

LSTA Project Report

State: *Vermont*

Fiscal Year: *2012*

General Information

Title: Motion Picture Public Performance License

State Project Code: LIB-12_13

Start Date: 07/01/2012

End Date: 06/30/2013

Abstract:

Vermont has 183 public libraries, most of which are located in small towns and rural locations, and with limited staff and budgets for programming. The Department of Libraries (VTLIB) is committed to helping local libraries deliver high quality programs and learning opportunities for citizens of all ages. In FFY08 we introduced the use of LSTA funds for this program and, though we have not always used federal funds for this service, in FFY12 we used LSTA funds to cover 25% of the cost of this program. This program allows us to provide at no cost to public libraries the public performance rights to films covered under the contract with Swank Motion Pictures, Inc. Those libraries that choose to participate receive a license from Swank Motion Pictures, Inc. which permits them to show, without any infringement of copyright, motion pictures produced or distributed by film companies represented by Swank. Swank represents a long list of film companies; thus libraries are provided with a wealth of programming content.

State Goal: Vermonters will have access to a wide range of high quality library services to meet their lifelong learning, informational, recreational, and occupational needs and interests

Project Director

Director Name: Martha Reid

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Grantee

Vermont Department of Libraries

Project Outcomes

List any important findings or outcomes from your project:

117 public libraries participated in this program in FY2013. The libraries showed 805 films to a total of 8,427 people (5,863 adults and 2,564 children). In addition, the contract with Swank Motion Pictures, Inc. allowed 101 school libraries to purchase the movie license at a 50% discount, with individual school costs ranging from \$100 to \$212.50, based on school population. School payments totaled \$18,075.00 and were paid 100% by local schools.

Please briefly describe importance of findings.

Film showings, stand-alone or combined with other programming, continue to be an effective and cost-efficient service in libraries, targeting specific audiences or made available to broader audiences, including families and other inter-generational groups.

What methods did you use to determine your findings?

Review of Administrative Data

Based on outputs, outcomes and/or other results, explain any significant lessons learned from these findings for either the SLAA or others in the LIS field.

In spite of streaming movies, DVDs and other options, Vermonters still respond to film programs at the library and this remains an effective programming tool. As with public use of library computers in libraries, attendance at film programs may be partially influenced by personal finances (i.e.. no DVD player at home or no money to go to the cinema); attendance also reflects an interest in attendees making community connections.

Do you anticipate continuing this project after the current reporting period ends? Yes

Do you anticipate any change in the project's scope? No

Do you anticipate any other changes in the project? No

Intent(s)

Improve users' ability to obtain information resources.

- Arts, Culture & Humanities

Project Tags

Film Programs; Motion Picture Public Performance License; Public Libraries

Did your project include any of the following? :

Compliance with IMLS Grant Conditions

Advertising, Public Relations, and/or Promotional Materials	No
Fund raising and/or Proposal writing	No
Lobbying and/or Advocacy	No
Food and/or Entertainment	No
Construction and/or Renovation	No
Indirect Costs (Overhead)	No

Budget Information

Public Performance Movie License Provided to 117 public libraries

	Description	LSTA	Match - State	Match- Other	Total
Salaries/Wages		\$0	\$0	\$0	\$0
Consultant fees		\$0	\$0	\$0	\$0
Travel		\$0	\$0	\$0	\$0
Supplies/materials		\$0	\$0	\$0	\$0
Equipment		\$0	\$0	\$0	\$0
Services	Licenses for public libraries	\$3,000	\$0	\$0	\$3,000
TOTALS		\$3,000			\$3,000