

K-12 Movie and Copyright News

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

Straight to DVD Features – All Available Now!

QUARTERLY
JOURNAL OF
K-12 COPYRIGHT
SOLUTIONS

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© Warner Bros.

Scooby Doo: Curse of the Lake Monster



© Walt Disney Pictures

Beverly Hills Chihuahua 2



© Sony Pictures

Open Season 3

Movie Nights Help Parents Relax and Keep Kids Safe

By Jennifer Fisher

Baker Public Schools
Baker, MT

Our "Swim and a Movie" nights have always been popular events at our indoor pool in the winter, but the last one we held was a huge success. Usually our events bring in approximately 90 kids, but when we showed *Alpha and Omega* over 140 kids attended! We had movie watchers ranging from 5-year-olds to 15-year-olds.

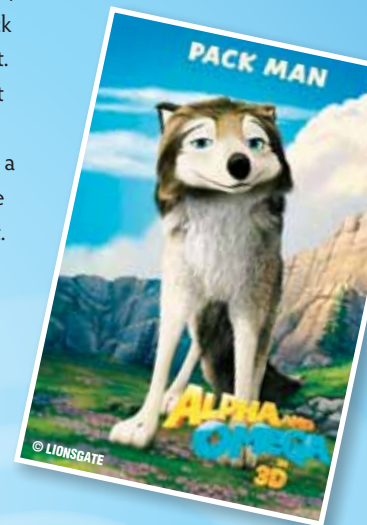
One of the reasons our events are so successful is because we focus heavily on safety. Kids can unwind with a movie, popcorn and a Gatorade[®] for just \$2 under the watchful eye of trained lifeguards. This puts parents at ease so they can enjoy a much-earned hour and a half of relaxation.

Our Public Performance License makes those running the event feel safe, too. We can do so much more knowing that we're covered to show movies legally, whether it's throwing events at our pool or showing a movie in the gym. Extra chaperones are all we need to add to our events, since the promotional materials included with our license take care of the advertising. The bookmarks are great for sending home with students!

Another great thing about our movie nights is the peace of mind they provide for our close-knit community. Our indoor pool and movie license let everyone enjoy great movies since the nearest movie theater is a dangerous

45-mile drive on our snow packed highways in the winter. Parents and kids don't have to worry about breaking the bank if they're hungry thanks to low price concessions sold by the **Baker Public School** speech and drama club, swim team and cheerleaders.

Since we show about ten movies each winter, the Movie Licensing USA website, www.movlic.com/k12, is a great place to check out what's coming next. I like to book titles that haven't been released on DVD for more than a few days, so I know the kids haven't seen it yet. We're already looking forward to seeing if our next event will top this one!



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Serve Tasty Treats on a Barely-There Budget

What's one of the best things about going to the movies? In addition to the actual movie, many kids will instantly name the concession stand. Movies and munchies have gone hand in hand for generations, and food is a great, easy way to help cover the cost of your Movie Licensing USA license. You can even ask the community for donations, since some of its members probably attended your school! Here are some tips on how to find some drool-worthy donations and snacks for your school's next movie event.

Offer free advertising in exchange for donations.

Create a signature drink or menu item for businesses that send in items or money. You could also let different businesses sponsor the whole concession stand for each movie event. Before your movie, honor your sponsors by showing a slideshow of their logos, just like they do in theaters!



TIP

Sell only a select number of items for speedy service and keep prices simple so it's easy to make change.

Hold a snack drive with students before your event. Ask each class to bring in a different non-perishable food item like bags of fun-sized candy, granola bars or popcorn. As a reward, let the winning class pick the movie to be shown at the next event.

Send out a "wanted" list to parents and all the members of your organization asking them if they would be willing to donate materials such as microwave popcorn, bags of pretzels, fruit snacks, napkins, plates, utensils and cups.



TIP

Keep your concession stand items simple. Quick serve foods like microwave popcorn, candy and granola bars will keep the line moving.

Visit a dollar store! Many dollar stores have great deals on candy, snacks and kid friendly-items like bracelets and glow sticks to sell at your next event.



The key is to offer items that don't cost much to make, yet are affordable to your moviegoers. Most school concession stands mark up their snacks by about 50% of the cost to buy or make them to collect a pretty nice profit.

Here are some examples of what other schools have sold and the prices they charged:

	Cost to you (approx):	Commonly sells for:
<i>Big Items</i>		
Soft Pretzel	\$0.33	.. \$1.00
Pizza slices	\$0.50	.. \$1.00
Bag of popcorn	\$0.15	.. \$0.50
<i>Little Treats</i>		
Fruit snacks	\$0.25	.. \$0.50
Sliced apples & peanut butter	\$0.30	.. \$0.50
Fun sized candy	\$0.12	.. \$0.25
<i>Drinks</i>		
Juice boxes	\$0.20	.. \$0.50
Hot cocoa	\$0.25	.. \$0.50
Can of soda	\$0.25	.. \$0.50
Bottled Water	\$0.30	.. \$0.75

Great idea from **Baker High School** in Montana: Let parents know the prices of your snacks by printing the prices of your concessions on the back of our promotional bookmarks and sending them home with kids before the event!



Spotlight on: Waiting for "Superman"



It's the documentary that everyone in the education system has been talking about for months. Even Oprah called it the movie that could revolutionize America's schools. *Waiting for "Superman"* tells the gripping stories of five hopeful students across the US; each eager to get an education in a system that is said to be flawed at best. These students are hoping to win a lottery that would allow them to enter a high performance charter school for a better chance at success.

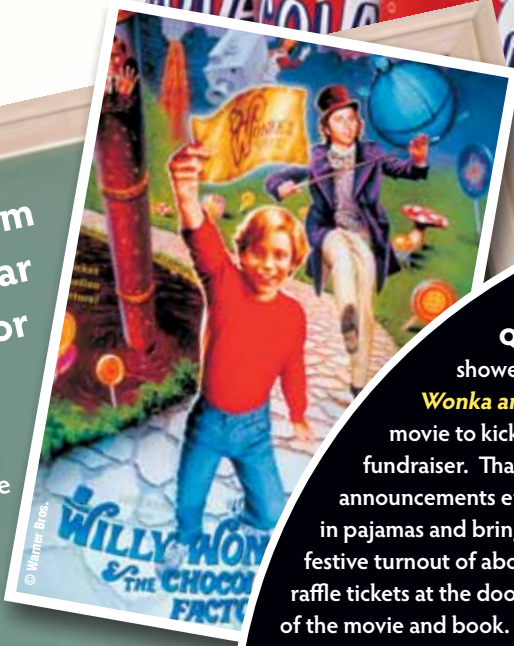
Schools across the country are showing this documentary to staff, parent groups and community members not only because of the dire message it sends, but also to quell the curiosity this movie has drawn. "We picked this movie to show to the community because it's a movie that the media has given a lot of



attention to, but not many know exactly what it's about. We think it'll draw a lot of people to our event," said Cheryn Serenco, PTO Secretary at **Aselson Educational Campus** in Las Vegas, NV. She selected the title to bring her community closer together while simultaneously raising awareness of the plight of public schools. She goes on to say that her PTO has "heard this is an awesome movie" and that they've already had tons of interest in their showing, "even though it's still a few weeks away."

Some organizations are even turning their movie showing into more than just an awareness opportunity. Michigan lawmakers are showing the movie free of charge to help push new education changes. The Woodland Hills Event Center in Memphis, TN, is hosting a fundraising breakfast to benefit high school drop outs in conjunction with the movie, complete with a keynote speech provided by Bill Strickland who is shown in the documentary. Even a black-tie fundraising ball has been proposed by the Beverly Hills Education Foundation after an organized discussion of the movie occurred months prior.

This film, a new release now available through Movie Licensing USA, can definitely help start a conversation in your community about our nation's public education system and what should be done to improve education for America's millions of children. For information on the *Waiting for "Superman"* social action campaign, visit waitingforsuperman.com and click on "take action". To learn more about showing and promoting this movie at your school, contact Movie Licensing USA today!



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 one-time 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

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

"We held our first movie night at **Heck Quaw Elementary**. We showed the original *Willy Wonka and 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

Movie Licensing USA®

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Spring New Releases

AVAILABLE NOW

Morning Glory, PG-13

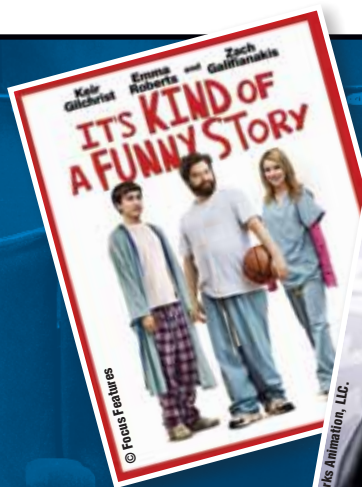
Burlesque, PG-13

*Scooby Doo – Curse of
the Lake Monster*, PG

Megamind, PG

Waiting for Superman, PG

It's Kind of a Funny Story, PG-13



COMING SOON

The Switch, PG-13 (03/15/11)

Hereafter, PG-13 (03/15/11)

Yogi Bear, PG (03/22/11)

Tangled, PG (03/29/11)

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
1-877-321-1300

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New York Office

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