

K-12 Movie and Copyright News

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

QUARTERLY
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SOLUTIONS

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WINTER 2012

7 Ways Your Movie License Can Beat the Winter Blues

Winter is a season we sometimes can't live with, yet we wouldn't truly appreciate spring without it. Frigid and dark days can make it easy to get a little sad, but movies are an easy way to remember the sunny, warm days ahead. Here are a few creative ideas to help your students have some fun during this sometimes gloomy season.

1

Heat up the day: Show movies with a summer theme, tropical locations and lots of hot weather like *African Cats*, *Pirates of the Caribbean: On Stranger Tides* and *Soul Surfer*. Turn it into an indoor barbeque with warm-weather food and drinks like grilled hot dogs, chips and lemonade. Keep kids entertained before and after with summer activities like hoola-hoop contests, hopscotch and bean bag toss.

2

Host a winter film festival: Inspire creativity while letting kids learn about movie making! Invite kids to make their own short films to play before your feature film with small prizes for winners of categories like the best film, the most original and best acting.

3

Relax with a parents' night out: Give moms and dads a much-needed break from holiday mayhem with a parents' night at your school. Contact local businesses to see if they would be interested in donating gift baskets or services or sponsoring snacks for your event. Show hit movies like *The Help*, *Something Borrowed* or *Larry Crowne* while your guests laugh and de-stress.

4

Host a video game gala: Invite students and families to take part in a video game night at your school. Set up TVs, a stack of approved games to choose from and time slots of who's playing when. Show a video game inspired movie like *Tron Legacy* or *Scott Pilgrim vs. the World* to those waiting for their turn to play.

5

Create a laugh session: Laugh winter's chill away with a funny movie. Pick out a comedy like *The Smurfs*, *Zookeeper* or *Kung Fu Panda 2* and let the laughter begin. You could also invite a local stand up comedian or comedy club to perform before the movie starts.

6

Hold a "bundled up" fundraiser: Warm hearts by helping others in need with a winter clothing fundraiser. Invite your students and community to a special movie night showing a new release like *Cars 2* or *Captain America: The First Avenger* with an admission price of a gently used coat or a new pair of gloves, hat or scarf.

7

Make spirits bright: Celebrate the holidays and lift moods with a marathon of your favorite holiday films like *It's a Wonderful Life*, *8 Crazy Nights*, *The Polar Express* and *Elf*. Pair these movies with a holiday cookie exchange for an even sweeter way to spend an afternoon.



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Auditorium Makes Movie Night a Success!

Jason Tisdale
Auditorium Manager
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Midland, MI

Our most recent movie night was held in our high school auditorium for the entire community of Bullock Creek School. We showed *Cars 2* this time, and usually aim to show a new family friendly release close to its release date. At this showing, we had close to 180 people that attended!

In order to advertise for this event, we used the *Cars 2* posters provided by Movie Licensing USA and put them into our school announcements. We also distributed Movie Licensing USA's generic movie posters to community groups to help us advertise. We didn't have any concessions in the auditorium at our event, but we did give our audience an intermission to take a break.

Families love our movie nights thanks to our auditorium's stadium seating and projection screen. Our events provide a great opportunity to get a "night at the movies" experience without paying high movie theater prices. Besides our auditorium, our consideration of feedback is another reason why our movie nights are so successful. At one point, we even had a group of school marketing board leaders help collect feedback on our movie nights, which sometimes added up to over 350 audience members.

We've been customers of Movie Licensing USA since 2004, utilizing the Annual Public Performance Site License each year. Movie nights are the perfect community outreach event, since they're not just for school families. Our advice to anyone else planning a movie night would be to pick a movie based on your audience. Movie Licensing USA has so many movies that it's easy to customize an event exclusively for adults, teens and kids.



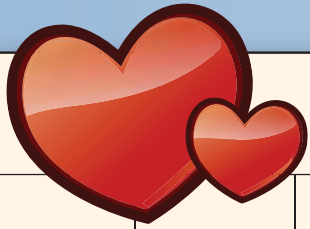
Bullock Creek School Auditorium

A Programming-Packed Calendar

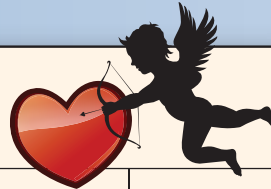
Your Public Performance Site License is a valuable resource during the winter months. As school families and community look for events indoors, your school can host a fun time for all! Check out all the programming you can do this January, February and March:

January 2012						
1 Happy New Year!		3	4	5	6	7
8	9	10	11	12	13 Spring Semester Kick-Off Movie Night!	
15	16 Martin Luther King Jr. Day		18	19	20	21
22	23	24	25	26 Bad Weather Indoor Recess		28
29	30	31 © Walt Disney Pictures © Warner Bros.			© Miramax Films TM & © 2011 DreamWorks Animation, L.L.C.	

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February 2012



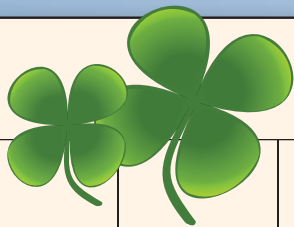
			1 February is Black History Month		3	4
5 Superbowl Sunday		7	8	9	10	11
12	13	14 Valentine's Day Party		16	17	18
19	20 President's Day Party		22	23	24	25
26 Academy Awards*		28	29 Leap Day			

*The King's Speech is available for showing with a One Time License from Movie Licensing USA.

How do I pick the right movie?

With an annual site license, your school can legally show movies without risking copyright infringement! With an unlimited number of showings, you might be looking for a particular title to match themes and programs throughout the year. But just how do you pick from our thousands of titles available? Our website, www.movlic.com/k12, has tons of resources to help:

- **Top 10 movies** gives you a listing of our most popular titles among thousands of schools across the country.
- **Advanced search** allows you to search our library by title, genre, actor, director and even rating!
- **New releases** lets you know when the videos will be released to the general public so you can plan your movie night as soon as they become available.
- **Programming ideas** gives you a list of themes throughout the year that may help you find a specific title to your movie event including Bad Weather Days, Prom and Graduation, Holiday Events, Student Rewards and more.
- **Genre search** provides relevant movie choices for more than 250 themes to help you pick the perfect themed movie or even inspire your next movie night theme.
- **K12 Movie and Copyright News** quarterly newsletter includes articles from Movie Licensing USA customers so you can see what other schools are doing to capture the value of their Public Performance Site License.



March 2012



				1 March is Women's History Month		3
4	5	6 March Madness Kick-Off		8	9	10
11	12	13	14	15	16	17 Happy St. Patty's Day!
	19	20 First Day of Spring Movie Party		22	23	24
25	26 Copyright Awareness Week		28	29	30	31

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10795 Watson Road
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Winter New Releases

AVAILABLE NOW

Kung Fu Panda 2, PG
The Help, PG-13
The Smurfs, PG

COMING SOON

Dolphin Tale, PG (12/20/11)
Warrior, PG-13 (12/20/11)
Moneyball, PG-13 (01/10/12)
Real Steel, PG-13 (01/24/12)

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.



Win a DVD!

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:

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