Event: Video Book Trailers As a Way to Reel in Readers
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Todays webinar is entitled video trailers as a way to Reel in readers. Your presenter is Beth Gallaway. Beth is currently the assistant Director of The Massachusetts public library. As an independent library consultant, Beth instructs librarians on how to run teen programs with all types including gaming and game design, creative writing and teen read week and teen tech week. She's a continuing education provider for Simons college graduate school of library and information science and for the young adult library services association. I'm happy to introduce Beth Agllaway.

Thank you so much Eileen and thanks Chuck and Stanley to help set this up. I'm so excited to see 73 and counting participants. Today we are here to talk about video book trailers. We do have a short agenda. We're going to have an introduction to book trailers, go over some obsticles and challenges, see some best library practices, talk a little bit about creating book trailers, and we'll have some time for you to ask questions. Please do post questions to the chat as you have them. Be aware I may not address them right in context but someone from info people will be tracking them so that we can address them at the end and I'll try to keep the talk to 45-50 minutes so we do have plenty of time for Q & A.

A little housekeeping, there's a few interactive elements built in, so please do take advantage of the Polls and the chat box when I ask or prompt you to do some discussion.

Just a quick show of hands, whose seen a book trailer? Should be able to click on the little hand to indicate that you have. The image that you see on the screen are screen shots from a book trailer for a children's picture book called "don't let the pigeon drive the bus." You can see by looking at those three screen captures that a book trailer can be a combination of animated images, captions, and live action, so that's why I wanted to show this one. If you do want to see any of the trailers I talk about info, a link has been provided. Do I see hands going up?

A quick Poll. What is a book trailer? Is it: A vehicle used to cart books around? A sequel? See a video used to promote a book, particularly a book that hasn't been published yet, all of the above or none of the above. Please select your best answer now. A book trailer could be a cart. I mean trailers have wheels. They Tow things. It could also be a sequel. Something that trails, follows, right? It could be a sequel. Hopefully, you're all here today to talk about videos used to promote books. Could be any and all of those things or maybe you have your own answer for what a video book trailer is. Let's see if we have some results.I'm not seeing results. Hopefully you're all here because you think it is indeed C, a video used to promote a book, particularly a book that has not yet been published, a book trailer traditionally is more of a Marketing Poll, and I can see over 50% of us here are in agreement that it is indeed a video used to promote a book. Usually a book trailer is a short 30 second digital video clip that tells a little bit about the plot setting and/or characters of a book and it provides some hook, almost like a book talk that tells why the reader might be interested that particular title. Essentially a book trailer is an ad for a book in video format. You can also think of book trailers like a movie preview for books. The term book trailer is actually a trademarked term and it's owned by Sheila Clover of Circle of 7 productions. Book trailers have been around for a while. The first one to be

played publicly was at a book convention in Louisiana and for the book Dark Symphony. So book trailers have been around since around 2002 but the term didn't catch on until maybe 2005 when online video became more and more popular, in sites like MySpace, YouTube and I-film allows for videos to be created and uploaded by users and then viewed by the public, creating a market for book videos as a promotional tool. A book trailer can be very basic like simple still photos set to music, make it with a caption or text to convey some of the plot elements or they can be fully fleshed out, full production, live action videos with special effects, sound tracks, all of that sort of thing. You'll find book trailers on many video sharing website including YouTube and teacher tube and you can also be aware there are special websites dedicated solely to book trailers and one such one is I didn't link to it in our PowerPoint. It's bookscreening.com. I'll post that right now in the chat. Www.bookscreening.com is a site dedicated exclusively to online video book trailers.

So if you're working in the library you may be at this point wondering why in the world would a library be interested book trailers, about books, right? Not video. Let's load up the Poll and see who thinks that video book trailers are a good idea and some potential uses for using them in your libraries. Can a book trailer possibly be used to market books and publicize local authors? Perhaps it creates a programming opportunity. Maybe it helps us jump on to the shift, for shifting from the idea that we just provide content, we actually help create content. Perhaps libraries are moving to more localized personalized collections instead of more generic collections. Maybe book trailers could be of interest to libraries for all of those reasons, or perhaps they are not of interest at all and that's a conversation we can pursue in our question and answer period. Do we have some Poll results? What do people think? Why are book trailers and libraries a good match?My vote and the majority of you are in agreement a library would be interested book trailers for all of those above reasons. I think we are consistently poor in the library field, at Marketing and promoting and book trailers are great Marketing promotional publicity devises. They help advocate your library through branding. You have a note at the end of your book trailer with your library, logo and website on them or you can post them to your library Facebook page or library YouTube channel, places where your users already are to promote the things your library is doing and the material your library has. Book trailers can also help change library focus from simply hosting or holding or providing content to actually creating some content.

Book trailers can create programming opportunities in a variety of ways. Viewing: You can simply have a program where you hook up your digital projector to a computer connected to the internet and project on a big screen and show some book trailers from a variety of websites. You can invite viewers to talk about each one after you show it what worked, what didn't, what would they have done differently. You can invite The Viewers to vote on a favorite and you could do this in person. You could have an event around just watching book trailers. Treat it like the Oscars. Ask people to dress up, have popcorn, give out some awards, and maybe you don't have the meeting room space or the technology to do that, or the time. We're very busy in our libraries today. You could hold an online viewing of video book trailers, simply create a list of links to trailers that you think might be of interest to your target population, label all of those trailers or host them on your own site, and then create a short Poll. You could use a free tool like Survey Monkey so that viewers can vote on a favorite or create multiple categories. Best use of photo and music. Best use of live action. Best animation. Most funny book trailer. Most moving book trailer. The book trailer clips that you see on the screen is from a teen Novel called In the Eyes of God, by Sheila Jackson and this is a Novel about identity and self-perception.

Video trailers could also be used in conjunction with book talks. Those formal chats that you do that convey plot standing and character along with the hook but why a book might be of interest. You could show book trailers to your book discussion group when you're trying to get them to select titles to read for the next six months or coming year. You could use book trailers as part of your formal in classroom visits to get kids excited about reading in an entirely different way. Another programming opportunity with book trailers is instruction. If you're comfortable you can teach library users how to make their own book trailers. You can do it in a one-time workshop using one of the simple tools that I go over like windows photo story or even PowerPoint which we're using right now for this presentation or you could have a week long camp, say over school vacation week or during summer vacation and ask people to come back for an hour a day to work on a more elaborate production. Once you have some library users creating content then you can create another programming opportunity out of that. Your viewing could be things that local library users produced or you could create a contest where people who are creating trailers at the library focus on a particular scene like your summer reading program theme or a particular genre like horror, or maybe everyone makes a trailer for the same book and you vote on what's the most effective book trailer for that title. Or perhaps you focus on a particular author, or it could be open ended. Any title of their choosing. Create a bunch of categories, select maybe celebrity local authors or key users of your library to be the judge panel to give out awards for your book trailers, and don't forget to have a crowd favorite vote so that they also get a say in what they liked the best.

Libraries are shifting from the idea of simply providing content to actually creating content and you may have heard library 2.0 is a buzzword for a while and in fact I think info people did a whole suite of classes and workshops around this topic. The idea that as the internet evolved from a static passive format to an interactive and dynamic format, libraries also begin to shift from just providing content to empowering citizens to create their own content, their own media. Content creation in libraries ranges not just from video but includes homegrown magazines, self-published books, creative writing contests, digital audio podcasts, video game design, and digital scrapbooking. And video book reviews and book trailers are just the next evolution I think of that shift.

Citizen created media is huge and the content creation that teens, children and adults will get out of doing book trailers at your library are going to be building literacy skills because you have to be able to read and write to get started. You have to have read the book to make a trailer about it. You may need to be able to read and evaluate information, to do research to get started, to figure out how to use a program, and then to figure out the next step in your production. Classes in libraries naturally tend to include conversations about things like privacy, intellectual property, infair use and we can also teach responsible ethical use of the internet through a class on how to make a book trailer. We can talk about having safe user names when your teens set up YouTube accounts to upload their video to. We can talk about writing for permission to the author and publisher, to use content from their book, or even to create this derivative work based on their book.

No one is going to come to a workshop on intellectual property but they will come to a book trailer class and you can slip some of that stuff in as just in time learning. Finally, I see that libraries are shifting from cookie cutter type collections to providing unique localized collections as well. What kid at your library wouldn't love to see his or her name in a library catalog or database listed on a DVD of video book trailers produced by the teen advisory Board and available for check out to

friends and family. That content that they create, it can be put online, yes, but it's not a femoral. It can be archived at the library contributing unique material to your libraries local collection.

Some additional benefits of video book trailers. What the heck does video killed the radio star mean? Well each generation has a preferred medium and video has remained a strong preferred medium for a number of years. Reaching library patrons via viral video keeps the library fresh, current and relevant and imparts information in a preferred medium. Book trailers use one medium, video, to promote another, books. Book trailers fill developmental assets and I'll talk a little bit more about that in a minute.

The search institute, a Midwest Research organization, has created a list of things that youth need to grow into healthy, well-adjusted contributing members of adult society, and libraries can use the list of developmental assets to justify many new programs, services and activities so when you go back to your Directors and supervisors and ask about doing book trailers, we'll look at the developmental assets list to see which ones apply. If you didn't get it already, it is available as a handout on the info people webinar website.

Finally, video production is surprisingly cheap and easy, and it can be quick too. So in times, such as we are in, where staffing is an issue and money is an issue, video book trailers may be something you can pull together as an easy, cheap successful program. You can get into it on a variety of levels from just learning the type of dialogue into a website that will generate animation for you, to scripting, casting, directing, editing and producing live action short films. Many of the tools I'll talk about are free, or cheaply available, and you don't need a fancy camera to do any live action because many cell phones and digital cameras now have video capability built in, plus the amateur look is in. These things don't need to be slick to be cool.

This slide is probably very hard to read if you didn't print out the handout. I'll just go over a couple of these developmental asset categories. The focus here is teens age 12-18, but the search institute has designed developmental assets lists for a number of age-groups. Early childhood age 3-5, kindergarten through third grade ages 5-9, and middle childhood, ages 8-12. The asset categories remain the same. Kids need support, we need empowerment, they need boundaries and expectations. They need to use their time constructively. They need to be committed to learning. They need to develop positive values. They need to have social competencies, and they need to develop a positive identity. The assets and activities within each of those eight categories do change a bit according to age. Those of you who did print out the handout please take a look at it now. And if you have any ideas for how we could connect book trailers to supporting a developmental asset, please feel free to type it in the chat box. I'm going to share what I came up with.

Under support, book trailers, help build other adult relationships, because there's mentoring that's going to go on at the library as part of the teaching and instruction process. It shows that the community values youth, because book trailers can celebrate youth created content. It uses youth as resources. In a book trailer workshop remember that everybody can be a learner and everyone can be an instructor. The librarian doesn't have to have all of the knowledge and information. It's very easy to say, I don't know but let's look it up or maybe this teen over here knows the answer to that. You can have peers teaching one another or high school students teaching middle schoolers how to create book trailers. It builds the adult role model asset, because librarians demonstrate appropriate use of digital

media and good internet citizenship. Book trailers build high expectations, where the adults expect the students to excell and empower them to be successful. Book trailers could have school engagement. It's always great if you can partner your programs with your local school librarians and we may have school librarians in our audience today, right? There's learning engagement at the public library level where book trailers could be part of the curriculum in the school environment and used in lieu of writing a book report. Book trailers support reading for pleasure because they're all about books and you can't make them without reading. Book trailers impart responsibility because the participants have to take responsibility for creating their productions ethically and for completing their work. There's planning and decision-making skills that are built because content creation involves many critical thinking skills, and finally, depending on the book, there may be cultural competencies that come into play. The reader may gain understanding of and empathy for those different from himself or herself.

These developmental assets are all supported by the young adult library services association. I think it's important to remember that when we want to incorporate new things into our libraries, one, we have to let something else go so you want to think about what book trailer production might replace for you but sometimes we also have to justify why we want to do things and building developmental assets is a great way to push things for youth through.

There are some obsticles, potential obstacles and challenges with book trailers so let's address a couple of those. Another Poll: Which of the following do you think might be an obsticle to creating book trailers at your library? Here are some of the areas you might want to think about. Staff expertise, the time involved to learn how to do it, plan a curriculum, actually produce these things, and then do something else with them, space, maybe you're going to have in person meetings or a showing. Maybe you're worried about online space if you're going to be hosting them. Maybe your concern is about equipment. You don't have a SmartPhone, the library doesn't have a digital video camera, you don't even have a fast computer, what are you going to do? Maybe your concern is more money, to pay for expertise or rent space or purchase new equipment. Maybe you're more worried about permission. Is it okay with an author if we make a derivative work of their intellectual property. What happens when a kid wants to use a copyrighted or trademarked image? What are we going to do about someone who wants to use a whole song without permission in their book trailer? What about the IT department? Are they going to be supportive or think that it's a bad idea to download and install new software?

Oh, IT seems to be a sum blink block for some people, and expertise, I can understand being nervous at the idea of adding new things so let me address some of these one at a time. We'll start with IT. I think the first thing you have to do is make friends with your IT department. Sometimes they have a security, I'm not sure what the word is, attitude, concern maybe where things get very locked down in your system or you just have one person in a large system, they get spread very thin, maybe you aren't allowed to download and install software on your libraries computers, maybe there's no money for upgrading or IT is unresponsive when you ask for new things, so I think the best thing you can do at your IT department is start by maying friends with them. Keep them in the loop, when you want to do new things. Be able to advocate clearly why you want to do something and why it's a good idea and a value to the library. Ask not just for everything to be unlocked but for something specific to be unlocked, if the issue is no, we can't grant permission for people to download and install.

Start with thins that don't need to be downloaded and installed. When we talk about tools I will show

some that are what's called the web as a platform so all you need is an internet connection. Consider going off site. Maybe your public library, IT isn't cooperating but the school library has a great computer lab with better equipment and less restrictions so going off site could be an option.

In terms of expertise. Oh, let me say one more thing about IT. Maybe they can be involved. Maybe instead of just unlocking something or allowing you to download and install, maybe they want to help out. Maybe they have expertise and can help teach, so bringing them in the loop and helping them to become part of a solution to your problem is always key.

Expertise. Video production takes time to learn and it may not come easily, so adopting an attitude overall in this together and letting I don't know but we can look it up become your mantra are key because everyone is a teacher and everyone is a learner. It's okay to have workshop-style classes where you don't follow a set curriculum, but instead say well let's all try this together, or everybody work on your own and then when you figure out something really cool, take turns symposium style for each participant to show what they just figured out that's new and different. You don't have to run the whole show. Relink wish a little bit of that control and you'll feel a little bit more comfortable about being out of your element. Bear in mind that video may just not be your medium. Text comes much more naturally to me but because I'm interested and willing to try that goes a long way.

Time. Learning new techniques takes time and participants may not use time in the workshops wisely so coming up with a finished product everyone is happy with may take a while. Just be aware of that that sometimes is a lot of fine tuning and the whole thing doesn't get done.

Space can be an issue if you're planning to meet in person. You might want room to work in groups and talk or a facility that has both staff and equipment. Computers are required for using software whether that's downloaded or online, and for any editing but remember you can point, shoot, and upload with no editing with a SmartPhone and an internet connection would be required to download software or use web as platform software, as well as to upload and share your creations. Book trailers can be made on a shoe string budget, so money really isn't too much of an issue. You may want to consider upgrading hardware or software, and I'll talk a little bit more about permissions in a bit.

Can you think of additional challenges that may come with making book trailers, and if you post the challenge I'll hope somebody else will say, "how can these challenges be overcome"? I am keeping half an eye on our chat room here. Any other challenges or issues that I didn't list that are concerning you at this time?

So if we're doing live action book trailers, yes, parental permission could be an issue and I'll talk a little bit about that with permissions. Server space could be an issue, yes but if you're storing online that takes care of that. Oh, and even getting the teens interested could be a challenge. Yeah, again, this is true of any program you do for any age work. What works in one community won't necessarily work in every community. I say give things two or three times before you decide nope, not going to work with this group, time to move on, maybe something that could be part of a curriculum assignment to get people interested, maybe something your teen advisory Board could do as a special project and I'll talk a little bit about copyright and permissions.

Getting teens to read a book period to make a trailer, yeah, that could certainly be an issue as well, but

maybe straight video production workshops could also be something to consider. Let's talk for a few minutes about permission because we do have a few issues that have come up in the chat. I haven't seen anything that says that you have to write and request permission from an author to make a book trailer about their book. You would think that they would be happy someone would take their work and promote it for them and sell more books, but not necessarily. I think it's a nice courtesy to always ask the publisher for permission and they can check with the author, whoever else they need to run it by. Technically a book trailer could be considered a derivative work. Now, there are authors out there who when they have a new book coming out will host a book trailer contest on their own accord and offer free books as a prize, so you may want to start there, find authors that have new books coming out or that are doing their own contest and get your local group of people whether it's adults, teens, or kids, to make trailers for that author specific contest. If you want to skip writing and asking permissions, then you can use things that are in the public domain. Classics, fairytales, tables, etc.

If you're using photos, you have to request permission from the copyright holder if you're going to use a photo that isn't yours in your book trailer so if you don't want to be sending e-mails asking permission, you can go to websites that already have note ares with permission to use them in that way built right in and one such website is creative Commons. I've got a screen shot for it. The website for those of you not familiar with it is www.creativecommons.org, and they not only have photos, I just posted that link to the chat for you. They not only have photos but they have music, video clips, as well as all kinds of images. A creative Commons license is sometimes referred to as copy left and it's content that was created with permission to use it in specific ways to post it for free, to post it for a fee, to post it with permission or without permission, to alter it or not, those kinds of things. Keep in mind now that some music that you buy from iTunes if you pay just $.30 extra, that comes with a license to use the work or share it. You can skip all of this by simply having the kids take their own photos because then they own the copyright to that stuff or having them compose their own music.

Permissions for actors, so somebody asked about parental permission slips. I do have one I could share and send to put up on the info people website. We have a very basic media release format my library where parents check off, yes you can use my childs voice for podcasting, yes you can use my childs image and photo yes you can use my childs image on video, and then we say, in library use only or it's okay to put on the internet and we have a general policy we don't use peps names or locations. So yes, you could create some kind of form for people for minors and for people over the age of 18 to sign off and say it's okay for them to be participating.

Stuff you need to make book trailers. Hardware, software, and then some other stuff. You don't need to run out and buy a brand new I-Mac. Professional tools are nice to have but they can be complex to use and they don't necessarily make a better book trailer. Take advantage of free wear. One I like is scratch because it was designed by MIT, free to use and it's designed to run on slow computers like we find in schools and libraries. You can use cloud computing tools which I'll talk a little bit more about where the content creation is done completely online and even fee software, like Camtasia, screen capture softwares, have free 30 day trials. If you don't have your own hardware you can borrow from somebody, a library staff member, the local cable Company, the local high school, another community organization that might have a camera you can use. You can purchase, although flip video is going out of business you can still find flip video cameras for about $169 online. You press one button to record, one button to stop, flip the camera and a USB port pops out, plug it into your computer and the digital file is on your computer to edit or upload. You can try Craigs list, eBay

or Free Cycle for gently used equipment. You don't have to have the newest and the best.

In terms of other, if you don't have money to buy fancy lights for your live action production, go outside and take advantage of the sunshine. If you can't find actors, certainly you aren't going to hire people, right but yes get youth to participate for community service credit and again have parents sign release forms to get their childs image captured on audio or video. If looking for props you can build your own, have them loaned, or donated. So what are libraries doing with book trailers? Let's talk about a cup different examples. There's one that use flip digital video cameras to run a read flip win contest. One who held a book trailer screening party. One who actually did book trailer creation as part of their curriculum, and then I also want to talk very briefly about video book reviews which are a nice alternative if book trailers is still sounding a little too intimidating.

The sugar hill elementary school did slideshow book trailer creation using a free program called Animoto. They had their students create free accounts at www.Animoto.com. You can actually create an educator account with Animoto which gives you all access to the software. The students selected books, the teacher and librarian showed examples of Animoto book trailers and they talked about how the book trailers highlighted the main points of the books, built suspense, didn't include spoilers, and motivated other people to read the book and they talked about how images were purposefully selected to make people want to read the book and then they showed their students the creative Commons website, and they went to Flicker, an online photo sharing application and had them look for creative Commons photos in Flicker. They picked about 10-15 images a piece. Some kids used Google image search and remember with Google images you can limit to safe search. The students had to make a citation page that listed the URLs for every photo they used, and then using Animoto, they just uploaded the slides in the order they wanted them to appearand deleted what they didn't want. They could spotlight certain images and duplicate others. They could add text captions at key points and you'll see from the example, this is an adult book, dear John by Nicholas Sparks. There's a little bit of a caption, an image and then a picture of the book that I've chosen as still to represent this particular book trailer, so a combination of photo slides and text. They could select music from Animoto's collection of digital music that's already copyright safe or they could add their own copyright appropriate music and then hit one button and Animoto puts together a musical slide show for them.

When you go to Google, Wendy has a question about safe images. When you go to Google, you click on a settings button or an advanced button where you can make Google do a little bit of filtering for you, so you can set all of your Google searching to I think safe, moderate, or no filtering. So that can help rule out some potentially embarrassing photos that kids might find. Again, you could also limit them to photos they take themselves.

The read flip win contest is something that the King County library system has done. For three years now and they've actually created their own Facebook presence for this contest. They don't do instruction and instead they simply expect users to figure it out on their own. They ask them to tag all of their entries and post them on YouTube and then tag or label them with read, flip, win and then the library system can go through and link to them all and look at them, thanks for the link, Eileen, and they posted all of the submissions on YouTube but then highlighted the winners on that specific website that Eileen has just posted. They used local, I'm not sure who does the judging for this contest, and I don't think they do a formal screening for it but again its been popular for a couple of years and I think this was last years winner, the absolutely true diary of a part-time Indian by sherman

Alexi, and this is another Animoto created one so it's static, slides that transition with music and captions. And you can see that in the second shot, there's a photo with text over it but then the third one looks more like a picture out of somebody's notebook, and it has a combination of illustration and sticky notes and writing. So this is more of a contest type program.

Johnson County library system did a book trailer screening party. They had local entries, put their submissions on YouTube and highlighted the winners on a library specific web page. They invited teens to make booktrailers that would catch the judges interest and the judges were local authors who also had to make their own book trailers. The event culmonated in a screening party where the judges voted, they each picked a winner, came to agreement on a winner but also each picked a favorite and allowed the audience to vote on a peoples choice award. The winner I think the winner was Enter the House if you Dare. I'm not sure what book this was from, but the winner got a $50 Visa gift card and then the judges had to show the books that they did trailers for as well and they had to put their money where their mouth was which is kind of nice. Last year, they had 12 submissions and then 40 people attended their event.

If the idea of video production still Terry Fridays you being you might consider a video book review. There's a website called: One minute critic.com and just a guy standing in front of his flip video or cell phone camera in his library talking for 60 seconds about a book, and it's caught on to the point where now patrons are coming up asking to borrow the camera and taping their own 30 second book reviews or 60 second book reviews. You don't have to do a lot of production. You just wear what you wore to work that day, pick a favorite book, and it's just a book talk, the plot and the hook that makes you want to read the book. Anyone at the library including staff and patrons can do this and you don't have to edit. You just post it on YouTube. Very informal, and off the cuff.

So what program do you think you want to try at your library? It's time for another Poll. Are you a fan of the idea of slide show book trailer production using Animoto? A read, flip, win contest where people in the community are responsible for creating their own trailers and submitting them, or a book trailer screening party where the audience gets to vote on a favorite and local authors participate, or do you think no, I think maybe just talking on camera for a minute is best for me, because there's no editing involved at all. Not a lot of planning, not a lot of space to reserve, no instruction, just quick and easy.Vote on your favorite, now! Maybe you still need more information, like how do you make a book trailer anyway, really?And we've got some results. Got over 100 people at this point, so click as quick as you can. While we wait for those results, there we go. Oh, no answer yet. Okay, so it looks like slide and book reviews is equally popular.

In creating a book trailer, you'll select a book, decide what style you'd like to use, animation, live action, etc., script or story Board your idea, record or create, do a little bit of editing, and then post it for the world to see. Some of the thins that will influence these decisions might be software needs, hardware needs, time constraints, and budget constraints as well as your own comfort level.

In selecting the right book you want to think about how it appeals to the audience, is it dramatic and permissible to use. Jennifer, I'm not an expert on copyright so I'd say it's possible that some percentage of the book could be shown without published permission. Again, I always think it's a nice courtesy to ask and to let them know you're going to be doing it. So the 14 Cops for America is dramatic and it's a true story which means they could find photos about the story that the picture book

was based on to incorporate into their book trailer.

You probably are familiar with a script in something that would be used in a play or a movie and I'd think you'd use a script, a text document that includes setting the scene, describing your cashes and action and writing out your dialogue if you're going to do a slide show or computer generated type of book trailer. It's good for you to follow as you make your production.

A story Board is more like a visual map that shows each scene allows you to plot out your digital story in a very visual way. You can look at how the action will happen from scene to scene, help develop your story, decide on what kind of camera angle you want to use, maybe even do it in full color and try it on color and costume and that sort of thing. A good story Board helps you to plan out the impact and dramatic impact that you're trying to have in your audience and that's probably better for live action and animation. A few things to think about, how long an image can stay on the screen. Usually, book trailers are 30 seconds so probably you want to have each scene Orem age about three seconds in length and the script or story Board will help with pacing.

Some of the tools you'll be using I've already briefly touched on. Animoto is free. For $5 you get an account that allows you to do book trailers longer than 30 seconds, allows you to upload slides and images and set it to music and it zooms out, pans away, does some neat dissolve kinds of things and the Nine Lives was a book trailer made for the book about a cat who touched many peoples lives. Animoto is popular because it's really easy to use. If you can read the screen and upload you'll have no problem with Animoto. One criticism is sometimes the last little five seconds get clipped off, so keep that in mind in terms of length. Maybe even though it says you get 30 seconds plan on 25.

Windows Photo Story is similar to Animoto, a flee slide animation tool from Microsoft designed to work with Windows specifically and it also allows you to upload, to move slides around, to add music. So these are comparable. One you download, one you use entirely online. This particular book trailer was done with Scratch, the designer of the trailer uploaded a digital image. You can see the first slide is, the first scene is text, the second one is an image with some silhouettes imposed on it and the third one is text with original characters drawn in scratch. Scratch is neat because it comes with its own music composition tool and allows you to switch between characters to simulate motion, allows you to change backgrounds, to mimick a scene change and allows you to draw your own characters and backgrounds and add speech bubbles and captions and you can import your own photo audio and video clips. Did I mention it's free and built to run on library computers and school computers? Scratch is a great tool.

[INAUDIBLE] is a tool you might use if you're trying to do cinema style video book trailers. You would play a video game and arrange your game play to mimic scenes from a book. It's video game screen capture software from a Company calledBepa, and the book the icebound land, this is Mike Number 3 in the rangers apprentice series, I'm not sure what game they use but this was a boy playing his video game whose able to detect scenes from the book that were compatible with the game play and then he recorded those into a digital file, strung them together, added some captioning, and was able to produce a video book trailer, and this is also one that you can see online. And he just did it for fun.

If you're going to be doing some editing, then you may need something a little bit more powerful.

This image is from I-movie, which of course you have to pay for, but I'm talking about editing and adding subtitles or captions, adding music or sound effects, adding voiceover, segwaying from one scene to the next and the screen is all about different transitions you can do, dissolves and simply reorganizing the content to tell a more effective story, cropping or enlarging, zooming in or zooming out, slowing down or speeding up the action and adding other special effects. You can't do a book trailer without doing any video editing but these are what makes your production look a little more professional and adds a little more excitement. You can do all this kind of editing with I-movie which ranges from 49-$79 depending if you're upgrading or not, and chronicles of Vladimir Todd book trailer was made using I-movie. But it looks very much like Animoto, they actually didn't do anything very fancy with it. It's slides and music. And Wind Es Movie Maker I believe is a free tool you can use to do video editing, same kinds of thing, adding a sound track, adding a caption, reorganizing video clips, that sort of thing and the sense ability and sea monsters is an action book trailer that I believe was made with Windows Movie Maker and you can kind of see in the second scene that sea monster coming up to the main character.

Sharing is all about uploading. One of the screen shots is from the King County library systems read, flip, win contest. Their Facebook page, the other one is the YouTube channel. You can post online YouTube, teacher tube or another video sharing site and add to on your library website or Facebook page. Put your creations on local cable, show it as screening or burn a DVD. Maybe the DVD can be on auto run right down by your circulation desk and playing over and over.

So I hope I've given you some things to think about, concerning video book trailers, and I hope now you'll fee free to ask some questions that you have or maybe that we'll post some of the ones I didn't address in the last 50 minutes.What questions do you have at this point?

Thanks, Jackie. It is just an off view. I will say that I am going to be offering a full month long online class to info people during the month of October. We've got a slide coming up about it so if you want to do some hands-on stuff guidance, that's what I'll be doing in October. The chat web links access to after this session is over. I'm not sure if info people compiles that. If they don't I would be happy to and then share a link and we'll also yes send a permission slip example and put that on the same page and I can just make that a handout and we'll add it to the link that was shown on first slide which I can switch to really quickly maybe for a minute.So those will be at info people.org/training/video book trailers. There are many ways to put book trailer videos into your library catalog . thanks, Amanda and it may also depend on your catalog as to whether you can embed that kind of content. I'd say if you have something that's open source, yes that may be very easy to do. I mean, that would be great to be able to search a book in your catalog and have user generated ratings and review as well as that trailer link. Once again handouts and PowerPoint are available at info people.org/training/video underscore book and trailers and we've just posted it again in the chat.Other questions? These are great questions. Were there some things that I missed during the discussion? Maybe I'll just take a quick run through the chat and while you're all thinking of other questions I will do a quick plug. If you want to know more about book trailers, you can register now for Reel in readers. Please note that this course is designed to accommodate a number of learning styles, comfort levels and technology access levels and you'll be able to select assignments ranging from simply watching and commenting on trailers to using tools like YouTube and Animoto on a very basic level to actually scripting and story Boarding and we're hoping that everyone will also actually produce at least one digital video project but that could be a video book review and animated slide show with music and captions, a

cinema or scratch generated animation projector a full blown live action trailer.So I hope people won't feel intimidated that they can't do video production. Because like I said it's not my natural forte either but I can do it, and so can you. Is anybody doing it already?

Why don't we do a show of hand the if anybody has done a book trailer and if they have if they want to paste the URL into the chat then everybody could look at it.

Barbie book club video.

Oh, Kim if you have a link, we would love to see them.

Yeah, be sure to share the links in the text chat and we'll put that up on the website.

Fantastic.

She's looking for it. Good.

Good.

I put a link up to a blog I found that has lots of book trailers so if you're looking to check out a whole variety, find them there.

Great.

And someone messaged me to say we want to do them for teen week is coming up very quickly in October so we don't have a lot of time but what about using the three word format sign on TV. Could that concept be used for book trailers? I have to be honest. I don't have cable. Actually no TV connection so I don't know about the three word format signs but I'm thinking you could do a book trailer that's three slides. Why not? And traditionally it's 30 seconds but it could be shorter than that. So I don't see why it couldn't be something that quick and easy and again, I didn't mention PowerPoint as a tool but you could create a trailer with PowerPoint. Just using a static photo and a caption.

Well I guess the Barbie book club will have to, if you can e-mail us, the Barbie book club link we would be happy to put that in. In fact anybody listening who has book club or book trailers they would like to share with us, feel free to plug them into, text that or e-mail that to us and we'll put them up on the page.

Another question coming in. With Grade 5 students too young to do book trailers? I would say probably not. I've done scratch video game design with kids as young as 4th grade. I'd say 3rd and younger might be, might have a little bit of trouble but kids are actually very media savvy now, today and they may be able to again upload a slide, listen to music clips and select the one you like and hit the go button that's going to make it happen so don't rule it out. You may have to do a little more time, hands-on time helping them, keep the class smaller or consider having some teen volunteers come in and assist. Someone asked about a website that has book trailers that you could watch the show in my library. Yeah, an announcement did have a selective list of about seven or eight different trailers to view just to get peoples feet wet and Eileen posted a link to I think book-trailers.net and I posted one

to book screening.com so there are a couple out there. And I actually had luck just going to Google and putting trailer in quotes and limiting to teacher tube or limiting to YouTube or limiting to Animoto. There are a lot out there.

That's a great idea that some books have QR code links on the back cover.

Uh-huh. Actually that could be a way for a library to publicize the book trailers they've created and if they have a SmartPhone it's going to go right to YouTube and play that book trailer right on their phone.

Well I hope this was helpful and it got some people excited about creating book trailers. Remember they aren't just kids, a couple of examples I had were for adults and while I do have a traditionally youth center focused there's no reason this program couldn't be changed a little bit to appeal more to adults who may be interested this stuff too and here comes the Barbie book trailer link. I'm going to watch it as soon as we're done. Thanks.

Okay, we're at the top of the hour, so I guess we should sign off.

Okay.

I wanted to thank Beth very much and to thank you all for attending and remind you this webinar will be archived. It should be available maybe later this afternoon. We will also put up a copy of the text chat transcript with all of the links and questions people had as well as the transcript from the closed captioning, so thank you all for attending and we hope to see you at our next webinar.

Thank you.

[Event Concluded]