

## Showing Films at the Library

In July 2009, Tara Bannon, Librarian with the Denver Public Library, posed the following question to the Libnet listserv:

I'm curious and collecting information about other library film programs in Colorado. Does your library show films to the public? Do you only do it in the summer? All year round? Does a committee meet to select your films? Do you hire an outside speaker to do a talk at the end of the film? Please let me know about your library's film series or reasons for not having a film series.

The following is Tara's blog post "It's Showtime! @ Your Library" on the Colorado Libraries blog with the responses received.

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*Cinematic programming can be a phenomenal way to promote library services and the library as a fun interactive community gathering space. Many libraries here in Colorado show films either as part of a seasonal event or throughout the year. Some libraries operate these events as an extension of their Collection Development department, have committees to oversee and staff the events or even have one lone devotee who manages the entire affair. Most libraries have a blanket license, most commonly from Swank, also known as Movie Licensing USA, to avoid any copyright infringement. Featuring films can draw attention to the diversity of our collections and our residents and emphasize our value to the public. These less traditional events have the unique ability to attract current, new and lapsed library customers. While each library varies in its approach to film exhibition, the results are the same: Happy families and individuals gleaming enjoyment and stimulation from the library.*

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The Arapahoe Library District goes the extra mile and provides in-depth genre studies to accompany their films. These articles, written by Donna Keslin, provide examples of the genre and help generate a lively and informational discussion. Their classic film series focuses on the Golden Age of cinema, specifically films made between 1930-1965, and covers many genres. These articles and discussions greatly enhance the viewers understanding of visual literacy and how film genres evolve, providing added value to the event.

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The Boulder Public Library offers extremely robust film programming. They show by far, the most films in a library setting in the state of Colorado. With a dedicated film aficionado running the show and a stellar auditorium at their disposal, they steadily continue to gain support and recognition. Highlighting esoteric genres such as Korean New Wave films, their film series draw in college students and residents alike. By showing less mainstream fare, they acquire their film licenses on a case by case basis.

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The Denver Public Library shows films year round, averaging around 20 films a year. A dedicated committee of five library employees work with a paid critic to select the films. Films are shown on five consecutive Tuesday nights on varying themes. A short-lived Wednesday afternoon film series was tried, but retired after a year. Knitflix, however, combines knitting groups with cinematic adventures and has been wildly successful. Concessions are sold to purchase new copies of the films shown, either to be added to the collection or raffled off after a showing and to pay the speaker. The Film Series is now in its seventh year.

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The High Plains Library District offers Film Series specifically geared toward children, teens and adults. Teen Film events include Anime discussion groups as well as Book to Movie clubs. The High Plains Library partners with local organizations such as the University of Northern Colorado, senior centers and the local theater to assist with discussion, film selection and promotion.

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The John C. Fremont Library in Florence, Colorado shows films on a monthly basis. Last year they partnered with P.B.S. to highlight their library of P.O.V. documentaries. The topics, accompanied by the additional promotion P.B.S. was able to provide, insured it's success. The film discussion after such events can bring a small community closer together. After having met a few times, the customers/viewers also participated in the selection of films! The John C. Fremont library also helps to entertain their community during these tough economic times by showing newer releases and serving free refreshments to entice families to come and enjoy their library!

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The La Veta Public Library has been promoting their series, 2nd Friday Films, for the past 7 years. Primarily showing documentaries, art films and foreign fare, they shift their focus during the summer months to snare those families visiting scenic La Veta. Focusing on the newest films, staff members are enticed to participate by being asked to write a review and attend the public showing of any film they preview.

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The Mamie Doud Eisenhower Public Library provides multiple film series tailored to each age group shown during the summer. In addition to this series, they also partner with the Broomfield Independent Film Series providing space for them and added value for any residents!

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The Pikes Peak Library District markets their films to specific audiences. Their Senior Lunch and a Movie combines community interaction with fun at the library! In addition to this series, they also promote Family Film Fun, Movies @ Your Library and other targeted events. Impressively, they also collaborate with the Annual Rocky Mountain Women's Film Festival and provide a venue and light refreshments.

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The Spanish Peaks Library District will be starting their Film Series up again this month with new and improved equipment and seating. They will be showing films on the first Saturday and the third Wednesday of the month. The Saturday film is geared toward a family audience, while the Wednesday evening film rotates between adult genres. They also take full advantage of their film license using film during their Storytimes and Teen events!

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The Southern Peaks Public Library in Alamosa shows films twice a month on Friday evenings. They encourage you to be as comfortable as possible and recommend bringing a pop and a pillow to enjoy the show. To really help the customers kick back, free popcorn is also provided.

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Special Thanks are due to the members of Libnet, in particular; Victoria Boone, Cindy Eubank, Mary Beth Faccioli, Sandra Hackbarth, Joel Haertling, Beth Harper, Chuck Huey, Gypsy Kelso, Donna Keslin, Monica Owens, Babette Reeves, Cheryl Schubert, and Keshia Thurman for contributing valuable information and insight.