

Video Booktrailers as a Way to Reel in Readers



September 8, 2011

12:00 noon to 1:00 p.m.



Presenter: Beth Gallaway
informationgoddess29@gmail.com

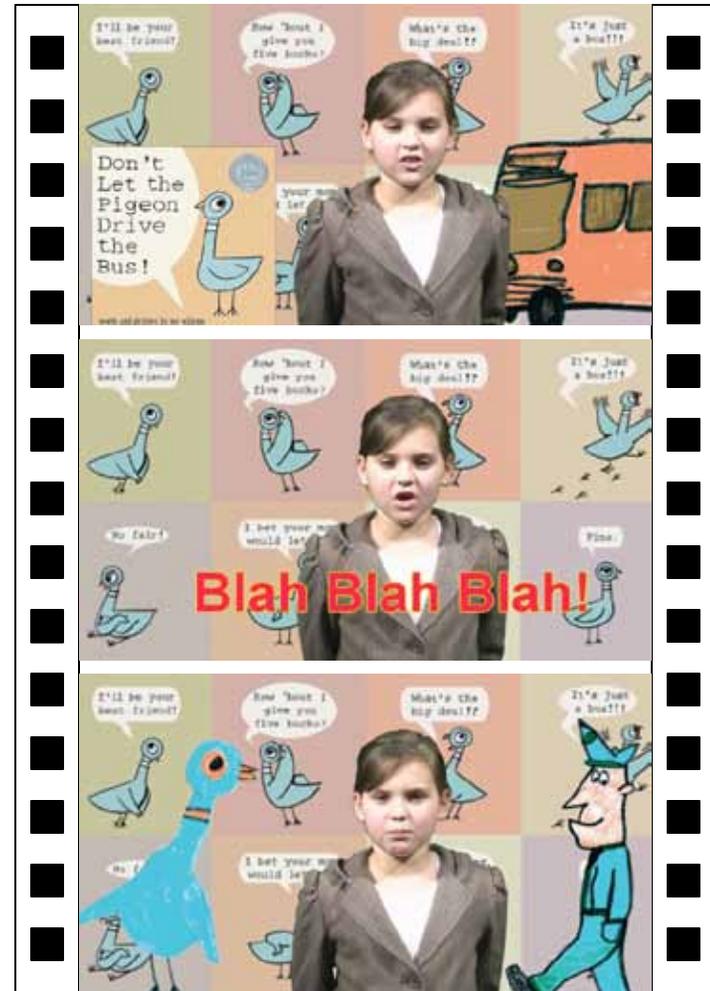
Infopeople webinars are supported by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.

Agenda

- Introduction to Book Trailers
- Obstacles and Challenges
- Best Library Practices
- Creating Booktrailers

Don't Let the Pigeon Drive the Bus
by Mo Willems

vimeo.com/15311744





Poll: What is a Book Trailer?

- A. A vehicle used to cart books around
- B. A sequel
- C. A video used to promote a book, particularly a book that hasn't been published yet
- D. All of the above
- E. None of the above



A Book Trailer is...

- A. A vehicle used to cart books around
- B. A sequel
- C. A video used to promote a book, particularly a book that hasn't been published yet**
- D. All of the above
- E. None of the above

A Video Book Trailer is like a
movie preview for books!





Poll: Why Would a Library be Interested in Book Trailers?

- A. To market books and publicize local authors
- B. Programming opportunity
- C. Shift from providing materials to content creation
- D. All of the above
- E. None of the above



A Library Would be Interested in Book Trailers...

- A. To market books and publicize local authors
- B. Programming opportunity
- C. Shift from providing materials to content creation
- D. All of the above!**
- E. None of the above

Programming Opportunities

- Viewing
- Booktalks
- Instruction
- Contest

In The Eyes of God

by Sheila Jackson

[animoto.com/play/
cIDJUd1CLq7TTo1fltlcQQ](http://animoto.com/play/cIDJUd1CLq7TTo1fltlcQQ)



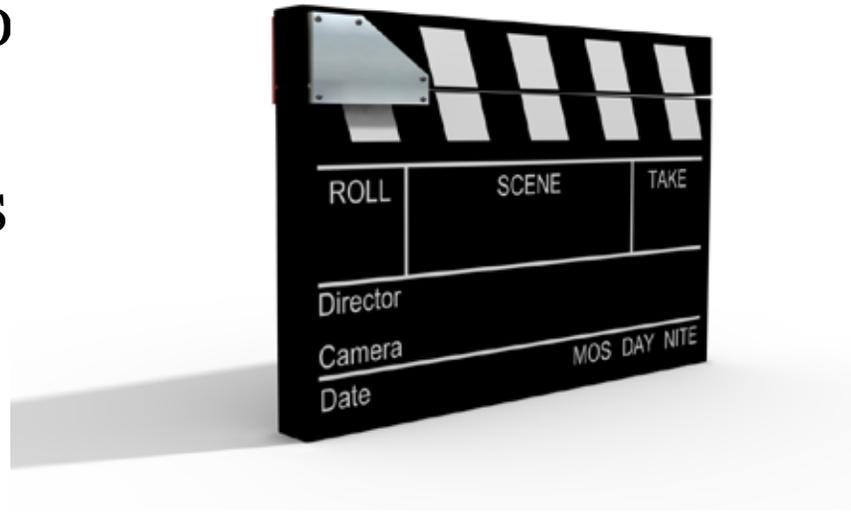
Shift from Providing Content to Content Creation

- Library 2.0 trend
- Citizen created media
- Consumers to creators



Benefits of Video Book Trailers

- Video killed the radio
- Book trailers build developmental assets
- Video production = surprisingly cheap & easy



What Developmental Assets Might Book Trailers Support?



40 Developmental Assets® for Adolescents (ages 12-18)

Search Institute® has identified the following building blocks of healthy development—known as Developmental Assets®—that help young people grow up healthy, caring, and responsible.



External Assets	Support	1. Family support —Family life provides high levels of love and support.
		2. Positive family communication —Young person and her or his parent(s) communicate positively, and young person is willing to seek advice and counsel from parents.
		3. Other adult relationships —Young person receives support from three or more nonparent adults.
		4. Caring neighborhood —Young person experiences caring neighbors.
		5. Caring school climate —School provides a caring, encouraging environment.
		6. Parent involvement in schooling —Parent(s) are actively involved in helping young person succeed in school.
	Empowerment	7. Community values youth —Young person perceives that adults in the community value youth.
		8. Youth as resources —Young people are given useful roles in the community.
		9. Service to others —Young person serves in the community one hour or more per week.
		10. Safety —Young person feels safe at home, school, and in the neighborhood.
Boundaries & Expectations	11. Family boundaries —Family has clear rules and consequences and monitors the young person's whereabouts.	
	12. School boundaries —School provides clear rules and consequences.	
	13. Neighborhood boundaries —Neighbors take responsibility for monitoring young people's behavior.	
	14. Adult role models —Parent(s) and other adults model positive, responsible behavior.	
Constructive Use of Time	15. Positive peer influence —Young person's best friends model responsible behavior.	
	16. High expectations —Both parent(s) and teachers encourage the young person to do well.	
	17. Creative activities —Young person spends three or more hours per week in lessons or practice in music, theater, or other arts.	
	18. Youth programs —Young person spends three or more hours per week in sports, clubs, or organizations at school and/or in the community.	
	19. Religious community —Young person spends one or more hours per week in activities in a religious institution.	
	20. Time at home —Young person is out with friends "with nothing special to do" two or fewer nights per week.	
Internal Assets	Commitment to Learning	21. Achievement Motivation —Young person is motivated to do well in school.
		22. School Engagement —Young person is actively engaged in learning.
		23. Homework —Young person reports doing at least one hour of homework every school day.
		24. Bonding to school —Young person cares about her or his school.
		25. Reading for Pleasure —Young person reads for pleasure three or more hours per week.
	Positive Values	26. Caring —Young person places high value on helping other people.
		27. Equality and social justice —Young person places high value on prioritizing equality and reducing hunger and poverty.
		28. Integrity —Young person acts on convictions and stands up for her or his beliefs.
		29. Honesty —Young person "tells the truth even when it is not easy."
		30. Responsibility —Young person accepts and takes personal responsibility.
31. Restraint —Young person believes it is important not to be actually active or to use alcohol or other drugs.		
Social Competencies	32. Planning and decision making —Young person knows how to plan ahead and make choices.	
	33. Intrapersonal Competence —Young person has empathy, sensitivity, and friendship skills.	
	34. Cultural Competence —Young person has knowledge of and comfort with people of different cultural/racial/ethnic backgrounds.	
	35. Resistance skills —Young person can resist negative peer pressure and dangerous situations.	
Positive Identity	36. Peaceful conflict resolution —Young person seeks to resolve conflict nonviolently.	
	37. Personal power —Young person feels he or she has control over "things that happen to me."	
	38. Self-esteem —Young person reports having a high self-esteem.	
	39. Sense of purpose —Young person reports that "my life has a purpose."	
	40. Positive view of personal future —Young person is optimistic about her or his personal future.	

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Obstacles and Challenges



Poll: Which of the following might be an obstacle to creating book trailers?

- A. Expertise
- B. Time
- C. Space
- D. Equipment
- E. Money
- F. Permissions
- G. IT





Questions for the Group:

- **What are some challenges with making booktrailers?**
- **How can these challenges be overcome?**

Permissions

- To make a trailer
- For photos
- For music
- For clips
- For actors



Stuff You Need for Book Trailers

- Software
 - Animation software
 - Video editing software
- Hardware
 - Digital camera
 - Smart phone
 - Digital camcorder/video can
- Other
 - Lights, actors, props...



www.theflip.com/

What are Libraries Doing with Book Trailers?



Slideshow Book Trailer Creation

Sugar Hill Elementary School

www.hallco.org/etc/index.php?option=com_zoo&task=item&item_id=131

Dear John by Nicholas Sparks

animoto.com/play/yf8BubhLoiCNW8d3VQ5Low?utm_content=escape_link



Read, Flip, Win! Contest

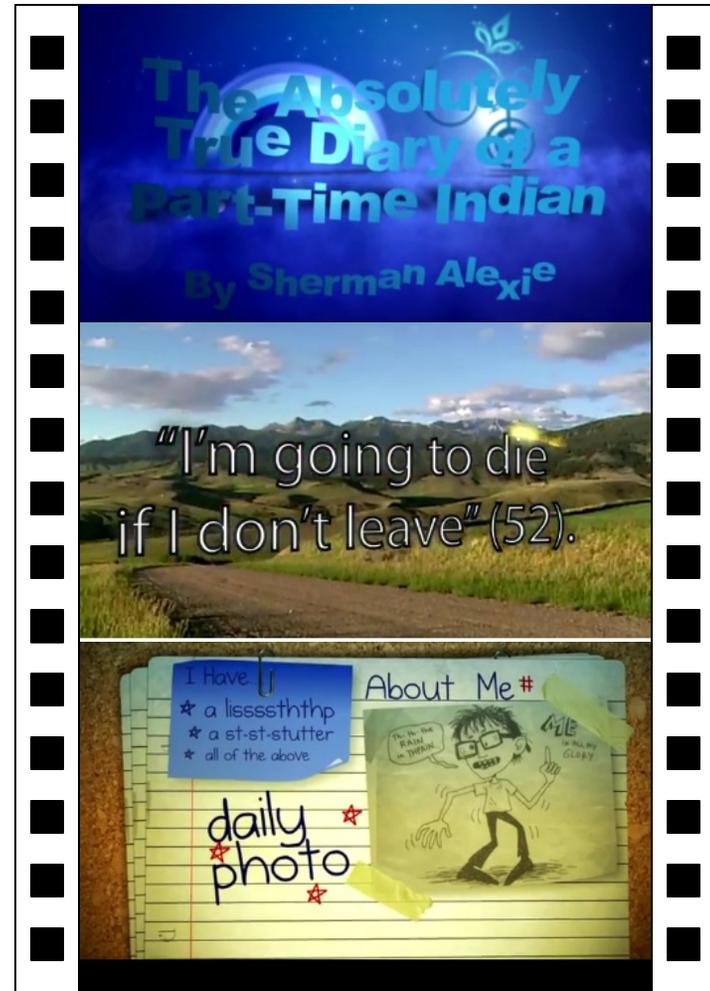
King County Library System

- Submissions

www.youtube.com/user/readflipwin

- Winners

www.kcls.org/teens/rfw/



Book Trailer Screening Party

Johnson County Library
System (KS)

- Submissions:

[www.youtube.com/results?
search_query=jocobtc10&aq=f](http://www.youtube.com/results?search_query=jocobtc10&aq=f)

- Winners:

[www.jocoteenscene.org/
booktrailers](http://www.jocoteenscene.org/booktrailers)



If the Idea of Video Production Terrifies You...

- Consider a Video Book Review!

www.oneminecritic.com





Poll: Vote on your Favorite Program!

- A. Slideshow Book Trailer Production
- B. Read! Flip! Win! Contest
- C. Book Trailer Screening Party
- D. Video Book Review

How Do You Make a Book Trailer?





Creating a Book Trailer

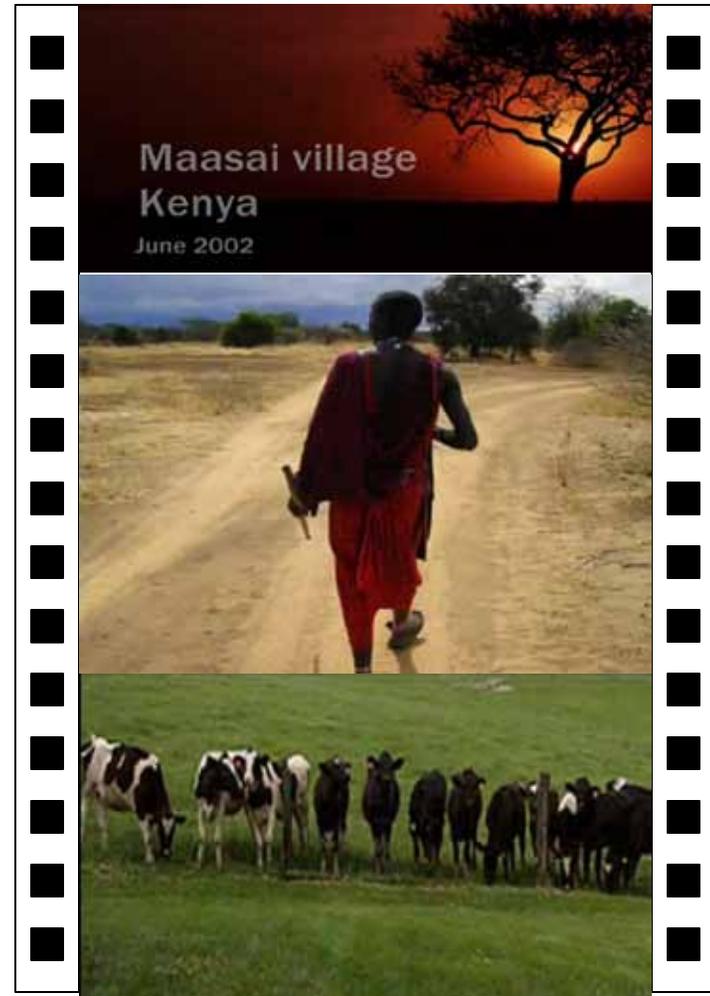
- Select a book
- Decide on a medium
- Script or storyboard your idea
- Record or creating
- Edit
- Share

Selecting the Right Book

- Appeal to audience
- Evocative or dramatic
- Permissible to use

14 Cows for America
by Carmen Agra Deedy

www.youtube.com/watch?v=13GoCdgV9Yo



Script or Storyboard

- Script
 - Slideshow
 - Computer generated
- Storyboard
 - Live action
 - Animation



justinhsieh.wordpress.com/

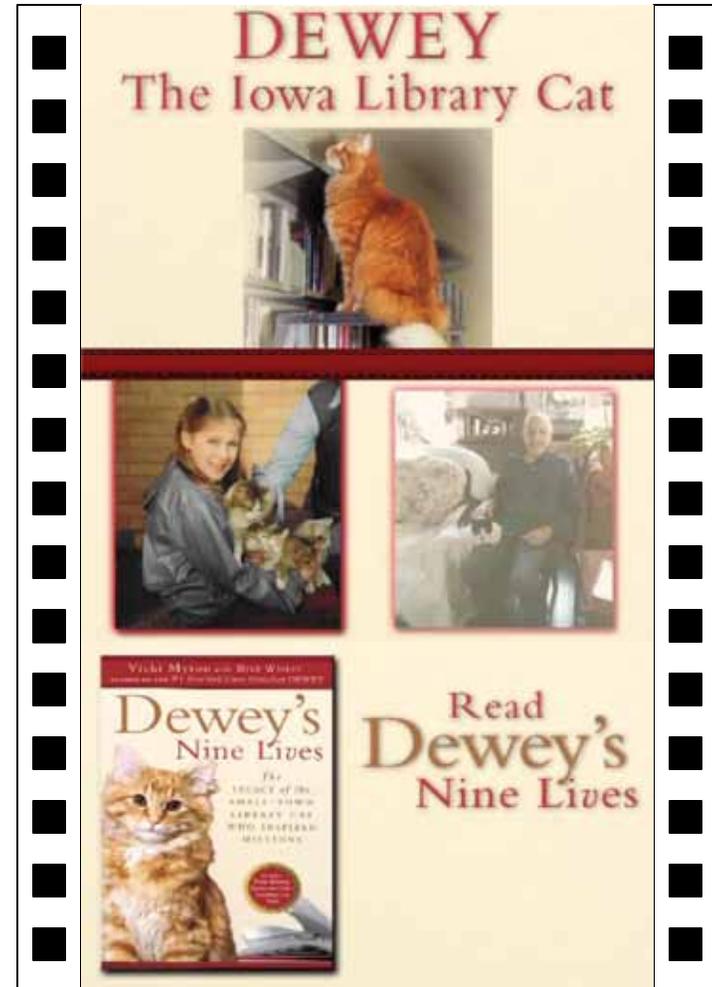
Tools: Animoto

www.animoto.com

Free 30 second
slideshow with music

Dewey's Nine Lives
by Vicki Myron
with Bret Witter

[www.youtube.com/watch?
v=Bb3gcR2emMw&feature=search](http://www.youtube.com/watch?v=Bb3gcR2emMw&feature=search)



Tools: Windows Photo Story 3

www.microsoft.com/download/en/details.aspx?id=11132

Free slideshow
animation tool from
Microsoft

<http://scratch.mit.edu/projects/lilacfuzz101/1201392>



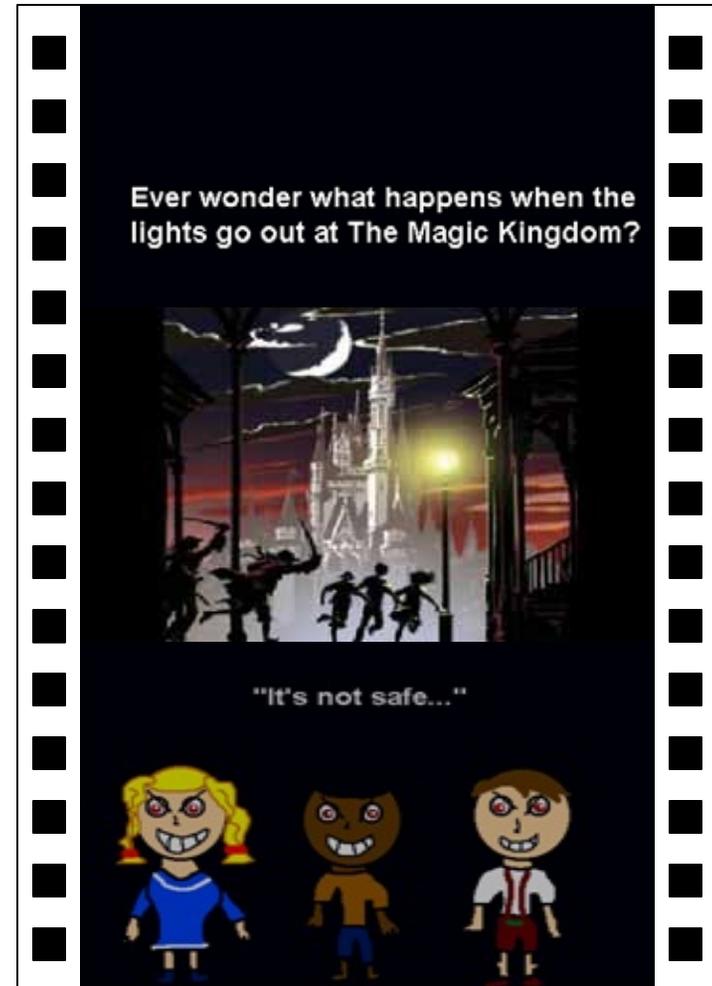
Tools: Scratch

<http://scratch.mit.edu>

Free animation tool from
MIT

The Kingdom Keepers
by Ridley Pearson

[http://scratch.mit.edu/projects/
lilacfuzz101/1201392](http://scratch.mit.edu/projects/lilacfuzz101/1201392)



Tools: FRAPS

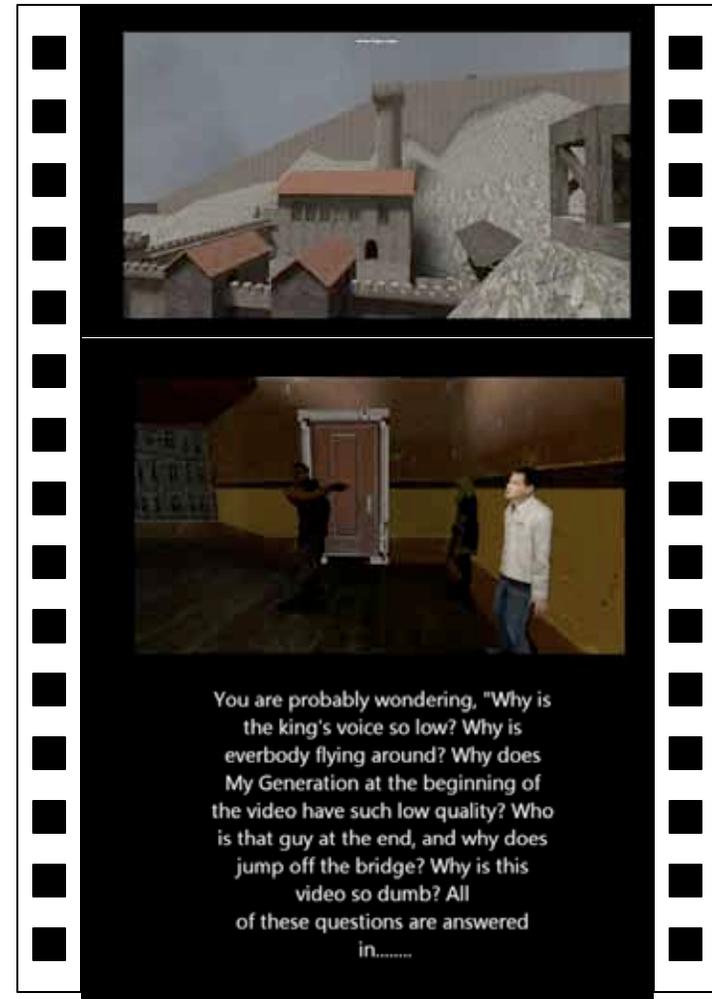
www.fraps.com/

Video game screen
capture software tool
from Beepa

The Icebound Land

By John Flanagan

[windenergy7.com/energy-video/
video/view/TBPdrQeThBo](http://windenergy7.com/energy-video/video/view/TBPdrQeThBo)



Edit

- Adding subtitles or captions
- Adding music or sound effects
- Adding voice over
- Segueing from one scene to another
- Reorganizing content
- Cropping or enlarging clips or images
- Adding special effects



media.wiley.com/Lux/25/111025.image0.jpg

Tools: iMovie

www.apple.com/ilife/imovie/

Video editing tool from
Apple

*The Chronicles of
Vladimir Tod*

by Heather Brewer

[www.youtube.com/watch?
v=oErPZ6njvJc](http://www.youtube.com/watch?v=oErPZ6njvJc)



Tools: Windows Movie Maker

explore.live.com/windows-live-movie-maker

*Sense and Sensibility
and Sea Monsters*

by Jane Austen, Ben H.
Winters

www.youtube.com/watch?v=jZVE5uF24Q



Share



www.facebook.com/kclsrfw



www.youtube.com/user/readflipwin



Q&A

- What questions do you have?

Want to Know More
About Book Trailers?



Register now for Reel in Readers: Connecting Youth Through Video

(An Infopeople Online Learning Course)
Tuesday, October 4 – Monday, October 31, 2011

<http://infopeople.org/training/connecting-youth-through-video>





Thank You!

Beth Gallaway
informationgoddess29@gmail.com