

checkitout

SUMMER 2015

a movie licensing usa publication

for the professional librarian

FEEDBACK FAIL!

Five Actions to Avoid When Giving Constructive Criticism

6 Easy Fundraising Ideas For Extra Cash

Helping the Homeless through Movies

Spotlight on the Film Program at Houston Public Library

Go Ahead, Play with Your Food!

Nutritious, Fun Food Programming

\$4.99 US

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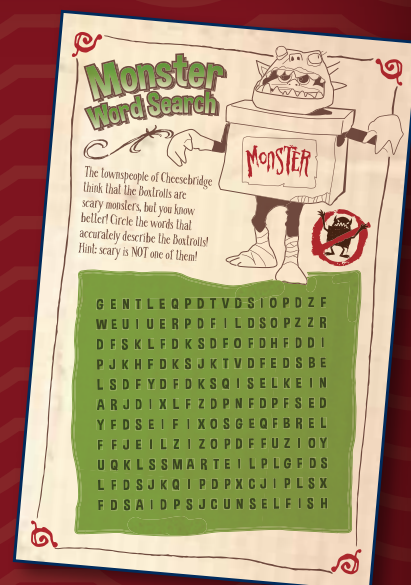


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the **INFLUENCE** *issue*

PROMOTIONAL MATERIALS

Annual License holders have access to full-color movie tickets, movie posters and bookmarks that you can customize with your show date and time. If you can't find a title that you are looking for, use our youth or adult themed generic posters. You can also find activity sheets and a community invitation that you can print and hand-out. These items are available on the library.movlic.com website under "Access Publicity".



Choose From:

- Movie Tickets
- Posters
- Bookmarks
- Activity Sheets

Additional Materials for More Movies Are Available at: library.movlic.com/publicity

Instructions:

1. Go to library.movlic.com/publicity.
2. Enter your customer number and click "Login".
3. Select promo material.
4. Select type.
 - a. Plain movie option for movie image only.
 - b. Promotion option to customize.
5. Type in a movie title.
6. Type in program information.
7. Create and print.

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elcome to our June issue of *Check It Out* magazine. Summer is well underway, and we wish you the best of luck with your fantastic summer reading plans! As your programs come to fruition, keep in mind we're always looking for stories and ideas from our readers. If there's a program that you're proud of, an idea you want to share or even just a topic of interest you'd like to discuss, feel free to let us know by filling out our contact form on <http://library.movlic.com/contact>.

Now let's dig into this issue, one we've titled the Influence Issue. With articles on encouraging your patrons to donate through simple fundraisers on page 3, to advice on how to pitch new ideas to coworkers on page 14, this issue is all about how to best utilize use your skills, knowledge and resources on behalf of your library. Since influence in the form of feedback can be a touchy skill to master, we've also included snafus to beware of when delivering constructive criticism to someone on page 8.

This issue also has some great child-related articles with "Troubleshooting Storytime: Expert Advice on Transitions, Unruly Audiences and More" on page 10, and ideas for how to celebrate September's National Grandparents Day on page 18. Last but not least, don't miss out on the fun and nutritious ideas for play food on page 12.

We hope you have a great summer season filled with lots of success and reading! If you'd like extra copies of this issue or have any questions or comments, please don't hesitate to give us a call at 1-888-876-9873. As always, we appreciate your patronage.

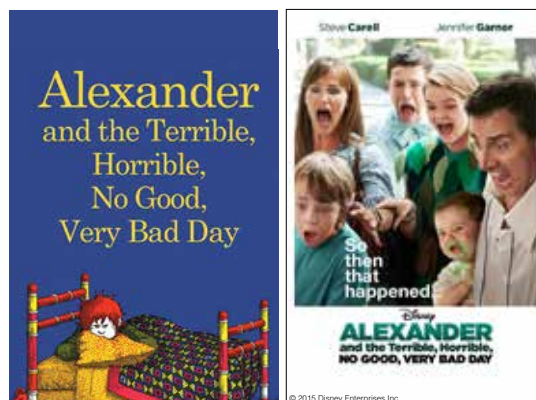


CHAIRMAN

Incipit

"I went to sleep with gum in my mouth and now there's gum in my hair and when I got out of bed this morning I tripped on the skateboard..."

Alexander and the Terrible, Horrible, No Good, Very Bad Day
by Judith Viorst

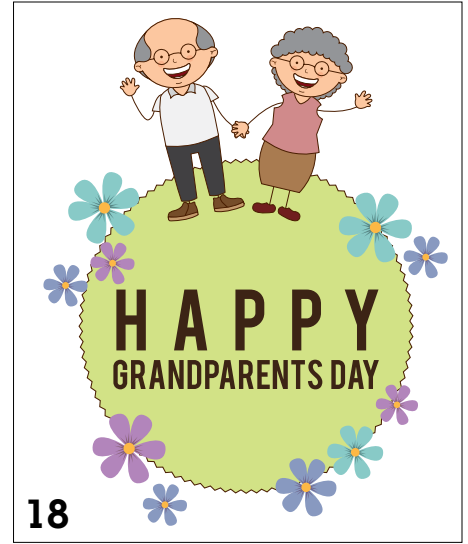




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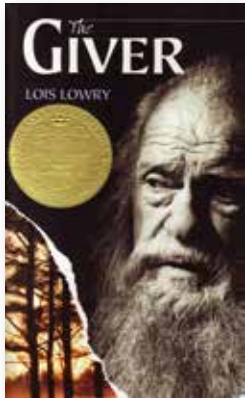


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The Giver
by Lois Lowry



6 Easy

Fundraising Ideas for Extra Cash

Libraries will always have a special role in communities for several reasons. Children will always need a place for storytime, just as citizens will always need a place to learn. Free entertainment through books, movies, programs and events will never go unneeded, and services related to employment, education and skill building will always be in demand. However, according to the ALA, for the past several years, the federal budget hasn't been very kind to many domestic programs, including libraries. From cuts to frozen salaries to layoffs, many of the resources your library relies on may have been noticeably diminished, calling for an increased need for external funding sources. If your library is feeling the sting from the latest set of cutbacks, try a few of these easy programming ideas to raise more money in a pinch.



Rent Out Your Spaces

Conference rooms, auditoriums and meeting spaces are often needed for businesses and nonprofits that may not have enough space of their own. Craft fairs, festivals, get-togethers and specialty groups may also have an interest in renting out one of your meeting rooms, so advertise your available rooms and their rental rates on your website. You'll also want to create room rental policies and procedures so be sure to add these to your website, too. Plus, your license from Movie Licensing USA covers all spaces in your building, so be sure to let these groups know they can choose from thousands of movies to show during their rental time.

Go for a Grant

Scholastic.com, the website for Institute of Museum and Library Services, and ALA's website are all great places to search for grants of all kinds. Just be sure to make special note of any deadlines, application processes and grant specifications before you apply since not all grants follow the same guidelines and processes. Always have at least three sources proofread your entry to catch any last minute errors before submitting!

Send an End of Year Letter

People love to hear why they need something which is often why advertising is so effective. The same goes for library messaging aimed toward patrons – you must let them know why their community needs your library, and how budget cuts and the state of the economy have affected your library's livelihood. Once they're invested in why your library needs saving, share with them how donations will make a difference. Keep in mind, some potential contributors will be more apt to give to causes that are important to them, such as book purchasing, programming, renovations and more. Consequently, you might want to list a few areas that your library wants to improve as Ann Reigle-Coursey, Director of New Madison Public Library, points out in her article on raising funds at a small, rural library on the state library of Ohio's website.

Why does targeting the end of year work so well? Some patrons may be looking for an extra tax write off, while others may just feel a little more generous with the holidays around the corner. In fact, according Mazarine Treyz, author of the online course "The Ultimate 2015 Guide to Online Giving and Crowd Funding," most non-profits see their biggest monetary boosts around this time of the year because of these two reasons.



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Create a Joint Effort

Sometimes it pays (literally!) to partner with another organization in your community to raise funds and awareness for both contributing causes. Your fundraising allies can be businesses of any size, revenue or industry as the Norwalk Public Library System in Norwalk, CT, demonstrates with their annual family race and activity event. Each year, the library organizes a “Run Between the Libraries” 5k family walk/run in partnership with national consumer chains like Trader Joe’s, Subway, Barnes & Noble and Scholastic and some smaller businesses like a local yoga studio and a bank branch. On the morning of the race, there’s crafts, free book giveaways, yoga, a health fair and live music.

The Morrill Public Library in Haiwatha, KS, keeps their sponsors local, yet invites dozens to participate in their annual spring tea event. Serving as their main benefit of the year, the library works with local insurance companies, churches, civic groups and businesses to decorate each table in a different theme. Tickets are sold and silent auction items are auctioned off to generate funds at this event, which has been so successful that it is now in its 13th year!

5

Host a Movie Night

You know your Movie Licensing USA license covers thousands of great titles, so why not use it to create an exciting, creative event for families? A superhero-themed event, sci-fi night or food-themed film festival plus concessions and suggested donations can easily add up to a cost-effective fundraiser for patrons of all ages. Pair your showing with a book fair, homemade crafts bazaar or even a bake sale to attract even more donations from patrons.

6

Create an Animal Attraction

Animal events are usually popular crowd attractions, but these two ideas are slightly more unique than traditional pet-related fundraisers. Perfect for families that can’t have pets due to another family member’s allergies or living space concerns, a rent-a-pet fundraiser partners with a local animal shelter or Humane Society chapter to allow patrons to “rent” out puppies and kittens in 30- minute or hour-long time slots. Kids and parents can then play with the animals for a small fee depending on the length of time purchased, while giving the animals some much needed love, exercise and attention. Worried about patrons falling in love with the animals? Work with the organization to also offer adoptions for the visiting pets.

A goldfish fundraiser is another unique pet event that’s easy to set up and is a crowd-pleaser with many kids and adults. All participants pay an entry fee to cover the cost of purchasing a goldfish to compete in the race. Two 10-foot long, capped rain gutters are filled with water and a goldfish is placed in each one, held back by a removable gutter. Once the race starts, participants are given a straw to place into the water to blow behind the fish to encourage it to swim to the other end of the gutter. At the end of the races, all entrants get to take home their fish, so regardless of who wins, everyone gets a little something special.

Celebrating Banned Books Week: Host Your Own First Amendment Film Festival

This year's Banned Books Week takes place on September 27 - October 3 to celebrate the freedom to read and remind us all not to take this privilege for granted. If you're looking for an idea to try this year, consider hosting your own First Amendment Film festival! Your license from Movie Licensing USA covers many critically-acclaimed movies that have been based off of popular banned books. Here are some of the most popular banned books turned movies and the reasons why some would like to pull these novels from the shelves.



Reason for Banning: In 1957, the Detroit Public Library claimed this book had "no value for children of today... bringing children's minds to a cowardly level."

The Wizard of Oz* by L. Frank Baum - *The Wizard of Oz



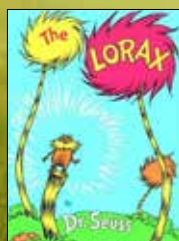
The book was challenged in southern states due to the fact that it promotes "witchcraft and supernatural events."

Where the Wild Things Are* by Maurice Sendak - *Where the Wild Things Are



This book was banned in Kansas due to the belief that talking animals are considered an "insult to God."

Charlotte's Web* by E.B. White - *Charlotte's Web



This book was viewed as portraying the logging industry in an arguably negative way. Some also think this movie promotes environmentalism too heavily.

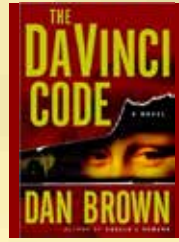
Based on *The Lorax* by Dr. Seuss - *The Lorax*





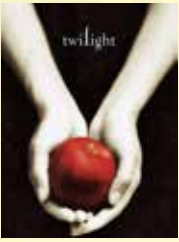
As the most banned book of the 21st century according to the ALA, the Harry Potter series has been banned due to the use of violence, dangerous situations for children and the use of witchcraft.

The Harry Potter series by J.K. Rowling - Harry Potter and the Sorcerer's Stone



This book has been challenged because of its religious ideas, with many religious leaders stating that the "content of the book is insulting."

The Da Vinci Code by Dan Brown - The Da Vinci Code



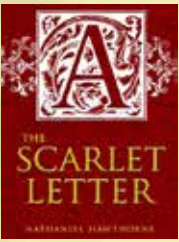
According to the ALA, this series has been heavily banned because it shows a religious viewpoint, is unsuited to its age group and is sexually explicit.

Twilight by Stephenie Meyer - Twilight



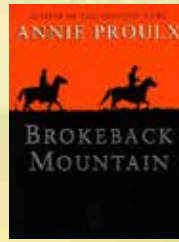
Despite the fact that this book won the Pulitzer Prize, themes of racism and its depiction of life in the south has led to its banned status.

Gone with the Wind by Margaret Mitchell - Gone with the Wind



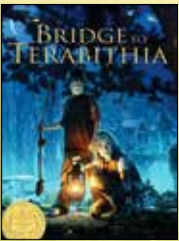
The themes in the novel include illegitimacy and adultery leading the book to be challenged on sexual grounds, despite the fact that there are no sexual scenes or suggestive language in the book.

The Scarlet Letter by Nathaniel Hawthorne - Easy A



The homosexual nature of the main characters is a main reason as to why this short story has been banned by many.

Brokeback Mountain by Annie Proulx - Brokeback Mountain



This book was banned in Pennsylvania thanks to its use of "profanity, disrespect for adults, and an elaborate fantasy world that might lead to confusion."

Bridge to Terabithia by Katherine Paterson - Bridge to Terabithia



This one is considered a banned book because it "pokes fun at race, makes numerous references to sex and uses foul language."

Forrest Gump by Winston Groom - Forrest Gump

Constructive Criticism Blunders: 5 Actions to Avoid



Constructive criticism can be tough to master, yet it is sometimes needed to help your coworkers - and library as a whole - grow. While the goal is to encourage someone to improve without hurting his or her self-esteem, placing blame or delivering what can seem like a personal attack, there is an art to it that can be downright tricky. When the words sound too harsh or cut-and-dried, the person on the receiving end can shut down emotionally, get defensive, take it too personally or even fail to let the words register. When criticism is buried in a message that's too positive or sugar-coated, the real message of change can become easily lost. Despite having the best intentions, how can you give criticism that's valuable and appreciated?

Oops 1: Including a compliment for every criticism.

It is possible to make a conversation too positive when you're addressing a problem or issue. If you're adding in compliments for each negative point, your real message can become muddled and the listener can become confused. Remember, the achievable objective of this conversation is change, so try to stick to one or two positive statements or compliments per interaction to keep your message crystal clear. Not sure how many compliments are too many? Many experts use one at the conversation's start and one as a closer to kick off and end the feedback session on a positive note.

Oops 2: Starting off too strongly.

It pays to practice how you begin. True constructive criticism works best when you ease your way into the conversation in a location that's neutral and private. No one wants to be reprimanded in front of others like kids in a classroom, so choose a place to talk privately and a time when he or she will be in a decent mood. Start with a coaching mindset, complete with a soothing tone and friendly body language, to help you get your point across without sounding too harsh or blunt. Some phrases that can help you ease into the conversation are "I like your approach here, but it seems to have veered a little off course. Can you tell me why?" or "Your last report left me with a few questions. Here are a few areas may want to consider expanding upon for the next one."

Bullying and harassment are two obvious ways to cross the line when trying to deliver constructive criticism, but sometimes the line can feel blurred to the listener. This is why it's important to craft your message carefully. Remember, "You're not venting, you're not working out your stress, and you're not boosting your own ego—if you are, stop now and reevaluate whether you actually have legitimate criticism to give, or you just need to talk to someone," advises Alan Henry's Lifestacker article titled "How to Give Criticism Without Sounding Like a Jerk." As many experts in the human resources field will remind you, any behavior that singles someone out to intimidate, humiliate or embarrass someone else has no place in the workforce and cannot be considered constructive by any means.

Oops 3: Commenting on more than just behavior.

Hurt feelings and negative reactions are almost guaranteed when someone decides to comment freely on someone's looks or personality. However, by keeping the conversation focused on something this person can change, the conversation is much more likely to result in a positive behavior modification. Do your best to keep the conversation on work matters and leave comments on hobbies, personal life, appearance and possessions out of the conversation.

Oops 4: Using vague assumptions.

Doling out constructive criticism is one of the worst times to beat around the bush. In fact, writer Peter Economy states in his *Inc.* article "3 Essentials for Giving the Gift of Constructive Criticism" that speaking in generalities typically doesn't do any good, so be sure to be specific. When you initiate this conversation, make sure you have what you want to say ready to go. Economy also notes that you should describe the exact behavior you expect and agree on how to prevent the problem from reoccurring. Statements should be based on facts and evidence, rather than what you've heard from others or interpretations. Lastly, try to avoid trigger words like "but" and "however" – these can indicate to the listener that something he or she won't like is coming.

Oops 5: Not following up.

Hopefully, as you wind down the conversation, you and the listener can agree on many of the points that were raised and create a plan for future change. The Forbes.com article titled "Taking Constructive Criticism Like a Champ" notes that once you're heading toward closing the conversation, express that you'd like to check in on the changes to be made or the suggestions offered on a specified date. This gives the listener plenty of time to digest what's been discussed, reflect and take action, as you lay the issue to a close for the time being. Keep in mind that after you've given constructive criticism on the same issue once or twice you've probably said enough.

On the Receiving End of Constructive Criticism?

Be sure to:

- Stop your gut reaction and process the situation.
- Remember the speaker is only trying to help you improve.
- Listen closely and paraphrase what you've heard for clarity.
- Thank the speaker for sharing.
- Ask questions to make sure you understand.
- Follow up!



TROUBLESHOOTING STORYTIME

TIPS ON TRANSITIONS, UNRULY AUDIENCES AND MORE

Anyone that's ever held a toddler or children's storytime knows that they're not as easy as they sound. It's a challenge to get all of your little patrons to listen, share and participate in the group's activities without full-on meltdowns, distractions or other behavioral issues. We've turned to the professionals – other librarians, early childhood educators and childcare workers – to share their favorite storytime tips to help you prepare in case of a little turbulence.

Storytime Transitions: These are key to mitigating chaos in between stories, songs, actions and activities so one section of your event blends seamlessly into another. Since it's the dreaded empty time that can cause issues, these transitions can help you minimize pauses, too.

- Switch using songs: Whether you're transitioning between activities, encouraging children to "get their wiggles out" to enable them to sit still or psyching kids up to start putting things away, songs help point attention toward a particular action, person or item. TeachingMama.org has great transition songs to help promote learning, exercise and concentration.
- Aim for positive praise: For those that incorporate items to play with during their sessions, blog author and Children's/YA Librarian at the Hudson Library & Historical society in Hudson, Ohio, Kim Castle-Alberts suggests encouraging young ones to say goodbye to their items as they hand them back in. Follow it up with a "Good job, (name)" and a smile. For children that are on the verge of a meltdown, Castle-Alberts quietly moves on and simply lets the child hold the item until the end of storytime.
- Move on with extra noise: According to Storytime Underground contributor and author of brycedontplay.blogspot.com Bryce Kozla, another way to ease kids from one activity to another while putting things away is called "Boom! Crash!" which makes cleaning up part of the fun. As you encourage children toss their items into a huge bin, invite them to dramatically shout "Boom! Crash!" each time someone makes a deposit.

Unruly little attendees: These tips can help with children who don't quite want to go along with the flow of your planned session.

- Coping with "I hate this (fill in the blank)" statements: Youth & Family Program Coordinator Amy Koester at the Skokie Public Library in Skokie, IL, lets little ones who don't want to participate opt out. When a little boy told her he hated dancing, she told him he could stay seated while they danced and just wait for the next book, and surprisingly, he quietly did. A librarian at the Allen County Public Library in Fort Wayne, IN, suggests responding with a mix of sympathy, the promise of fun and anticipation of the next event. Her response to this statement is usually, "Aww, I'm sorry you don't like this, but I'll try to make it as fun as possible. When it's over, we will move on to something else."
- Quieting a chatty cathy: Take a cue from Miss Mary Liberry's blog and create your own list of library rules along with visual cues. Carry it to all storytime sessions, place it where everyone can see it and go over it during the first few storytimes of the year. If anyone needs a refresher, you can simply point to the picture that corresponds with what you want your audience to do. Miss Mary Liberry's blog also suggests using pictures for "ears listening," "eyes on me," "hands in lap," "sit criss-cross," and "mouth closed."

- Getting them to sit still: If someone just can't seem to settle down to listen to the story, speak directly to the child and make eye contact with his or her caregiver. Saying something like, "(Name), could you please try to sit as still as a rock while I finish this story? We'll have time to move around after this. Thank you!" If that doesn't help, engage the caregiver and suggest that the child might need to leave the room for a minute so others can listen to the story.

Caregiver conundrums: Are your little ones behaving, but the adults are giving you a hard time? Here's how to tackle distractions from your adult storytime attendees.

- Late arrivals: You want to honor your start time for those who arrived on time, yet you know how difficult it can be to stay punctual when you're caring for small children. How can you appease attendees regardless of their arrival times? Using a tip from StorytimeUnderground.org, start with a few songs to help kids settle down and get into the groove. Using the first 10-15 minutes for songs, chants and rules can help prevent disruption, since any newcomers can slip in during your musical numbers.
- Reducing noise: Megan, the head of a children's department at a library in CT shares her favorite tips for reducing noise on MissMegsStorytime.com. One trick that works for her is to talk a little softer during extra chatty times. She pairs this action with verbally encouraging everyone to turn on their listening ears and keep the talking to ourselves so everyone can enjoy the story. She notes on StorytimeUnderground.com that this trick usually works because it makes adult attendees more aware of their talking.
- Responding to criticism: Are you experiencing sticky situations where adults become a little too vocal about your performance or the books, songs and activities you've chosen? Most librarians say to quickly invite the concerned patron to chat after storytime ends and move on with your planned program. [StorytimeUnderground](http://StorytimeUnderground.com) contributor Kozla suggests that the most important thing to this person is that their concerns are heard. She suggests acknowledging the comment with a smile and a response along the lines of "That's a valid concern and I'd be happy to talk with you about it after storytime."



Providing the Perfect Storytime Model for Parents

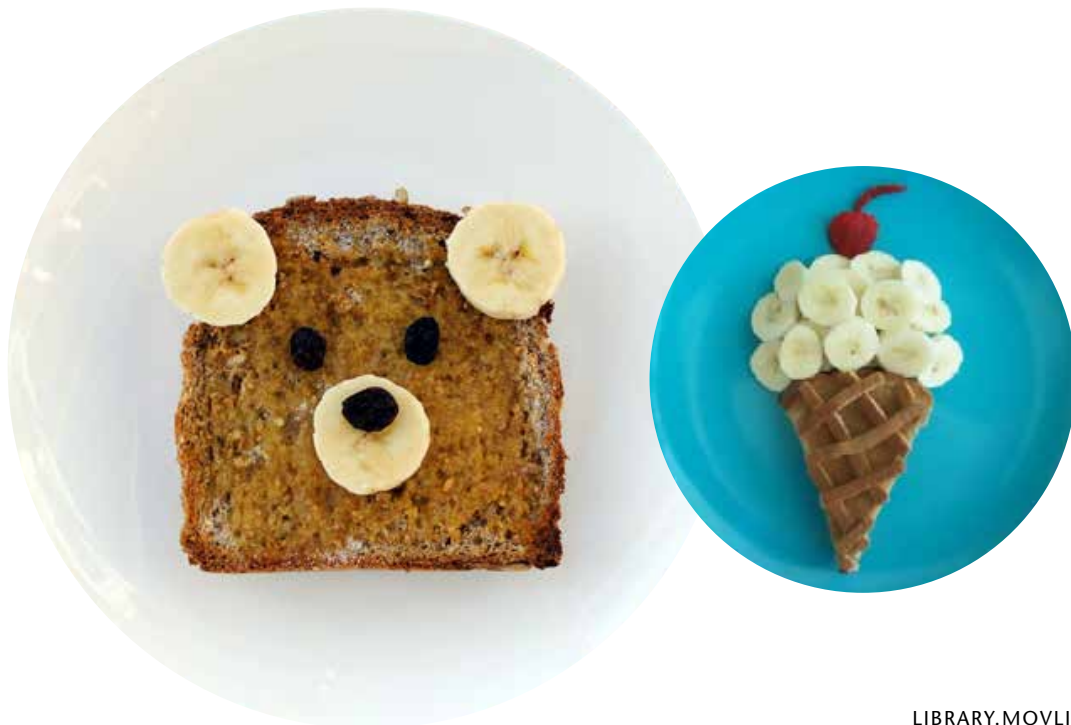
Did you know that many parents look to you as the expert for how they should be reading to their children at home? During storytime sessions, you're not only teaching the children to love books; you're also serving as a model for the best techniques to make bedtime stories more engaging, fun and educational. As you present, remember to give parents a few professional pointers in the following areas:

- Holding the story: Encourage parents to hold stories facing children, with hands at the top or the bottom of the spine to cover as little of the book as possible. Remind them to leave enough time to appreciate the pictures.
- Use expression: Changing the volume and the tone of your voice as you read can help draw attention to important parts of the story and help listeners easily identify each character's statements.
- Talk about the book: As you read, show parents that it's ok to add questions and observations into storytime. Demonstrate how kids can weigh in on what they like about the story so far, predict what will happen next or discuss a new word without interrupting the flow of the story.

Go Ahead, Play with Your Food!

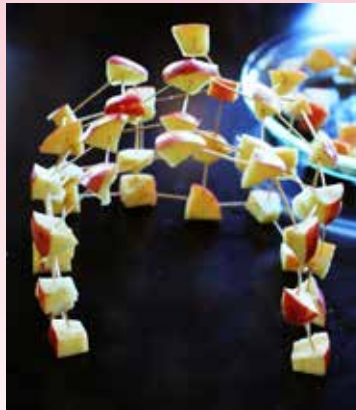
Nutritious and Fun Food Programming

With so many witty commercials, colorful packages and tempting prizes on children's snacks and treats, it can be hard to emphasize how important fruits and veggies are to a healthy, well-balanced diet. Edible sensory play helps introduce kids to food that's good for them, while showing them fruits and vegetables don't have to be boring. Plus, playing with food can even be the "first step to teaching a child basic kitchen skills," according to children's activity site www.learnplayimagine.com.



Snack with a Secret:

Attention all spy-loving readers! These sneaky snacks do double duty as fruit and messages. To make your own, simply scratch a message into a ripe banana's peel with a toothpick. Be careful not to poke through the peel into the banana itself! It'll stay mostly invisible for about an hour, then your message will appear thanks to oxidation taking place.



Toothpick Sculptures:

This simple activity is light on supplies but heavy on creativity. Grapes, grape tomatoes, low-fat cheese cubes, blueberries, and chunks of watermelon, cantaloupe, and pineapple make perfect building blocks to create edible sculptures, attached together with toothpicks.

Fruit Necklaces:

Put a fresh spin on traditional popcorn and cereal necklaces that patrons have probably made before. All you need are some elastic chords about 24" in length, fruit for stringing and some chunky yarn needles to thread your necklaces. Grapes, raspberries, blackberries, strawberries and blueberries make excellent beads – just make sure to wash all fruit before you string your necklaces!



Food Art Snacks:

Gather your favorite fruits and vegetables and let your patrons' imaginations run wild! Invite patrons to create their favorite animal or place out of your edible ingredients. Popular items to work with include bananas, navel oranges, blueberries, carrots, broccoli, olives, apples and grapes. You might want to add a few other ingredients such as graham crackers, nuts, chocolate chips, marshmallows, raisins and peanut butter to add some extra food flair.



Beach



HOW TO THROW THE PERFECT PITCH:

Expert Advice on Introducing Your Ideas



You've already completed the hard work of coming up with a great idea. Now, how can you pitch it to others so they'll be ready to help you get your idea off of the ground? By showing the real value of your idea from its introduction, including the amount of time and resources the idea could utilize, listeners might be more apt to recognize its value and more eager to approve it.

HOW IDEAS AND CHANGE RELATE

Ideas can be scary because they often mean something has to change. According to author Scott Berkun's self-titled blog,

"By definition, the application of an idea means something different will take place in the universe. Even if your idea is undeniably and wonderfully brilliant, it will force someone, somewhere to change how they do something."

He goes on to say that since many dislike or even fear change, your idea might have some qualities that could lead the listener into rejecting the idea. However, if you're talking to someone who's interested in change or who recognizes a clear need that your idea can satisfy, your pitch is much more likely to be positively heard and eagerly acted on.

REFINE YOUR IDEA

According to an article titled "Get the Boss to Buy In" by *Harvard Business Review* authors Susan J. Ashford and James Detert, employees can have a hard time selling their ideas to managers without emphasizing strategic selling points. Studies conducted by the Academy of Management summarized in this article found that if senior executives "don't already perceive an idea's relevance to organizational performance, they don't deem it important enough to merit their attention." One way to change this is by clearly showing how your idea can satisfy an immediate need and how it fits into your company's big picture.

Another point that should be addressed early on when introducing a new idea is how your idea fits into your workload. Your supervisor will probably want to know how it will correlate with any other activities, projects or events you have already scheduled, so take care to explain how this new project will fit into your workload cycle.

Author Sara McCord tackles this issue in her column "Impress Me" for TheMuse.com, offering that phrasing is crucial when suggesting something new because, "Seem too busy, and your boss may suggest you hold off on a new initiative, but make it seem like you have all the time in the world, and your supervisor may wonder what's taken you so long to suggest additional tasks."

TAILOR YOUR PITCH

You're aware of the elements that go into a great pitch, like the opportunity you've identified, your vision for the idea, why your library should care about it and how your library will overcome any challenges. Yet, when approaching decision-makers with a new idea, one of the most successful ways to persuade is to blend the goals, values and knowledge of the audience into your message. The listener wants to know how this idea will contribute to your library's mission, so you might want to talk about what library-related insight inspired it. Was it a need for more technology-focused teen programming? How about something someone said about adult programming in yesterday's staff meeting? Plus, as McCord notes, "Starting from the beginning is also a great way to keep from getting flustered and makes it more likely that you'll cover all of the points you want to hit."

IDENTIFY YOUR PITCHING STYLE

Looking for help on how to frame your pitch? *The Harvard Business Review* has identified three main pitching styles that can help set your speech apart. These three styles are the “showrunner” that combines creative thinking, passion and a fully-formed idea; the artist that mixes large amounts of excitement and enthusiasm to paint a picture for the listener; and the neophyte that presents ideas as the eager learner by asking directly and boldly for help like a star student asking his or her favorite teacher for advice. “One question for [idea] pitchers, of course, might be, “How do I make a positive impression if I don’t fit into one of the three creative stereotypes?” If you already have a reputation for delivering on creative promises, you probably don’t need to disguise yourself as a showrunner, artist, or neophyte—a résumé full of successes is the best calling card of all,” advises Kimberly D. Elsbach in the *Harvard Business Review* article “How to Pitch a Brilliant Idea.”

FRAME THE ISSUE

Did you know that if you package an idea in relation to your library’s priorities, you’ll likely have a better chance at getting approval? “Once people see how your initiative fits into the big picture, they’ll be more willing to devote resources to it,” according to Ashford and Detert’s *Harvard Business Review* article. Also, if you show that you’ve thought about how this idea will impact everyone else, you’ll automatically cover some of the questions that the listener might have concerning staff, space, time and resources.

Looking for a way to start the discussion? “The best approach is to start from your desired results and work back,” advises McCord in her “Impress Me” column. Timing is also important; finding the right moment to pitch a project or idea is critical, so keep an eye on community trends, national events, popular pop culture ideas and more can help you strike while the iron is hot. It’s better to speak up now while your idea relates to



THE ROBOT

This pitch sounds like it's been memorized and often comes across as a little too practiced. You might want to aim for something that sounds a little less rehearsed and feed a little more off of your audience's reaction.

THE USED-CAR SALESMAN

This pitch sounds like something they've already turned down in the past, just changed slightly and packaged in a new way. Make sure each idea you present sounds fresh, well-thought-out and complete.

THE PUSHOVER:

This pitch is about unloading an idea rather than defending it. These pitches are easy to spot because the proposer often uses phrases like "we should" when pitching the idea without owning it. Remember, if you introduce something, make sure you emphasize your ownership in the project!

BEWARE OF PITCH KILLERS!

Negative opinions can sometimes weigh more on listeners than positive ones. Elsbach urges you to "beware of relying on stereotypes" when delivering your pitch in her article "How to Pitch a Brilliant Idea." Often, negative stereotypes are used to identify "no-go ideas" quickly, so "all you have to do is fall into one of four common negative stereotypes" to get turned down urges Elsbach. She defines these stereotypes as:

THE CHARITY CASE:

Look out for pleading! This pitching style often occurs as the result of a previous no. If you really have to beg for it, is it really that worth it? It might be better to give this idea a rest until management is more receptive.

Library Activities for **National Grandparents Day!**



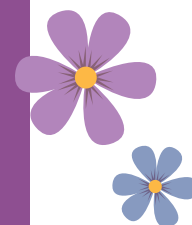
Nationally recognized and signed into proclamation by President Jimmy Carter in 1978, National Grandparents Day has been designated each year as the first Sunday of September after Labor Day. The day celebrates important contributions seniors have made throughout history, which is especially important because it's estimated by intergenerational collaboration organization Generations United that the estimated number of grandparents will balloon from 65 million in 2011 to more than 80 million in 2020.

Since 2010, Generations United has worked with President Barack Obama to bring awareness to Grandparents Day. In fact, in 2010 and 2011, President Obama issued presidential proclamations calling on Americans to "honor those who have helped shape the character of our nation, and thank these role models for their immeasurable acts of love, care, and understanding." Here are some ways to celebrate this year's Grandparent's Day on September 13th.

Guess and Tell Quiz

Encourage your patrons to spend time getting to know more about their grandparents' childhood, likes, memories and more with a fun, informative quiz session that incorporates questions about a variety of family members. A little more interactive than traditional grandparent interviews, inquiries about school, favorite toys, holidays, childhood

homes, siblings, parents, favorite pastimes and more will have grandparents and patrons guessing whether a particular answer belongs to mom, dad, grandma, grandpa or someone else. This activity makes it easy for grandparents to bond with children over simple childhood memories, family traits, traditions, and commonalities that relate to both then and now.



Dive into Ancestry

Family trees are a creative way for little ones to easily associate how family members fit together and match names to faces. Take the traditional family tree activity up a notch by adding pictures inside of your tree's folded leaves for a peekaboo-style surprise. To create your picture-heavy family tree, you'll need green and brown construction paper, markers, glue, tape and an assortment of family photos. Fold your green leaves in half, attach photos inside and add family members' names to the front of the leaves. To finish, attach your leaves onto your tree branches made of brown construction paper.

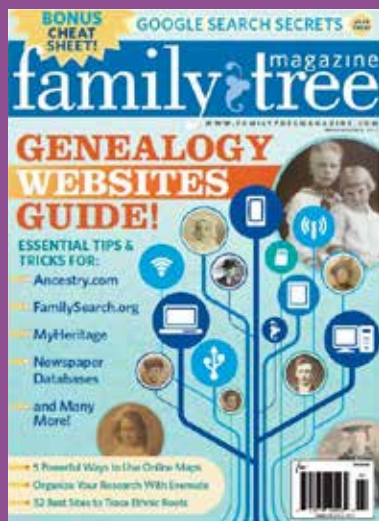
For older patrons and their grandparents, invite them to go on a genealogy quest using library resources like city directories, casualty lists from wars throughout history, census forms, birth certificates, death records, naturalization papers and more. You can download free forms to keep any findings organized at www.familytreemagazine.com and from the Mid-Continent Public Library at:

<http://www.mymcpl.org/genealogy/> or the Genealogist's Toolkit available from Ancestry.com.



Create a Smashbook

Invite your patrons to capture memories quickly without the painstaking process or expensive cost of scrapbooking. Much less organized and staged than a traditional scrapbook and more inclusive than a traditional photo album, the concept of a smash book is to keep it simple and low-key. It's a book meant to hold all of your mementos, ticket stubs, snap shots, hotel key cards, maps, receipts, drawings, notes and more for a collage-like look of your memories. Grandparents and patrons can start a smashbook of their own using some of their favorite pictures, notes, cards, stories and more. Collect plain notebooks for each guest, invite your patrons to bring in their favorite snapshots and gather some supplies to help them get started. Markers and colored pencils can help illustrate while stickers and photos can add color emphasis to any entry. Tape, colored or regular, and glue holds everything in place.



R&B singer
Montel Jordan
stops by a
movie event at
the Houston
Public Library



BY: HIAWATHA HENRY

Helping the Homeless through Movie Programs

In 2009, the brilliant minds of the Houston Public Library Programming Department wanted to start a midday series that would allow patrons to get out of their offices and visit the library for various reasons such as yoga, stress relief, knitting and more. When brainstorming this idea, I suggested movies since I'm a part-time filmmaker and overall movie buff. I knew our library had an underutilized license from Movie Licensing USA and we had just reopened after a lengthy renovation, so it was the perfect time to start something new. Yet, I would have never thought in a million years that showing movies would impact the lives of our homeless patrons as it has.

While I had suggested the idea of a movie series, I was not initially in charge of it. One day, I was asked to moderate the program while program moderator Sheetal Chinoy attended a meeting. After agreeing, I sat in on the chosen black and white classic movie that only attracted two patrons. Over the course of the next few weeks, we drew just a handful of attendees for an hour each week and watched half of a movie. We then showed the second hour of the movie the following week. This movie program was a great idea, so why weren't we attracting more people?

Now, looking back, I realize how silly it was to show half a film each week, but you have to start somewhere. The program's director and I changed the series time from noon to 1:00 pm to noon to 2:00 pm to show the entire movie even though most patrons could not stay for two hours. However, with this change, I did notice that a few homeless patrons would stay for the entire time, so now attendance had shifted to about five patrons weekly. It was a start.

After co-managing the program for a little while, the moderator sent me Movie Licensing USA's website link and asked if I would be willing to take over the entire series, complete with free reign to make any updates and improvements. When I visited the MLUSA website to check out the movies our license covered, I was floored and ecstatic. I had no idea our license covered the latest blockbusters! I immediately started screening new movies as soon as they hit the site and attendance shot up to about twenty-five to thirty people each week. I had a few friends that worked for a local marketing agency so they would send me promotional items like t-shirts, DVDs and posters to use as giveaways when promoting an upcoming screening.

The giveaways helped, but there was still something missing to mimic the look and feel of a real theater experience. The room could hold at least two hundred people, and I was determined to fill that room. I kept trying to figure out what would bring more people in, until it suddenly hit me – popcorn! It seems only natural that if you watch a movie, you should have popcorn, so I went to my manager and asked if I could use a little bit of our funding to purchase some. Once I received approval, I visited a local popcorn retailer and purchased two jumbo bags of popcorn for \$26.00 total. It was the best \$26.00 I spent because once word spread that popcorn was being served during the noon movie, attendance went from twenty people weekly to about eighty patrons. By combining popcorn with the latest releases, our film series was officially booming attendance-wise. However, I quickly noticed that nearly ninety percent of the weekly attendees were homeless patrons that frequented the library.

Every Wednesday around 11:30 am, a line would form in front of the Central Concourse meeting room. After the successful addition of popcorn to our event, I decided to add a full menu of theater-type food including nachos, chips, soda and more. Unfortunately, our library budget could not afford to provide lunch on a weekly basis and popcorn

was already almost \$30.00 a week, so it was decided that the library would provide a bag of chips to each attendee per event. This went on for about a year until the library suffered more budget cuts and the money for chips was reallocated. However, since people would stand in line for more than 15 minutes just for a bag of chips, so I decided to pay for the bags myself.

As a library, I believe we should treat each patron the same regardless of their living situation. Some felt we should not have the program and others even tried to stop it. Others felt that I only had an audience because of the food, so I eliminated snacks for one month to see what would happen. People still came, some because of the movies and others partly because they were already in the library anyway. Overall, we haven't had any major issues and our security team has helped me with the few minor situations we've had. In terms of special rules for the program, I pre-screen all the films we show. We have audiences of all ages so I do have to be careful rating-wise; however, the library has a policy that no one under the 18 can be in the library before 2:00 pm on school days without a parent or guardian.

In addition to providing free entertainment, a safe place to spend time and snacks, this library movie program has helped foster friendships between patrons, relationships within the community and involvement from other staff members who want to help the less fortunate. It has even led to other programs to help those who often attend our film screenings. For the last two years, we have held a "Christmas Wish List" event where we pass out gifts patrons asked for on their submitted "wish lists" and partnered with a local restaurant to provide a hot lunch catered and paid for by the library. Thanks to our movie program's influence, we also partnered with Salvation Army last October. By our Christmas event, over ten families had apartments or houses to call their own. I recently received a card from one of my movie patrons after he received his apartment, saying that "we saved his life." It's incredible to think that all of these positive results came out of the decision to start a simple movie program.

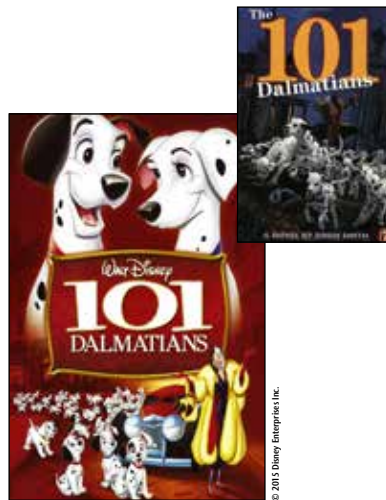
READ IT. *SEE IT.* LOVE IT.

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



Based on the comic strip *Little Orphan Annie* by Charles Strouse
Rated PG



Based on *101 Dalmatians* by Dodie Smith
Rated G



Based on *Stuart Little* by E.B. White
Rated PG

TEENS



Based on *The Last Apprentice: Revenge of the Witch* by Joseph Delaney
Rated PG-13



Based on fairytales by the Brothers Grimm
Rated PG

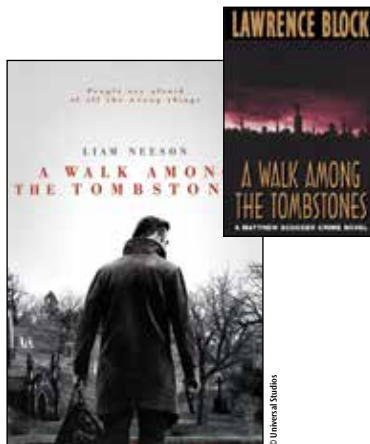


Based on *Mockingjay* by Suzanne Collins
Rated PG-13

ADULTS



Based on *Fifty Shades of Grey* by E.L. James
Rated R



Based on *A Walk Among the Tombstones* by Lawrence Sanders
Rated R



Based on *Travelling to Infinity: My Life with Stephen* by Jane Hawking
Rated PG-13

VALENTINE'S DAY CLASSICS



Based on *Harry Potter and the Sorcerer's Stone* By J.K. Rowling



Based on *Queen Bees and Wannabes* by Rosalind Wiseman
Rated PG-13



Based on *Freaky Friday* by Mary Rodgers
Rated PG

DID YOU KNOW?

Disney's Oscar®-winning *Frozen* has become the top-grossing animated film of all time, with a total \$1.072 billion.

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

FUN, *GAMES* & C?NTESTS

Can You Match the Library Scene to the Movie?

It seems Hollywood loves libraries! Libraries often play a key role in movies, pivotal to plot development, hidden knowledge and even secret meetings. Test your knowledge of libraries on the silver screen with the snapshots below.



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1. The Shawshank Redemption
2. The Music Man
3. The Breakfast Club

4. Ghostbusters
5. Harry Potter and the Sorcerer's Stone
6. The Da Vinci Code
7. Meet Joe Black
8. A Beautiful Mind

FUN, *GAMES* & C?NTESTS

What's your reading style?

Take this fun quiz to figure out which reading style best suits your habits.

1. Choose a library.



2. How many books you read each month?

- A.** 1 **B.** 2-5 **C.** 6-9 **D.** 10 or more

3. Choose a bookmark.



4. How do you get new reading material?

- A.** At a physical store
B. Borrowed from the library
C. Borrowed from a friend
D. Buy online only

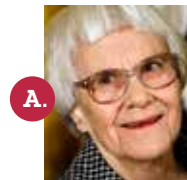
5. Which best describes your reading habits?

- A.** I reread the same books over and over again.
B. I read multiple books at the same time.
C. I only read books people recommend to me.
D. I love reading books by new authors.

6. Which author would you like to meet?

Harper Lee

George RR Martin

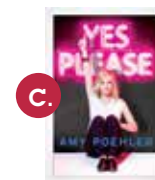


J. K. Rowling

Gillian Flynn



7. Which book are you most likely to read?

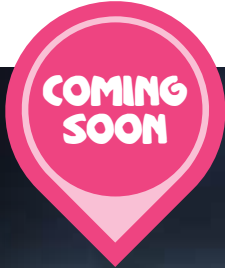


Mostly A – Classic reader: You're a fan of timeless masterpieces. You relish books that surpass trends and don't mind reading a great book more than once.
Mostly B – Disciplined reader: Tangled plotlines and multiple characters are no match for your reading skills. Your motto is "the more complex the tale, the better!"
Mostly C – Social reader: You love staying up-to-date on the most popular and highly-recommended reads. Once a book gains some buzz, it's on your reading list.
Mostly D – Groundbreaking reader: You're on the pulse of what's emerging, including reading books written by what could be the next big up and coming author.

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