

## Host a MARTHA SPEAKS Viewing Party

A viewing party is a great way to share the excitement and fun of the MARTHA SPEAKS television series, books, and the Read-Aloud Book Club with the entire library community. Participants will watch a MARTHA SPEAKS episode and enjoy some fun activities to learn more about dogs. We suggest combining this event with a visit from a special guest (see *Invite a Special Guest* for more information). Below are some tips on how to organize, promote, and hold a viewing party.

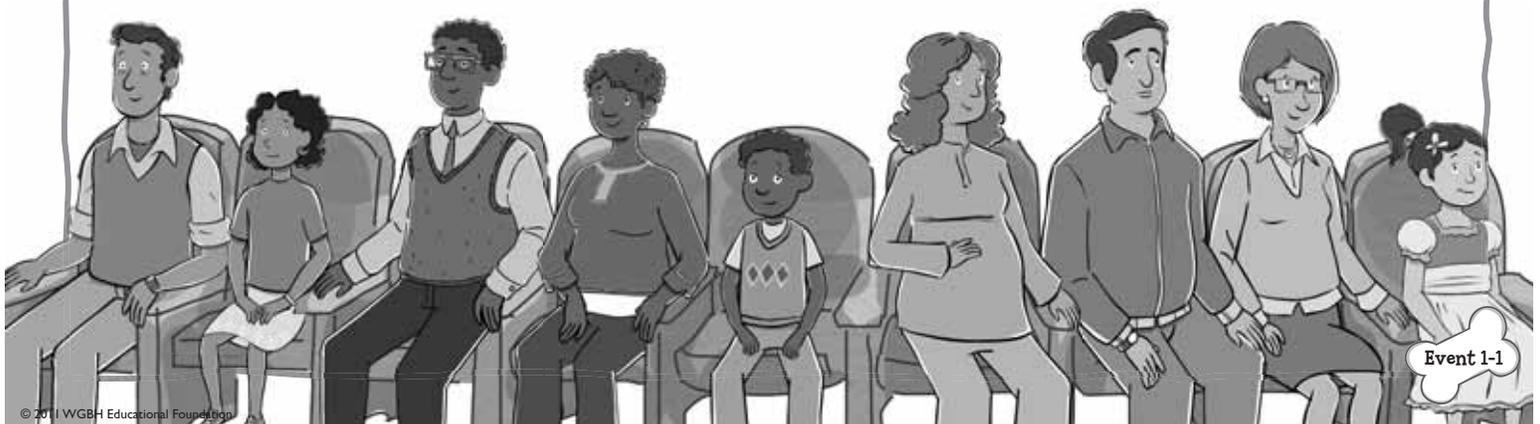
### Plan the Viewing Party

**Set a date.** Choose a time when young children and their parents and/or caregivers can attend, such as in the early evening or on a weekend. Plan for the party to last one to two hours—enough time to watch a 12-minute episode, participate in activities, and enjoy snacks.

**Select an episode.** Episode descriptions are available online at [pbskids.org/martha/parentsteachers/program/episodes.html](http://pbskids.org/martha/parentsteachers/program/episodes.html) (note each episode consists of two 12-minute shows). You can view episodes for free at [pbskids.org/go/video](http://pbskids.org/go/video). Some episodes are available for purchase and download from the iTunes® store. Visit [pbskids.org/martha/parentsteachers/schedule](http://pbskids.org/martha/parentsteachers/schedule) to find out when and where MARTHA SPEAKS airs in your community, and encourage families to watch on their own.

**Find a space.** Estimate how many people will attend the party and choose an appropriate location where the episode can be viewed. You may need a DVD player, a projector, or some other setup for group viewing. Reserve the space if necessary. Post signs on the day of the event to help people find their way.

**Publicize the event.** Use the stationery (see Promotional Materials) to create flyers and signs. Display them in the children's room, at the circulation desk, and elsewhere around the library. Include the party on the library's events calendar and feature it on the Web site. If your library has a local cable show, mention it there, as well as on your library's Facebook and Twitter accounts, and on other social networking sites. You may also want to send an announcement to your local newspaper and, with permission, display flyers at local schools and stores, including pet stores, groomers, and veterinary offices.

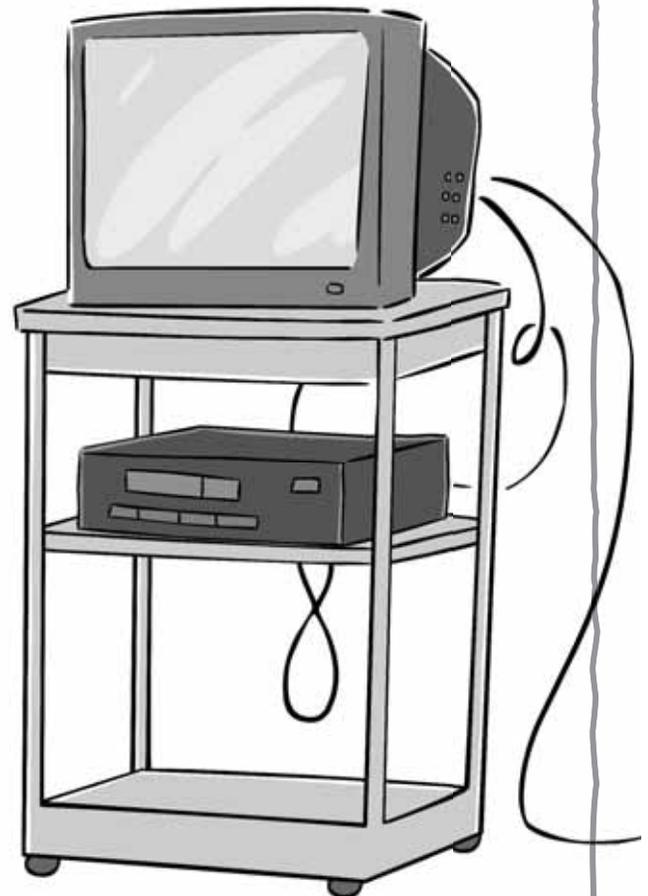


**Prepare giveaway items.** Children will enjoy having goodies to take home with them after the viewing. You may want to print out and make copies of the following:

- MARTHA SPEAKS coloring pages (available at [pbskids.org/martha/prints](http://pbskids.org/martha/prints))
- “Hello, Doggy!” activity sheet (see session 2)
- *How Martha Became a Talking Dog* and *Meet Martha, Her Family, and Friends* cartoons (see Welcome to the MARTHA SPEAKS Read-Aloud Book Club)
- Martha Puppet template (see session 7)
- “Doggy Book List” (see Supporting Materials)
- Stickers (see Supporting Materials)
- Character cards (see Supporting Materials)

Parents and caregivers may want to learn more about MARTHA SPEAKS and the vocabulary focus of the show. You can include items from the Parents and Teachers section of the MARTHA SPEAKS Web site, [pbskids.org/martha/parentsteachers](http://pbskids.org/martha/parentsteachers), such as the *Program Summary* and *Viewing Tips* (available under About the Program), or the *Family Activity Booklet* (available in English and Spanish in Activities & More).

**Offer snacks.** If you want to provide snacks, you may want to check with local supermarkets, bakeries, catering companies, or restaurants about donating food, drinks, and supplies. Consider providing pre-wrapped snacks, such as granola bars or crackers, to avoid spreading germs, as well as individual juice boxes or water bottles. As always, be mindful of food allergies and prominently mark items with nuts, dairy, wheat, and other common allergens. You may want to arrange for a volunteer or staff member to assist with serving.



### Day of the Viewing Party

**Decorate the room.** Display dog-related books, such as titles in the *Martha Speaks* series by Susan Meddaugh, plus other picture books, fiction, and nonfiction books about dogs. Since children of various ages may attend, provide a range of titles (see “Books About Dogs” Book List in Supporting Materials). You may want to display drawings and writings created as part of the Read-Aloud Book Club.

**Prepare the space.** Make sure there is enough seating, and that children will be able to see the screen. If you are providing snacks, put them in a designated area that can safely weather a few spills and crumbs. A tablecloth in one of the MARTHA SPEAKS “colors” (bright green, yellow, or red), or decorated with paw print stamps adds a festive touch.

**Gather the group together.** To set the mood, stamp each child’s hand with a paw print as they enter. If children are familiar with the opening *M-A-R-T-H-A* song from the Read-Aloud Book Club, have them sing it together. Tell guests about the Book Club and briefly present the MARTHA SPEAKS series. You may want to include information about the series’ educational mission: To help children learn new vocabulary as they enjoy watching Martha’s adventures with her friends and family. Then introduce the episode. You may want to mention some of the main characters in the episode, their relationship to Martha, and why Martha is able to speak. Ask kids to listen for new vocabulary words while watching the show.

Following the episode, ask children what new words they heard during the show. Point out any of the children’s work from the Read-Aloud Book Club that is on display. Don’t forget to provide basic information about the library, including how to get a library card, hours, and additional services the library offers.

**Wrap up.** Thank people for attending and encourage them to borrow any of the dog books on display and books on other topics. Distribute giveaway items or remind people to stop by the area where they are available.

### After the Viewing Party

**Debrief.** In a quiet moment, make notes. Evaluate for yourself, or with a colleague, what went well, and what could be adjusted. Use this knowledge as you host future events.



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