

K-12 Movie and Copyright News

Movie Licensing USA®
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Back-to-School movie night ideas.



© Warner Bros.

Soul Surfer - Available 7-19-11



© Walt Disney Pictures

Mars Needs Moms - Available 8-9-11

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Pajama Party for a Great Cause

By Holly Cobble

Summit View Middle School
Independence, KY

We recently held an event at our school called "Good Night, Sleep Tight" as a way to help less fortunate kids at bedtime. The event was sponsored by Paws for a Cause, our student group that meets after school each week to organize fundraisers, perform community service and implement ways to make our school a more positive place for both students and the community.

After helping an animal shelter, a boys' home and a retirement home earlier this year, the members of Paws for a Cause wanted to focus on children. We decided to hold a movie night complete with kid-friendly touches. Admission to our event was a new book or pair of pajamas to help every child have the simple luxuries of a bedtime story and a good night's rest.

We advertised with flyers throughout the school and encouraged families to dress in pajamas and bring sleeping bags and blankets to our movie showing. At our event, we had a special screening of *Megamind*, book readings, balloon animals, face painting and snacks.

Over 75 students, families and Paws for a Cause members attended "Good Night, Sleep Tight", with kids ranging from newborns to 15 years of age. We collected

88 pairs of pajamas and 291 books, and worked with kid friendly television channel PBS to distribute our donations. Throughout the evening, there were lots of laughs and everyone had a great time.

The kids loved watching the movie on our huge projector screen and the slumber party feel of our event. Paws for a Cause would like to send a special thanks to Movie Licensing USA for helping us help other kids! This was our first movie event using our school's license. However, we hope to make this an annual event because it was such a huge success!



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, VA, VT)

Toll-free: 1-877-321-1301

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

mail@movlic.com
www.movlic.com/k12

Students Gain Experience Through Movie Night Planning

By Michael Markley

Douglas County High School
Aurora, CO

Our latest movie night pulled double duty as a fun event and a way for students to gain real world experience in event planning. Our school's Junior Achievement Club, which teaches students about entrepreneurship and business decisions, paired with my economics class to research, plan and host their own movie event.

From start to finish, the students were in charge of every step of their event. Planning began by looking at the demographics of who we wanted to attend and what films would appeal to them. We specifically wanted to target seniors who were ready for some end of the semester fun and freshman who were looking to meet new friends. For research, the students conducted interviews to find out what movies would drive attendance. They also searched Movie Licensing USA's website and created a survey of the top ten movies they thought their audience would like to see. They passed it out to their student "customers" during classes.

The students had lots of fun advertising for their movie night. They put up posters, passed out flyers, pitched the event during the morning announcements and even created a Facebook page. Our \$12 tickets included food and admission to the event, and were sold during classes and at lunchtime. By the day of our event, we sold over 140 tickets!

The students found that the biggest challenge of creating a movie event was to get the right mix of value for the customer between the movies, food, door prizes and candy sales. They found that the solution was to make the event a double feature featuring the comedy *Talledega Nights* with the new release *Tangled*. This helped add more value to their event and sell more tickets.

The whole experience took about 5 or 6 weeks from the research stage to our actual event. We would like to give a special thanks to Movie Licensing USA for helping make this important lesson possible. The students and I learned a lot about event planning, movie promotion and teamwork. We're planning on assigning the same project for next year's students because of the great experience it provides!



Picture from a past double feature we held



Selling tickets for the big night

From start to finish, the **students were in charge** of every step of their event.



Pizza break in between movies

Get Fit with Movie Licensing USA!

Kick off your summer with a little physical activity! Hold a family fitness night at your school to emphasize the importance of staying fit, to get kids interested in exercise and to help families have a low cost evening out. Movie Licensing USA has many fitness titles available that can help your school or community get in great shape without sacrificing fun. Here are some ideas on how to create your own family fitness night:



For parents: Get hearts pumping with a cardio session from our *Fabulously Fit Moms Series** or create a beginner's Pilates class with the help of the *Core Fitness Series** or *Precision Pilates**. You can also invite a nutritionist to give a presentation after your workout for an extra dose of body wellness.



For kids: Learn and teach kids the dances to popular movies like *High School Musical 3*, *Camp Rock* and *Hairspray* for a fun way to burn extra energy.

For teens: Let teens try a new way to work out with *Fiesta Fitness Dance**. You could also invite a local karate or Zumba® instructor to teach them some basic moves.



For the whole family & community: Set up different activity stations in your school to give participants a variety of activities to choose from. You could make a competition station with hula hoop and jump rope contests, a basketball shootout for parents and kids, and even a weight lifting corner. Soccer, volleyball and basketball games can easily be set up to include mixed teams of teachers, parents and students. After they've worked up a sweat, invite everyone to cool down by showing a sports related movie like *The Rookie*, *The Express* or *The Bad News Bears*.



*These titles require a One Time License.

✓ Keep Fitness Going When School's Back in Session

This checklist can help you create a similar fun and fit movie event for the fall.

Summer Planning

- **Choose your movie** - Pick a movie and exercise activity that will get students and families pumped up for the event.
- **Choose your date** - Select a date far in advance to allow time for proper advertising and planning. Don't forget to check with the school to make sure there aren't other activities planned!
- **Obtain a Public Performance Site License** - Call Movie Licensing USA at 1-877-321-1300 to order your license or confirm that your school is already covered for a copyright compliant event.

A Few Weeks Before

- **Promote your event** - Create posters, bookmarks or event tickets with Publicity Materials available on www.movlic.com/k12.
- **Obtain your movie** - Make sure it's a legal copy. Here a quick programming tip: If you purchase a new copy of the film, raffle it off as an attendance prize.
- **Admission, Concessions, Donations**- You may charge admission up to the cost of the license. You can also collect donations and sell concessions to raise additional funds.

The Day of the Event

- **Concessions and Donations** - Gather all concessions at the event site. Designate a space to collect donations.
- **Equipment check** - Test run the equipment to make sure your movie plays without glitches.

Enjoy your movie event!



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10795 Watson Road
St. Louis, MO 63127

Summer New Releases

AVAILABLE NOW

True Grit, PG-13

I Am Number Four, PG-13

Gnomeo and Juliet, G

Justin Bieber: Never Say Never, G

*Harry Potter and the Deathly
Hallows: Part 1*, PG-13

COMING SOON

Mars Needs Moms, PG (8/9/11)

Soul Surfer, PG (7/19/11)

Rango, PG (7/15/11)

Battle L.A., PG-13 (6/14/11)

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

Visit **"New Releases"** at
www.movlic.com/k12 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 your submission is published in *K-12 Movie
and Copyright News*, we'll send you 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

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1-877-321-1301

mail@movlic.com