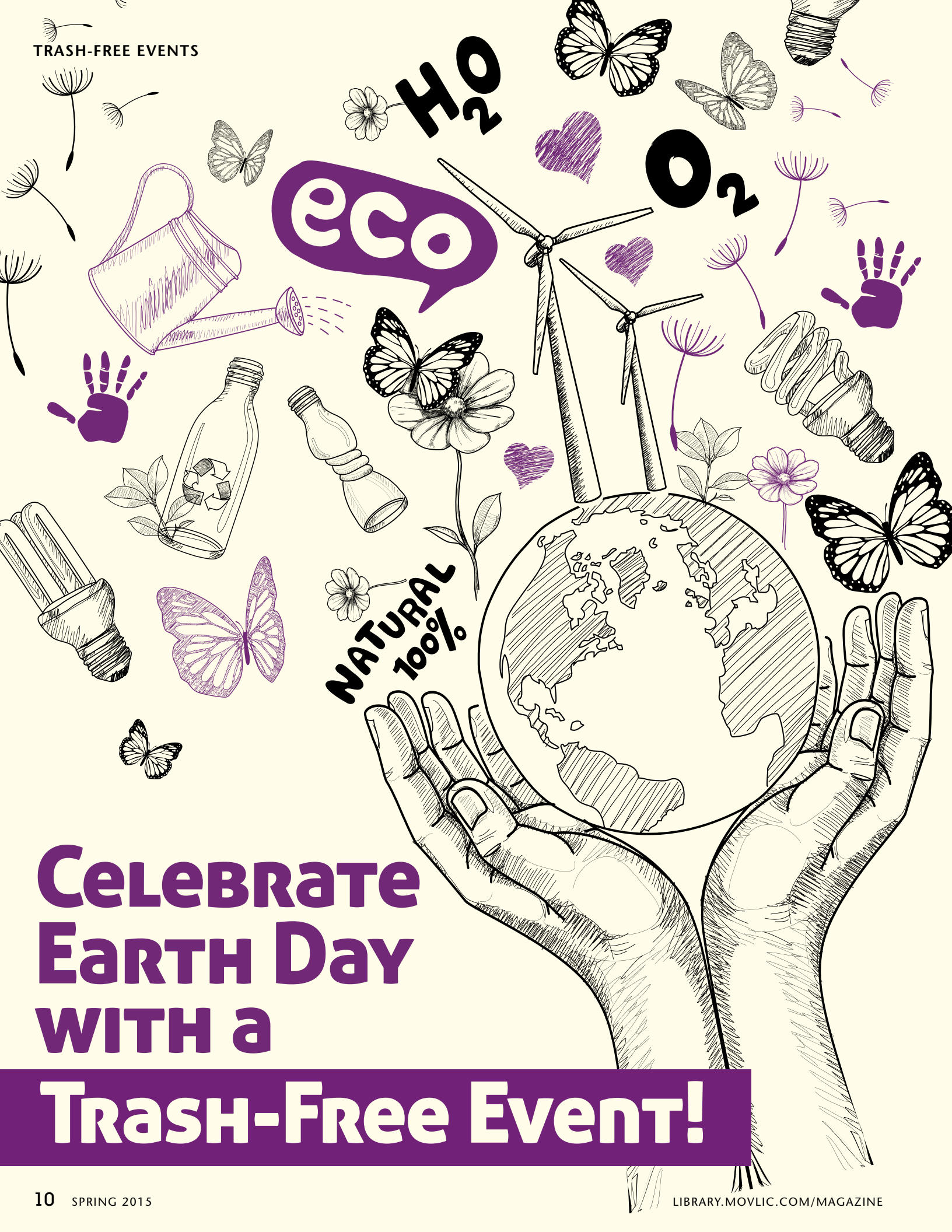
Since 2007, the Organization for Transformative Works (OTW), led by fanfic writers, fan vidders and fan artists, has advocated for the legitimacy of fanfiction and supports its nature to take a story to the next level. OTW argues that fan fiction and other fan labor products constitute a comment upon and criticism of the underlying work and in the words of the U.S. Supreme Court, "adds something new, with a further purpose or different character, altering the [source] with new

expression, meaning or message." Thus, they believe fan fiction falls under the exemption to U.S. copyright law reaffirmed in 2001's *Suntrust v. Houghton Mifflin Co.* court case which states that the creation and publication of a carefully written parody counts as fair use. OTW's end goal is for "all fannish works [to be] recognized as legal and transformative and...accepted as a legitimate creative activity."

A writer of fanfiction can make an argument of fair use if it passes a four factor test applied by the courts that analyzes: 1) the purpose and character of the use, 2) the nature of the copyrighted work, 3) the amount and sustainability of the portion used in relation to the copyrighted work, 4) the effect of the use on the potential market of the copyrighted work. The Fair Use clause also allows and protects parody.

However, some sources say fanfic can still be subject to copyright violations if it doesn't pass the fair use test. According to the University of San Francisco's School of Law's blog *The Internet and Intellectual Property Justice Clinic*, even though fanfiction writers may have an author's blessing, their work can still be considered a copyright violation under the Copyright Violation Act of 1976, since this grants the original author the right to reproduce, adapt, distribute, perform and display their work.

While fanfiction has both those that support it and those against it, it's pretty clear that the copyright owners are the ones who make the decisions on whether or not to prosecute fanfic writers who use copyrighted storylines and characters. Some authors choose to simply send cease and desist letters only to those who create inappropriate fan fiction, while letting other writers continue writing without legal action. If you choose to host a fan fiction workshop or event in your library, it's the perfect platform for a discussion on intellectual property and a great introduction into the world of copyright law.



Celebrate Earth Day WITH a

Trash-Free Event!

Earth Day takes place on April 22nd and will celebrate its 44th birthday! Senator Gaylord Nelson of Wisconsin believed that since we only have one Earth, it's important to take care of it, so he created the first Earth Day in 1970. This year's theme is 'green cities' with an emphasis on what we can do today to minimize our impact on tomorrow.

One earth-focused idea that's steadily gaining popularity with cities, libraries, promotional companies and more is the concept of trash-free events. Not only do these events help show others that the sponsoring entity cares about the environment, but they also cut down on the tons of trash events typically produce. Since your library is a community spot where knowledge reigns supreme, it's easy to use your resources to teach residents about the ins-and-outs of recycling etiquette while minimizing waste during your next event.

Tying together nicely with this year's Earth Day theme, switching to a trash-free gathering doesn't have to involve a 180 degree change from how you normally run your events. Start with simple changes such as using paper plates and cups instead of Styrofoam or serving beverages that only come in recyclable bottles and cans. Fundy Region Solid Waste, part of the Fundy Regional Service commission in New Brunswick, Canada, suggests that before you decide to hold a trash-free event, it can help to let the community know your waste goals beforehand. You'll also want to publicize the different types of waste containers available and define what waste belongs where. For an easy, trash-free event idea, pair an Earth Day-related movie title with a recycling expo featuring tips on how to recycle what.



Want to take a few notes from the experts on how to host a trash-free event? This year also marks the 35th anniversary of the Trash-Free Festival for the Eno in Durham, NC. This three-day festival attracts more than 20,000 people to the West Point on the Eno to dance, eat, shop and learn more about regional environmental topics. Their Trash Free Program began in 1992 after a mountain of waste was left over from celebrating what is considered an environmentally-focused event.

The founders of the program realized the most important yet easiest way to eliminate waste at the festival is to simply not allow it on festival grounds, a philosophy that could also apply to places where your own library events are held. The Eno River Association, which sponsors the event, works with the Orange and Durham solid waste departments as well as a composter to minimize the environmental effects of the event. Food and its production cause most of the waste, so as a rule, anything handed to an attendee must be either recyclable or compostable. Food is typically served on paper plates or wax paper, and condiments are served from recyclable bulk containers.

At the festival, a volunteer is present at each waste station to guide attendees in sorting their disposable content into the proper container. Trash, festival compost and recyclables are the usual groups to choose from, and the trash containers are made to be as easy to spot as possible. Signage serves as an opportunity to teach consumers, and workshops, tours, exhibits and demonstrations help encourage a deeper understanding of the Trash-Free Program and the environmental issues of consumption and waste disposal.

TRASH-FREE EVENTS

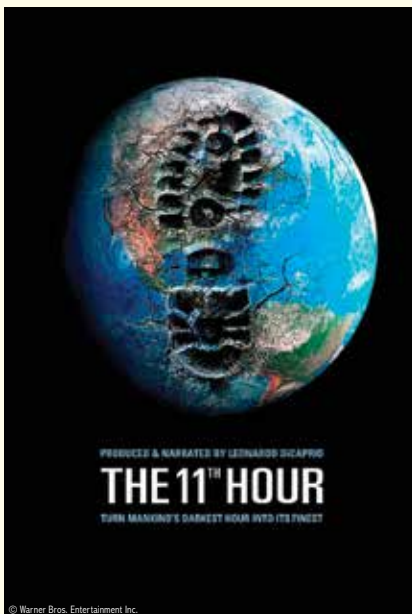
Tips from zero-waste bloggers like Bea Johnson, author of the blog ZeroWasteHome.com, and Lauren Singer of TrashIsForTossers.com, who both dole out tips on how to reduce waste in their blogs, can also give your library ideas on how to minimize trash production. Johnson, who is available for consulting and speaking engagements regarding her no waste lifestyle, has been living waste-free since 2008. She chronicles how her family only generates a mere quart-size jar of waste each year in her book titled *Zero Waste Home: The Ultimate Guide to Simplifying Your Life by Reducing Your Waste*. Singer, who has just successfully met her Kickstarter goal to create her own 3-ingredient laundry detergent, has been diligently working on her own company called the Simply Co. as well as offering trash-free tips on her blog. Be sure to check out more blogs and books from other trash-free authors for tips on how to reduce and reuse in your library and encourage patrons to do the same!

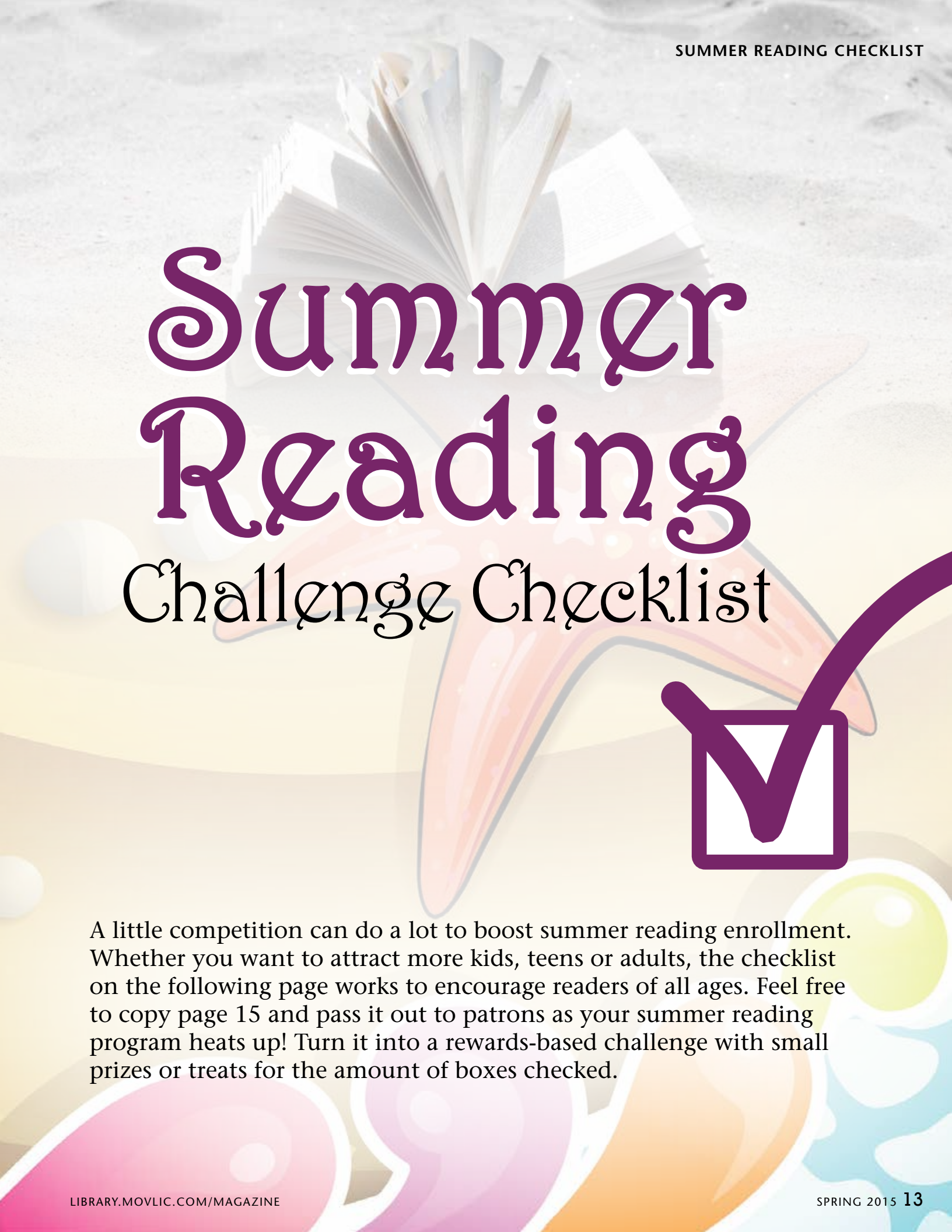


DID YOU KNOW? TRASH ADDS UP FAST!

- ▶ The average person creates more than 4 pounds of trash daily, generating close to 3,000 pounds of solid waste per year.
- ▶ Collectively Americans make more than 4 trillion pounds of trash each year, which is enough to fill two baseball stadiums each day.
- ▶ Recyclable materials that are thrown away in the US alone would generate over \$7 billion if they were recycled. That's equivalent to Donald Trump's net worth.
- ▶ Each year, nearly 30 million tons of plastics were generated in the United States, and only around 2 million tons were recycled.

EARTH DAY MOVIE TITLES THAT TIE IN WITH TRASH:





Summer Reading Challenge Checklist

A little competition can do a lot to boost summer reading enrollment. Whether you want to attract more kids, teens or adults, the checklist on the following page works to encourage readers of all ages. Feel free to copy page 15 and pass it out to patrons as your summer reading program heats up! Turn it into a rewards-based challenge with small prizes or treats for the amount of boxes checked.

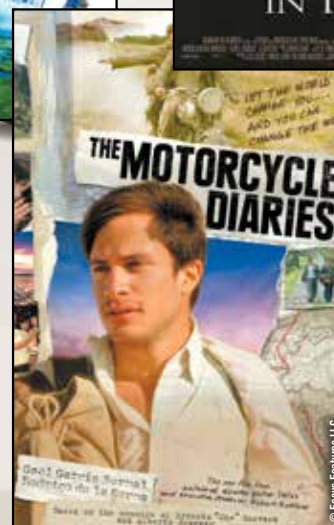
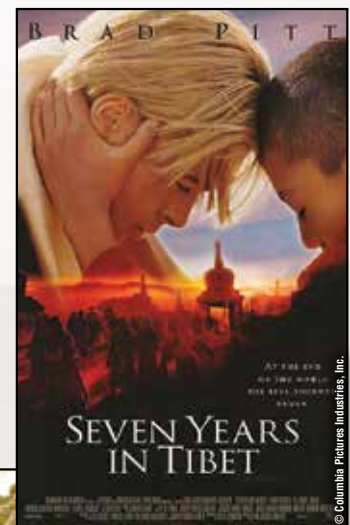
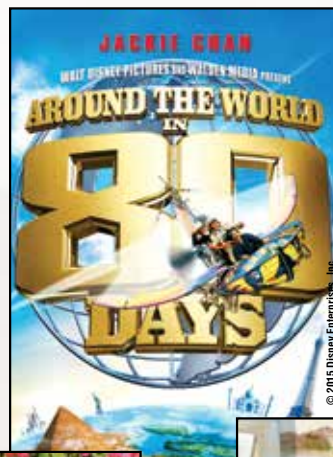
Vacation Planning at Your Library

Help your patrons save money and find affordable ways to take a trip this summer! Enlist the help of a local travel agency and present a seminar on how to find the best deals while planning a dream vacation. During this presentation, you'll also be able to present resources your library provides that can help others choose a destination, plan travel arrangements, find highly rated entertainment and the most raved about dining options and much more.

Another option is to invite seasoned travelers to tell their stories. Know of a patron, family member or friend who planned an epic trip across Eastern Europe? Invite them to come and share the lessons they learned while

planning, budgeting and sightseeing abroad. How about someone who has advice on how to plan a camping trip for a family of five? They may have great tips on where to go, what to do and what not to pack. Travel bloggers and authors would also be fun guests who might like to share what they've learned on the job.

For those who can't embark on any traveling this summer, offer them a way to escape through movies! Your annual license covers many travel-related films that would be perfect to feature in any summer reading book club or on-going film series.



Summer Reading Challenge Checklist!

How many checks will you be able to mark by the end of the summer?

Check all that apply and hand this to your librarian by _____ to receive your reading reward!

Place:

- In a bed
- In a kitchen chair
- In the bathtub
- At a desk
- On a plane
- On a couch
- In the living room
- On a bench
- Under a tree
- In the grass
- On a step
- In a car
- In a tent
- On a boat
- At a friend's house
- At a restaurant
- By a pool
- In the yard
- At the library
- In a hotel room

Time:

- On vacation
- While someone else is reading
- After lunch
- Before bed
- During a storm
- While you're waiting
- While you're relaxing
- While you're eating
- Before you go to sleep
- While visiting family

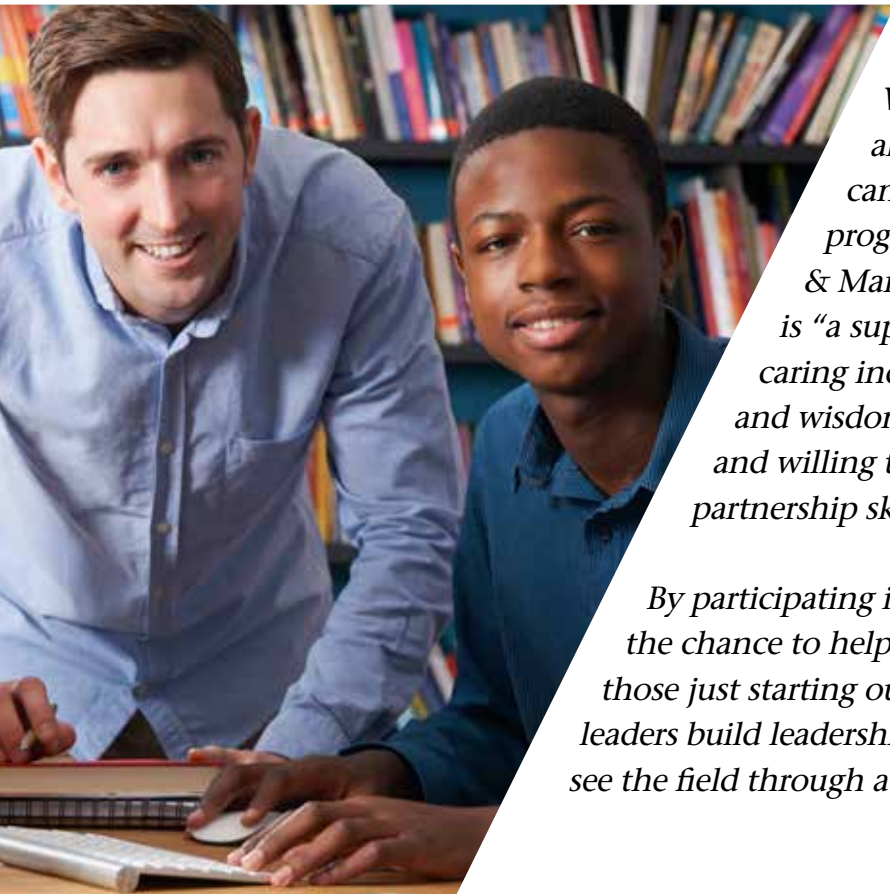
- While riding in a car
- For more than 4 hours in one sitting
- With a flashlight in the dark
- After midnight
- Under an umbrella
- With a friend

Have you read:

- A book with more than 500 pages
- A book published more than 100 years ago
- A graphic novel
- A book published this year
- A book you finished in one day
- A book with bad reviews
- A local newspaper
- A book with a one word title
- A book from your childhood
- A book set in the future
- A book about history
- A magazine
- A book set in a different country
- A book that's part of a series
- A prize-winning book
- A non-fiction book
- A book that makes you cry
- A book set in another country
- A book based on a movie
- A book you started but never finished
- A book by a celebrity
- A cookbook
- A book about sports
- A book less than 50 pages

Library Mentoring:

– How It Benefits Both Sides –



Whether a mentor or a mentee, librarians of all positions, departments and career levels can benefit from engaging in a career mentoring program. According to the Library Leadership & Management Association's website, mentoring is "a supportive learning relationship between a caring individual who shares knowledge, experience, and wisdom with another individual who is ready and willing to both develop leadership qualities and partnership skills."

By participating in a mentoring program, not only do you get the chance to help foster skills, confidence and knowledge in those just starting out in the profession, you can also help future leaders build leadership qualities, hone communication skills and see the field through a fresh set of eyes.

What is a mentor?

According to *The Mentorship Handbook: A Guide for SLA Chapters and Divisions to Establish Mentorship Programs*, Special Libraries Association, a mentor is someone who wears many hats depending on the level of commitment in the mentorship program.

Mentors can be:

- Teachers or trainers
- Role models
- Talent developers
- Door openers
- Sponsors
- Industry leaders

Types of Library Mentoring Programs to Participate in

ALA's New Members Round Table (NMRT) Committees sponsor a year-long mentoring program that connects a newer librarian with a seasoned library professional for career development. This committee also offers conference mentoring to help first time attendees of the ALA Annual Conference get their bearings since the sheer size of this event can be intimidating.

YALSA has an extensive mentoring program that never requires the mentor and mentee to actually meet face-to-face. This virtual mentoring program pairs an experienced librarian with a new librarian, graduate student in a library science program or library staff member whose primary responsibilities include providing programming, readers' advisory or collection development for young adults. Since one of YALSA's core philosophies is that "we all have important skills and knowledge that we can share with one another," this program also encourages protégés to share their special skills and unique know-how with their mentor.

All participants in this program devote four hours per month for a continuous 12-month period and typically communicate with each other primarily through phone/email/skype/chat to establish short-term and long-term goals for the year. YALSA also encourages mentors

and protégés to identify and collaborate on specific activities to support the learning goals of the mentoring relationship, while providing participants with a handbook that includes discussion topics and a suggested list of resources that mentors and protégés can use to jump start mentoring conversations and activities. Lastly, YALSA provides space on ALA Connect for mentors and protégés to share resources, network, exchange ideas and more with each other.

For those who are interested in becoming or nurturing leaders, The Library Leadership & Management Association, a division of the American Library Association, runs a June to April program to work one-on-one with those who are interested in learning more about library leadership. For mentors, this program offers the chance to share experience, knowledge and career growth with someone who is looking to explore his or her leadership potential and nurture the skills, attitudes and relationships that are needed to move into leadership roles.

The programs mentioned above are only some of the more common library mentorship programs available through the ALA. There are also specific library mentoring programs that relate to a special field such as college librarianship or demographics like ethnicity, sexual orientation and more. For more information on ALA's library partnerships, log on to <http://www.ala.org/transforminglibraries/mentoring-opportunities>.

Who makes a good mentor/mentee?

Great mentors often have these qualities:

- Motivated and committed to the mentee
- Excellent communicators
- Superb listeners
- Active in the industry and well-respected
- Supportive and encouraging
- Experience in many facets of the industry

Great mentees are usually:

- Interested in career advancement or becoming a leader
- Responsive to criticism and open to feedback
- Committed to finding new solutions to reoccurring issues
- Passionate about the field as a whole



Passive Programming Through Pictures

These days, it's hard to escape the term 'selfie.' Even *Time* magazine choose this word as one of their top 10 buzzwords in 2012, although selfies have been discussed widely since photographer Jim Krause coined the term in 2005. A quick way to say 'self-portrait,' the word selfie has been officially added to the Oxford English Dictionary with an Australian origin. Overall, selfies have had an impressive impact in the social media sphere, earning over 53 million photos with the #selfie on Twitter.

How can you incorporate the power of selfies into a simple, yet engaging passive programming idea that captures teens' creativity? Try a photo contest using books in your shelves and patrons' faces. Search your stacks for titles that feature faces, masks and more or challenge your patrons to the task of finding their own book cover to replicate. Encourage patrons to snap pictures holding the books up to their

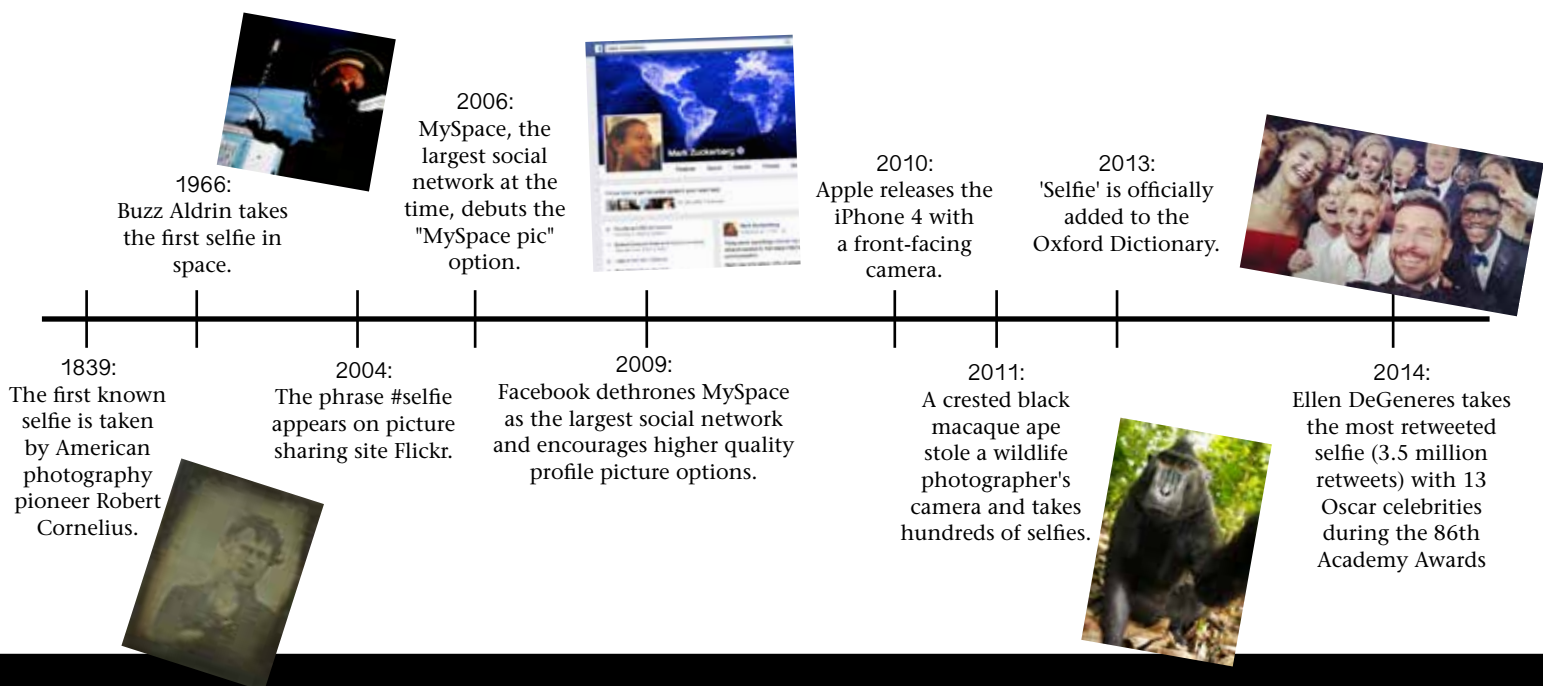
faces to complete the cover image and submit their photos via Twitter, Instagram, Facebook or email. Encourage participation by offering a prize for the winner of the best shot. Several Libraries have added in this programming idea as part of Teen Read Week, Library Sign-Up Month, summer reading programs, Banned Books week and more, including Henrico County Public library in Henrico, VA; Lawton Public Library in Lawton, OK; West Jordan Library in West Jordan, UT; Martin Luther King JR. Memorial Library in Washington, DC; Estes Valley Library in Estes Park, CO; and Carroll County Public Library in New Windsor, MD. Typically, one winner is chosen from all entries, receiving a small prize like a gift card valued around \$25.



Not sure if the book selfie idea will take off in your library? The New York Public Library recently held a spin-off idea of the book selfie phenomenon that involved more books and less face. They started a “shelfie” contest which featured patron-submitted photos of their personal bookshelves or favorite library shelves to promote their love of books. With more than 1,200 Instagram photos and 1,700 tweets

from 11 countries, the program was launched by Morgan Holzer, an Information Architect and the NYPL, and Billy Parrott, an organizer of the library’s Art Picture Collection. The secret to this passive program’s success was that it tapped into what people care about and was very easy to participate in.

Timeline of the Selfie



The Perks of Passive Program

Passive programming is a way to reach patrons in your library without much staff supervision or involvement. Passive programs can encompass programming ideas, reading suggestions, trends and more, and are an easy way to provide something new for patrons to look at each time they visit. Usually requiring minimal time and money to create, passive programming also engages patrons who might not want to participate in traditional programming, those who are short on time and even those who are a little shy.

By offering something new to look at or complete in a way that makes them feel comfortable on their own time, patrons can connect with your library without having to

engage with library staff. Since this is subtle programming, you might need to promote this program with signs, word of mouth advertising, your website, social media accounts and more.

How will you know if your passive programming idea is a success? There actually might not be a concrete way to measure it. Yet, by using tally sheets among staff to count the number of times they see someone engaging with the program might be one way to track it, and monitoring the number of materials checked out relating to the program might be another.

You're Lending WHAT? Items That Are Extending Library Lending

Did you know that libraries across the country have now added seeds, musical instruments, tools and much more to their lending?

This trend of offering more than just traditional materials is expanding the role of libraries into a hub of free knowledge, a place where you can learn about almost anything with or without the help of a book. According to Carolyn Anthony, president of the national Public Library Association, libraries are "not offering these specialty items as part of an effort to stay relevant in an ever-changing world". "Rather," she stated in a Huffington Post article related to library lending, "they simply are adhering to the long-stated mission of the public library to have jointly owned resources available to the community."



Libraries in Ann Arbor, MI; Oakland, CA; Burlington, VT; and Skokie, IL among others, feature what Ann Arbor District Library Associate Director Celeste Choate calls "unusual collections" in the Huffington Post article referenced above. "What we want to do is provide an added benefit to the community and provide them with things they might not have access to otherwise," said Choate, whose library offers telescopes, art prints, energy meters and drums among its varied items for check out.

The Cuyahoga County Library in Cuyahoga County, OH, lends toys, puzzles and more to young patrons as part of their commitment to developing children's literacy. By engaging parents and children in educational play, each branch of this library system offers safe, sturdy and clean toys to children up to age eight. Currently, according to Cuyahoga County Library's website, they offer "more than 700 different age-appropriate toys, including toys adapted for children with special needs." Also, each toy is examined, cleaned and disinfected upon its return to ensure the toy's safety for the next checkout.

A tool-lending library became part of the Temescal branch of the Oakland Public Library System in Oakland, CA after a makeshift home resources collection was created to help residents rebuild and repair homes after a fatal 1991 firestorm. Launched officially in 2000 with the help of seed money from a community development block grant, more than 3,500 tools are available to patrons, including weed whackers, lawnmowers and instructional videos and DVDs. "The patrons who use the tools are always very grateful, and we do have a small budget to replace worn and broken items each year, so the

tools are definitely here to stay," said reference librarian Robert Resnik.

The Licking County Library System in Newark, OH, has been lending acoustic guitars to cardholders to nurture musical development in patrons of all ages. "Our director is always encouraging us to think up new ideas for alternative kinds of collections," said Barbary Sanderson, an assistant in the library's teen-services division to newspaper *The Columbus Dispatch*. "I play guitar, and I was shopping one day at Guitar Guys when it hit me, "That's it!""

After getting one of the co-owners of Guitar Guys on board, Sanderson approached library director Babette Wofter and got the concept of the guitar-lending program approved. "We're always looking for new ideas," Wofter said to *The Columbus Dispatch*. "This [was] unique and it's allowed us to partner with a local business. I think, for the experience and the opportunity that we're offering, people will respect that and respect the instruments."

"...encouraging us to think up new ideas for alternative kinds of collections..."

With a little guidance from other guitar lending libraries like the Lopez Island Library in Lopez Island, WA, and the

Florence-Lauderdale Library in Florence, AL, she also solicited businesses for donations to the program. Six guitar kits were created including everything a patron would need to start jamming. The check out period is four-weeks with one additional four-week period allowed, and there have been discussions around offering group lessons at the library.

The Honeoye Public Library near Rochester, NY, lends fishing poles thanks to a partnership with the New York State Department of Environmental Conservation and a local fish and game club. When a customer rents a fishing pole, they [also receive] a little tackle box with some backup hooks, sinkers and that kind of thing," stated Wendy Krause, the library's director, in an interview with NPR titled "Beyond Books: Libraries Lend Fishing Poles, Pans and People." Krause lends the fishing materials under the promise that it's a library's job to connect with patrons while enlightening and informing them.

Some libraries are even lending other patrons, according to the American Library Association's president Barbara Stripling to NPR. "There are people in the community who say, 'I'm an expert at electronics or plumbing, so put me in the catalog. If somebody has a question that I can help answer, they can check me out.'" Some libraries even go as far as turning patrons into its own "available to rent" library program called a Human Library, which encourages others to "check out" a patron for a series of short one-on-one interviews

to start conversations between people of different backgrounds, experiences, and beliefs. "Public librarians have contact with all walks of life," stated Amy Greer, who coordinated a Human Library event at the Providence Community Library in Rhode Island, during the NPR interview. "So we created an application, and we approached people we see every day."

Interested in starting your own unique library? An easy way to begin is by talking to your patrons



to find out what they need but may be unwilling to purchase, especially those who live in places with small storage options, like residence halls, apartments or condos. By finding creative ways to lend more than what are considered traditional library materials, you might be able to reach new community members to get more traffic through your doors without increasing your budget!



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.

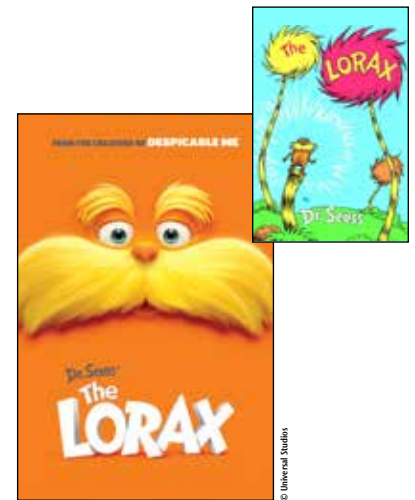
CHILDREN



Alexander and the Terrible, Horrible, No Good, Very Bad Day
Based on *Alexander and the Terrible, Horrible, No Good, Very Bad Day*
By Judith Viorst; Rated PG



The BoxTrolls
Based on *Here Be Monsters!*
By Alan Snow; Rated PG



The Lorax
Based on *The Lorax*
By Dr. Seuss; Rated PG

TEENS



The Hundred Foot Journey
Based on *The Hundred Foot Journey*
By Richard C. Morais; Rated PG



Guardians of the Galaxy
Based on *Guardians of the Galaxy*
comic series
By Gene Colan; Rated PG-13



If I Stay
Based on *If I Stay*
By Gayle Forman; Rated PG-13

ADULTS



This Is Where I Leave You
Based on *This Is Where I Leave You*
By Jonathan Tropper; Rated R



Lone Survivor
Based on *Lone Survivor: The Eyewitness Account of Operation Redwing and the Lost Heroes of Seal Team 10*
By Marcus Luttrell; Rated R

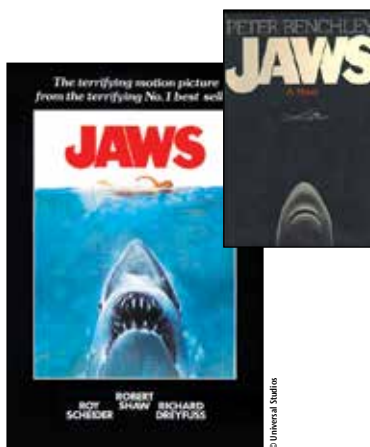


Winter's Tale
Based on *Winter's Tale*
By Mark Helprin
Rated: PG -13

SUMMER CLASSICS FOR ALL AGES



The Parent Trap
Based on *Lisa and Lottie*
By Erich Kastner; Rated PG



Jaws
Based on *Jaws*
By Peter Benchley; Rated PG



Deliverance
Based on *Deliverance*
By James Dickey; Rated R

DID YOU KNOW?

This year, *Jaws* celebrates its 40th anniversary!

THESE MOVIES WILL BE AVAILABLE FOR SPRING PROGRAMMING!

For more information, programming ideas and to view additional ideas for your book-to-movie club, visit

library.movlic.com

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.

ST. LOUIS COUNTY LIBRARY - ST. LOUIS, MO

**Jennifer McBride –
Communications Manager**

Number of cardholders?

We have 341,887 active cardholders.

Number of books/items in circulation?

At the end of 2014, our total collection size (books, eMedia, DVDs, music, etc) was 1,857,22.

What was your library's best program or event?

SLCL has one of the largest, free author programs in the country. It would be hard to narrow down our best program because we've hosted events with Tavis Smiley, Jane Pauley, Caroline Kennedy, young adult authors Rick Riordan and Daniel Handler (aka Lemony Snicket), children's illustrator Mo Willems, and many more.



What books are you reading right now?

Lincoln's Last Days, Safe Haven, and If I Stay

How does your library create community?

SLCL partners with a variety of community organizations to enrich the lives of our patrons and provide innovative programming. The most recent example is the Born to Read program which provides a free library goodie bag to new parents at four St. Louis area hospitals. The goal is to encourage literacy at the earliest possible moment.

What are your library's summer reading or holiday plans?

SLCL offers reading clubs for all age groups—babies, kids, teens and adults—so the whole family can read together. This year, our summer reading club is moving completely online. The special summer reading club website will feature games and other fun, interactive activities. We're also teaming up with some local organizations like the Saint Louis Zoo, the Magic House and the Science Center

to offer programs & incentives for participants. The club kicks off May 18 and runs through August 1.

What is your most requested title for checkout right now?

"Gray Mountain" by John Grisham was the most popular book in January. The book was checked out 799 times. 306 of those checkouts were from holds, and 493 were from patrons browsing the bestseller shelves.

Do you have any special teen or children's programming?

SLCL offers a wide range of programming for kids and teens. Over 700,000 people attended a program at SLCL in 2014. Of note this year is the new STArt @ Your Library series focusing on science, technology and art programs for kids and teens. The series offers fun and interactive activities like how to make 3D photos, math with Clifford, electronic investigators and instant improv. The programs are presented by some of St. Louis' favorite performers and cultural institutions including the Saint Louis Zoo, Saint Louis Science Center, Shakespeare Festival St. Louis, Stages St. Louis, Babaloo, Freedom Arts and Education, DaySpring School of the Arts and Mad Science.

What's your favorite part of your library?

Nineteen of our 20 branches are being rebuilt or remodeled, so our favorites are changing. Two new branches are under construction now, and we're getting ready to close four branches this spring for renovations. All of our renovation projects will dramatically change the branches' interiors—adding new features like family restrooms, quiet study rooms, lap top bars, larger children's areas and more public computers—so please ask this question again in a few years!

How do you use movie programming in your library?

Several of our branches host movie nights or movie discussion groups for both adults and teens. We've also done book to movie comparisons which are programs that encourage people to read the book, then come watch the movie at the library, followed by a discussion.

FUN, *GAMES* & **?** CONTESTS

How Well Do You Know Your Library Holidays?

The American Library Association sponsors a variety of events and celebrations throughout the entire year to promote libraries and raise awareness, but just how familiar are you with these reserved dates and months? Test your library holiday knowledge below to see if you know when you could be celebrating this year.

What was your library's best program or event?

1. National Library Workers Day _____
2. Teen Read Week _____
3. School Library Month _____
4. Teen Tech Week _____
5. International Games Day _____
6. Banned Books Week _____
7. Picture Book Month _____
8. Digital Learning Day _____
9. Library Card Sign-up Month _____
10. Money Smart Week _____
11. National LGBT Month _____
12. Freedom of Information Day _____

Answers to choose from:

- March 16
- April
- September
- November 15
- April 14
- March 8-14
- June
- April 18-25
- October 12-18
- November
- February 4
- September 21-27

1. April 14; 2. October 12-18; 3. April 4. March 8-14; 5. November 15; 6. September 21-27; 7. November; 8. February 4; 9. September 10. April 18-25 11. June 12. March 16)

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