



The Hollywood Librarian

Tips and Guidelines for your screening event:

About the film:

Hollywood is the first full-length documentary film to focus on the work and lives of librarians. Complete information is found at:

<http://www.hollywoodlibrarian.com/>

The Ontario Library Association (OLA) and Hollywood Librarian

Director Ann Seidl is working at making individual sale copies available Spring 2009. In the meanwhile, she has received many requests from Canada for screenings and has asked the Ontario Library Association to be a Canadian distributor for Hollywood Librarian.

Copies are available to OLA members and members of The Partnership (Canada's network of provincial and territorial associations).

Tips for your Hollywood Librarian event:

- Consider partnering with other organizations and inviting your entire community – not just people who work in libraries!
- Develop your budget. Consider the following expenses; film 'rental' (details below), facility costs including theatre/room rental, janitorial, and A/V, promotions, refreshments. The first item is fixed, but you may be able to have some or all of the other items donated.
- Feature the film as part of a larger networking event. For example, consider hosting a reception.
- Promote with local blogs, flyers and posters at your library, local library schools, and other community locations. Don't forget to give OLA your details and we can promote the event as well. Consider issuing a media announcement to local media.
- Suggested ticket sale price: \$8.00 plus GST and free for library school students.
- Keep your administrative costs low. For example, avoid paper tickets and credit card transactions: keep a registration list for any pre-sales and be prepared with a cash float for on-site sales. Have 4 – 5 volunteers on site to process sales and organize a line-up.

Process:

- Reserve your copy from OLA and let us know the date and time of the screening (for promotional purposes and so that we can let the director know when it is being screened). We will ship in advance and ask that you return the copy following the screening.
- For customized posters, please give OLA 10 days notice to produce and ship.
- **Contact:** Amanda Braun

Email: abraun@accessola.com

Telephone: Toll Free: 1-866-873-9867, Toronto area: 416-363-3388

Technical Requirements

The film is on a DVD and can be played on any DVD player or computer equipped with a DVD player. It is recommended you test the DVD in advance to ensure your sound and projection systems are optimal. The film is 96 minutes in length.

Fees: OLA will invoice for the following:

\$300 per screening: this is Ann Seidl's fee to cover ongoing marketing expenses.

\$20: administration and shipping fee to OLA.

\$30 per tube containing 4 posters produced by OLA (optional).

Promotional:

Posters, handouts, logos, etc. can be downloaded from the following site:

<http://www.hollywoodlibrarian.com/publicity.html>

OLA has a poster printer and can customize posters for a small fee for The Partnership. Please provide date, time, venue, contact and sponsor information 10 days in advance of shipping.