

# K-12

# Movie and Copyright News

Movie Licensing USA®  
A Division of Swank Motion Pictures, Inc. • Tim Swank, Chairman

## Back To School Features:



QUARTERLY  
JOURNAL OF  
K-12 COPYRIGHT  
SOLUTIONS

ISSUE 3  
FALL 2010

## Eight easy ways to get the most value from your site license...

- 1 Use a movie poster to promote your event, and then raffle it off!** Families who attend your movie night can purchase raffle tickets at the door. After the movie announce the winner!
- 2 Make it dinner and a movie.** Ask your community for donated goods and sell food at the show. Your movie night can be filled with food and fun.
- 3 Penny wars can add up to huge funds!** Place penny jars with teachers' names on them around the movie seating. The teacher with the most money in his or her jar at the end of the night has to dress up as a character from the movie.
- 4 Your license covers the entire school, so why not use the space?** Rent out your classrooms or theater spaces to outside groups. That way everyone's legally covered and you're covering the cost of your license.
- 5 Capture the moment.** Offer Family Portraits for a sitting fee as people enter and leave the movie night. You can even sell photos taken during the movie event of kids with their friends.
- 6 Get ready to sell.** Collect donations at your movie nights of any and all items for a school garage sale. The more movie nights you have, the more items you can collect, and the more things you will have to sell!
- 7 Simply ask for donations at the door.**
- 8 Bake your way to the top.** Ask everyone who attends to bring a baked good. Set them all on one table and sell them at the movie night for a sweet treat.

### ST. LOUIS OFFICE

Toll-free: 1-877-321-1300

10795 Watson Road  
St. Louis, MO 63127-1012

### NEW YORK OFFICE

(For schools in CT, DC, DE, MA, ME, NH,  
NJ, NY, PA, RI, VT)

Toll-free: 1-877-321-1301

350 Vanderbilt Motor Parkway,  
Suite 108-C  
Hauppauge, NY 11788-5122

mail@movlic.com  
www.movlic.com

## Movie Magic

By Suzanne Reinhart  
Tiffin City Schools  
Tiffin, OH



### The reason for our movie night...

We wanted to host a movie night called "Food, Fun and a Furry Flick" as a fundraiser for Magic and the Assistance Dogs of America, Inc (ADA). Magic is our school based therapy dog; he is only one of ten therapy dogs in the state. ADA is a nonprofit organization and relies on donations to train its dogs; henceforth, we were looking for ideas to raise funds. The program spent \$15,000 to train Magic, so we saw this movie night as a way to give something back to the program and to Magic.

### A huge success...

Our event was an amazing success! We sold 370 tickets in advance and 30 at the door, for a total attendance of 400 people! Between ticket, raffle, and food sales we raised nearly \$1500 to share between our schools and Assistance Dogs of America, Inc. All had a howling good time! We love sharing our event's success with Movie Licensing USA and everyone else.

### A little bit of Magic...

Suzanne Reinhart is the professional school counselor at Washington Elementary and Noble Elementary schools. She has been Magic's handler since he began working the **Tiffin City School District** in April 2006. Suzanne and Magic go from school to school helping students lower their anxiety levels, learn how to be a good friend, and understand obedience and socialization lessons. For more information about ADA, visit [www.ada.org](http://www.ada.org).



# Lights, Camera, Action! By Students

By Michael Rich

Lindbergh High School  
Saint Louis, MO

We recently held a film festival and any current student or staff member at **Lindbergh High School** was eligible to submit a film. The movies could be no longer than 10 minutes and had to adhere to a strict PG-level of decency. Local professional film critics judged the contest and prizes were awarded to winning films. Prizes were awarded for Best Picture, Runner-Up, Most Original, and Most "Interesting" films.

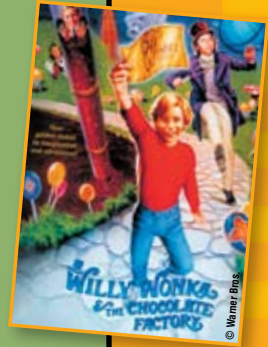
I'd like to extend a big thanks to Movie Licensing USA for their sponsorship. The prize basket donated went to Runner-Up film 'The Chronicle of Zeth' created by Jeremy Brown and Brett Finley; it is a stop-motion LEGO video. Their help brought awareness to our film club and movie nights; we think we can have even more success with both in the future! The festival was a big success and everyone had a great time.

Michael Rich is president of the student film club at Lindbergh High School. He contacted Movie Licensing USA about their upcoming student and staff film festival. **Lindbergh School District**, a customer of Movie Licensing USA since 2001, is one example of many who host creative outlets for students. Movie Licensing USA encourages students to be creative and explore the world of filmmaking.



"We held our first movie night at **Heck Quaw Elementary**. We showed the original *Willy Wonka & the Chocolate Factory* movie to kick-off our cookie dough fundraiser. Thanks to our morning announcements encouraging kids to come in pajamas and bring blankets, we had a festive turnout of about 400 people! We gave raffle tickets at the door for prizes like a copy of the movie and book. Food sales were a big money-maker totaling around \$600. It was an easy event to host, and we upgraded to the 5 year license so we can host one quarterly or monthly during our long Montana winters. We already had our second movie night and another attendance of over 100 people. Parents loved the opportunity to have family time and the kids loved having a movie night with their friends!"

-- Heck Quaw Elementary



1-877-321-1300

Just like this customer, you can upgrade from a one-time license to an annual or multi-year license and receive **100% credit** for the cost of your one-time showing!

But hurry—you must upgrade within 90 days of your show date to receive this special offer from Movie Licensing USA.

To upgrade or for more information, contact your licensing manager today!

St. Louis Office

**1-877-321-1300**

or

New York Office

**1-877-321-1301**

(for schools in CT, DC, DE, MA, ME, NH, NJ, NY, PA, RI, VT)

10795 Watson Road  
St. Louis, MO 63127

## Summer New Releases

### AVAILABLE NOW

*Dear John*, PG-13

*Alice in Wonderland*, PG

*When In Rome*, PG-13

*Clash of the Titans*, PG-13

*The Last Song*, PG

### COMING SOON

*Iron Man 2*, PG-13 (9/28/10)

*How To Train Your Dragon*, PG (10/15/10)

*Oceans*, G (10/19/10)

*A Christmas Carol*, PG (11/16/10)

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

Visit **"New Releases"** at  
[www.movlic.com](http://www.movlic.com) for the latest  
new releases & movie synopses.



## Your School could be featured in our next newsletter!

Has your school held a movie night recently?  
Want to share your ideas and success with  
other schools across the country?  
Want to win a DVD?

If you submit feedback and it's published in  
*K12 Movie and Copyright News*, we'll send  
a **free DVD of one of our new releases!**

To submit an article or share your comments  
and suggestions, contact us toll-free:

St. Louis Office  
**1-877-321-1300**

or

New York Office

**1-877-321-1301**

(for schools in CT, DC, DE, MA, ME, NH, NJ, NY, PA, RI, VT)

[mail@movlic.com](mailto:mail@movlic.com)