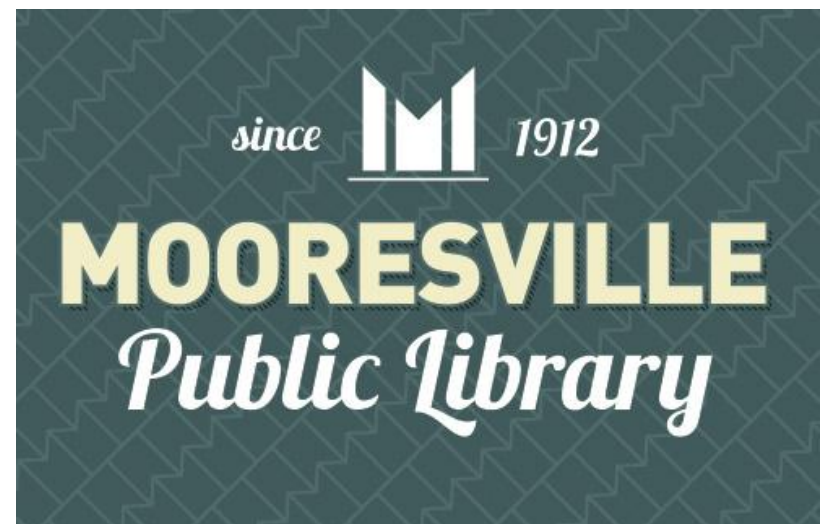


USING VIDEOS TO PROMOTE YOUR LIBRARY



William R. Buckley, JD

**Information Director,
 Mooresville Public Library**

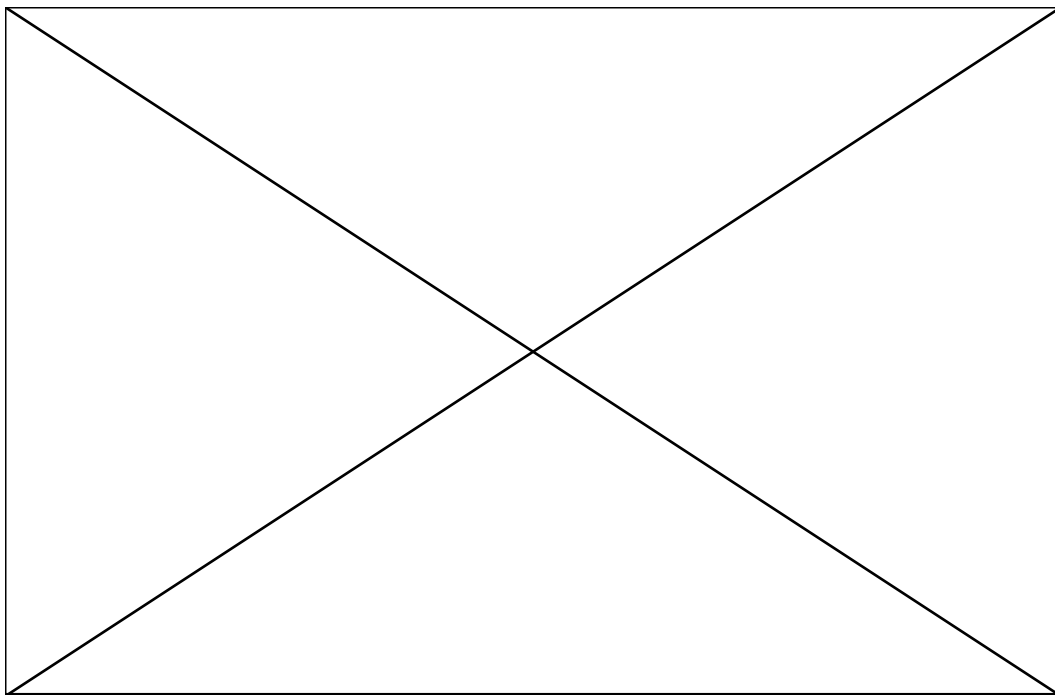


To Play Videos in This Slideshow

- Click the hyperlinked (blue, underlined) text on slides containing video links
 - Video should pop-up and play directly on YouTube
- Some slides have embedded videos, but these are lost when the slideshow is converted to PDF format
 - Use the blue text hyperlinks instead to play videos

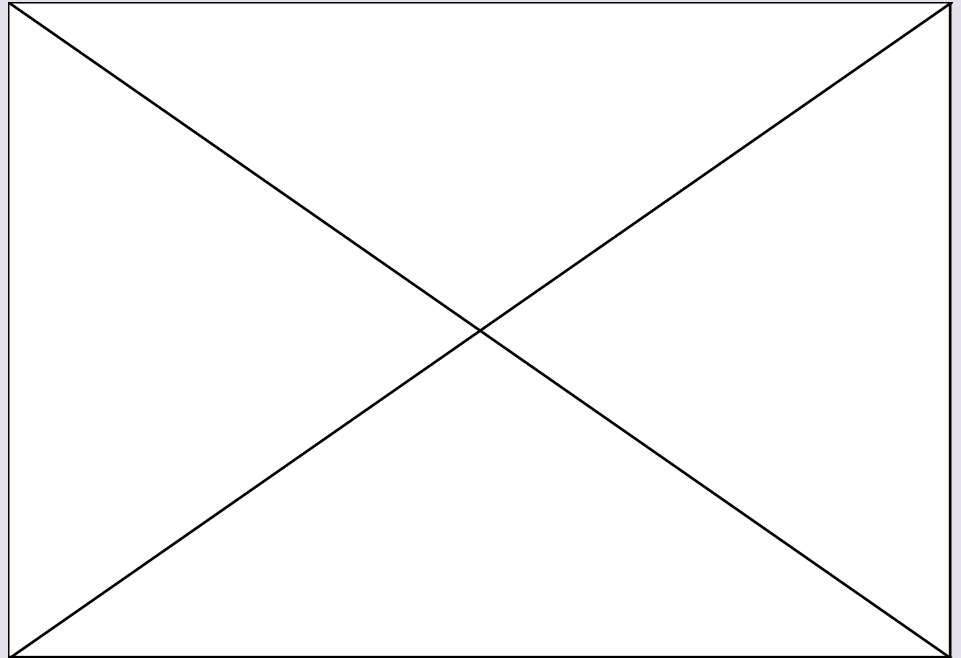
Music Video Parody (2013)

- [**Libraries & Old Dewey**](#) (Click Link to Play Video)
 - By Suzanne Walker, MLS, Children's Services Consultant, Indiana State Library, & William R. Buckley, MPL Information Director



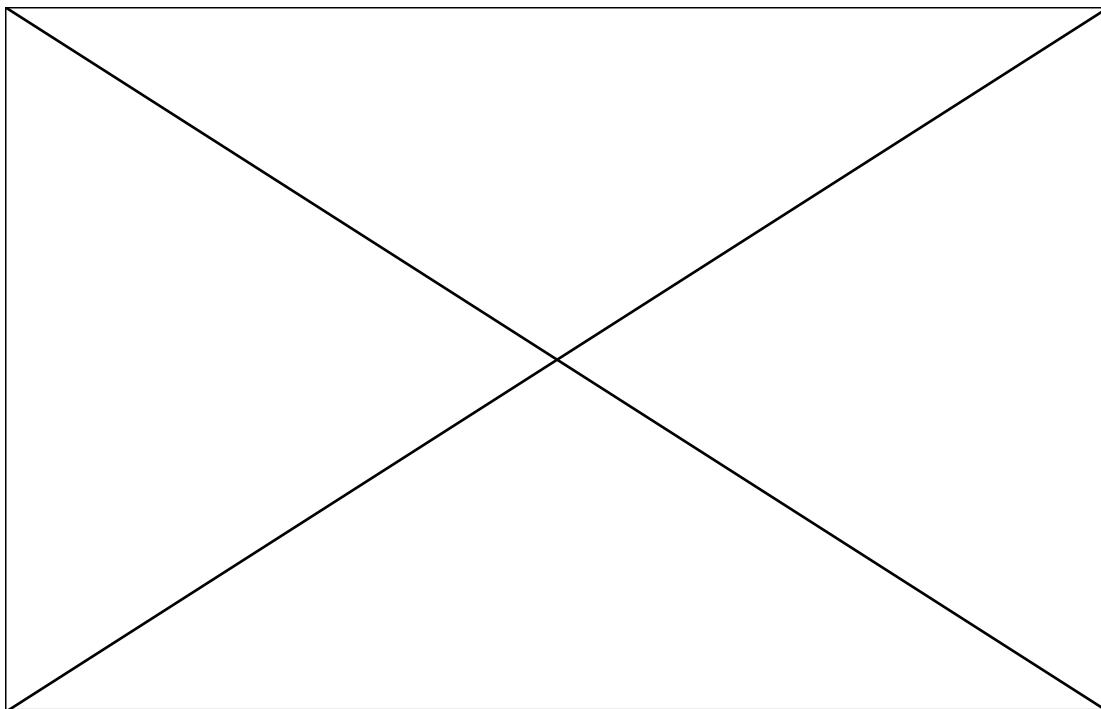
Recording Your Lyrics: Fiverr

- Theresa & Dave will record your lyrics to a popular song for a fee (MPL paid \$50)
 - <http://fiverr.com/amazingrightnow>
 - Libraries could ask FOL to cover cost
 - [Watch this video](#) of Theresa & Dave recording MPL's *Libraries & Old Dewey*



Music Video Parody (2013)

- [**Go Ask Reference**](#) (Click Link to Play Video)
 - By Rachel Montgomery, MLS, former MPL teen librarian, & Meghan Adams, MPL adult programming coordinator



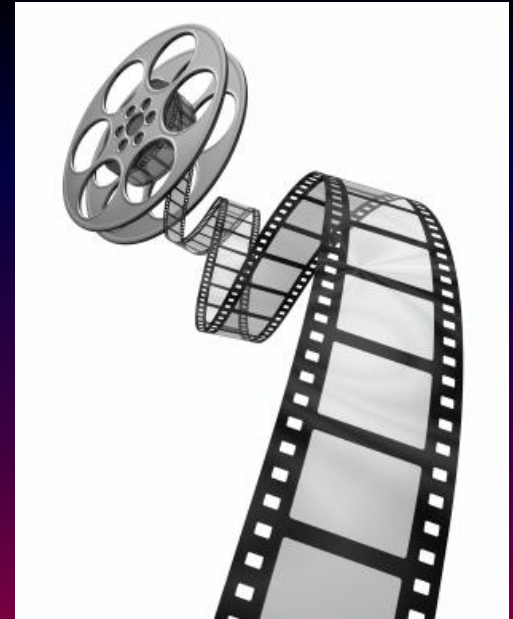
Recording Your Lyrics: Do-It-Yourself

- Garage Band software (Mac) is an excellent voice recording program
 - <http://www.apple.com/ilife/garageband/>
 - Laptop (Mac) built-in condenser microphone
 - Garage Band was included free on our Mac Laptop (2008)
- Audacity: Free downloadable sound recorder & editor
 - <http://audacity.sourceforge.net/>



Types of Library Videos

- **Book Trailers**
- **Readers Advisory Videos**
- **Program Trailers**
- **Local History Videos**
- **Promo Trailers**
- **Special Collections Videos**
- **Library Group Videos (e.g., Teen Council)**
- **Library Board Reports**



Video Software

- **Windows Live Movie Maker (FREE)**
 - Basic panning & transitional capabilities
 - Easy to use
- **iMovie (Mac) (FREE)**
 - Basic panning & transitional capabilities
 - Easy to use
 - More polished look to videos than WMM
- **Adobe CS5 Premium Pro (\$400-\$700)**
 - Sophisticated video editing
 - Complex but multifunctional
 - Much more professional-looking videos
- **Animoto.com (easy-to-use book trailer online creator)**



Video Styles



- Still-Pan
- Jump Cut
- Voice Over
- Live Action
- Multi-Screen Inset

“Still-Pan” or “Ken Burns Effect” is a video technique in which still images are “panned over” to direct attention and add motion. This method was mastered by documentary filmmaker Ken Burns



Video/Still Image Mix (Program Trailer)

- [***Outdoor Exercise Walking at MPL***](#)
 - By William R. Buckley, MPL Information Director
- Click Link (above) to play video



Audio Editing

- **Audacity Software**

- **FREE download from**

- **<http://audacity.sourceforge.net/>**

- **Easy to use**

- **Able to merge multiple audio tracks into a single track, which may then be imported into Windows Movie Maker**

- **Recording and editing capabilities**



Karaoke Instrumental Music Soundtracks

- MP3 downloads from iTunes or Amazon.com
- Karaoke versions are intended (and licensed) for public performance
 - Good soundtracks to use with separately recorded vocals (by library staff or volunteers)
- Federal Copyright Law: Exception for Satires & Parodies



Royalty-Free Music Downloads

- Royalty-free music (available online)
 - Public Domain music
 - PD Info web site: <http://www.pdinfo.com/link.php>
 - Lists several royalty-free music download web sites
 - www.dannybuckleycomposer.com
 - Mooresville Public Library composer
 - Original compositions **available royalty-free to libraries** (with attribution in video credits)



Other Audio Websites

- **The Freesound Project**

- Creative commons sharing
- <http://www.freesound.org/>
- Sounds only (not songs)
- Free downloadable clips, subject to sharing rules, attribution, & copyright



- **Digital Juice**

- <http://www.digitaljuice.com/>
- Purchase collections of royalty-free music using a downloadable player



More Audio Websites

- Sound Cloud



- <http://soundcloud.com>

- Some free music downloads; others must be purchased

- MPL on SoundCloud:

- <http://soundcloud.com/mpl46158>

- Free downloadable music by MPL composer

- Royalty-Free Music for Educational Use

- <http://www.royaltyfreemusic.com/free-music-resources.html>



ROYALTYFREEMUSIC.COM

Children's Program Video

- [Miss Michelle @ MPL \(Week of February 3-9, 2013\)](#), by Michelle Peltier, MPL Early Literacy Specialist, & Casey O'Leary, Head of MPL Youth Services
 - Click Link (above) to play video

Miss Michelle @ MPL: Fun & Learning With Early Literacy



Starring
Miss Michelle
&
Aggie McPooch



Royalty-Free, Share-Alike Images (Available Online)



- **Wikimedia Commons**

- http://commons.wikimedia.org/wiki/Main_Page

- **Flickr.com Creative Commons**



- <http://www.flickr.com/creativecommons/>

- **Photobucket**



- <http://photobucket.com/>

- Problem: Difficulty in determining copyright ownership & attribution information

More Image & Video Websites

- Creative Commons

- <http://www.creativecommons.org/>
- Includes images, video, **and music**
- Sharing rules based on attribution & copyright



- Stock.Xchng (<http://www.sxc.hu>)

- Stock images available
- Some free-of-charge; others cost money



- Vimeo Video (<http://www.vimeo.com>)

- Some shared video to download



Still More Free Graphics Websites

- Public Domain Pictures



- <http://www.publicdomainpictures.net>

- USA.gov



- <http://www.usa.gov/Topics/Graphics.shtml>

- Federal agencies' photos

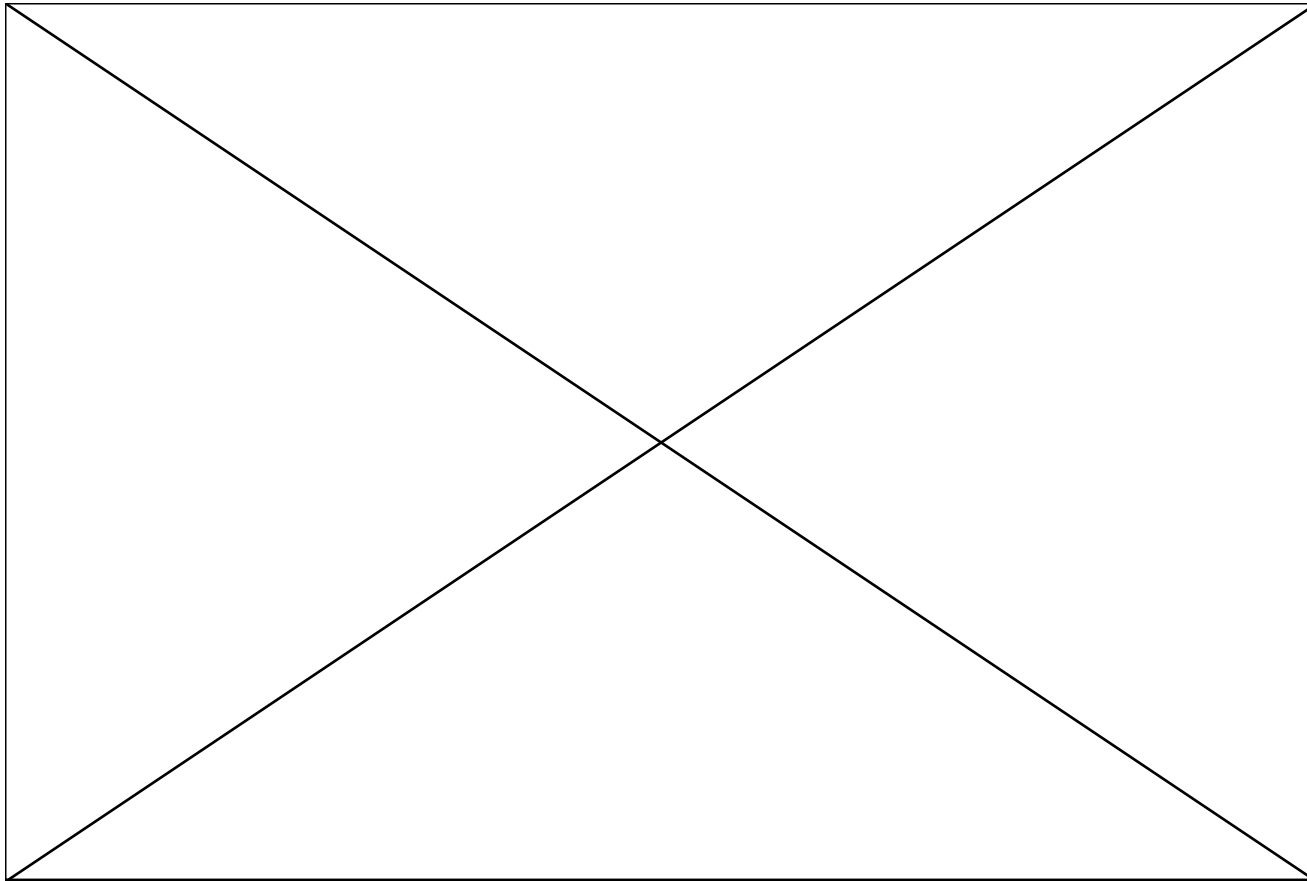
- Free Pixels



- <http://www.freepixels.com/>



Book Trailer “Still-Pan”

- [*Dream Big, Little Pig!*](#), by Kristi Yamaguchi (Click Link to Play Video)
- Video by Janet E. Buckley, MLS, Head of GPL Technical Services



Video Upload Web Sites

The YouTube logo, featuring the word "You" in black and "Tube" in white inside a red rounded rectangle.

- **YouTube (FREE)**
 - Best to “go viral” (*i.e.*, get big viewership numbers)
- **Yahoo Video (FREE)**
- **MySpace Videos (FREE)**
- **DailyMotion (FREE)**  
- **MetaCafe (Selective about what can be posted)**
- **See site listings at MovAVI web site** 
 - <http://www.movavi.com/videoconverter/where-to-upload-video.html>

Equipment @ MPL

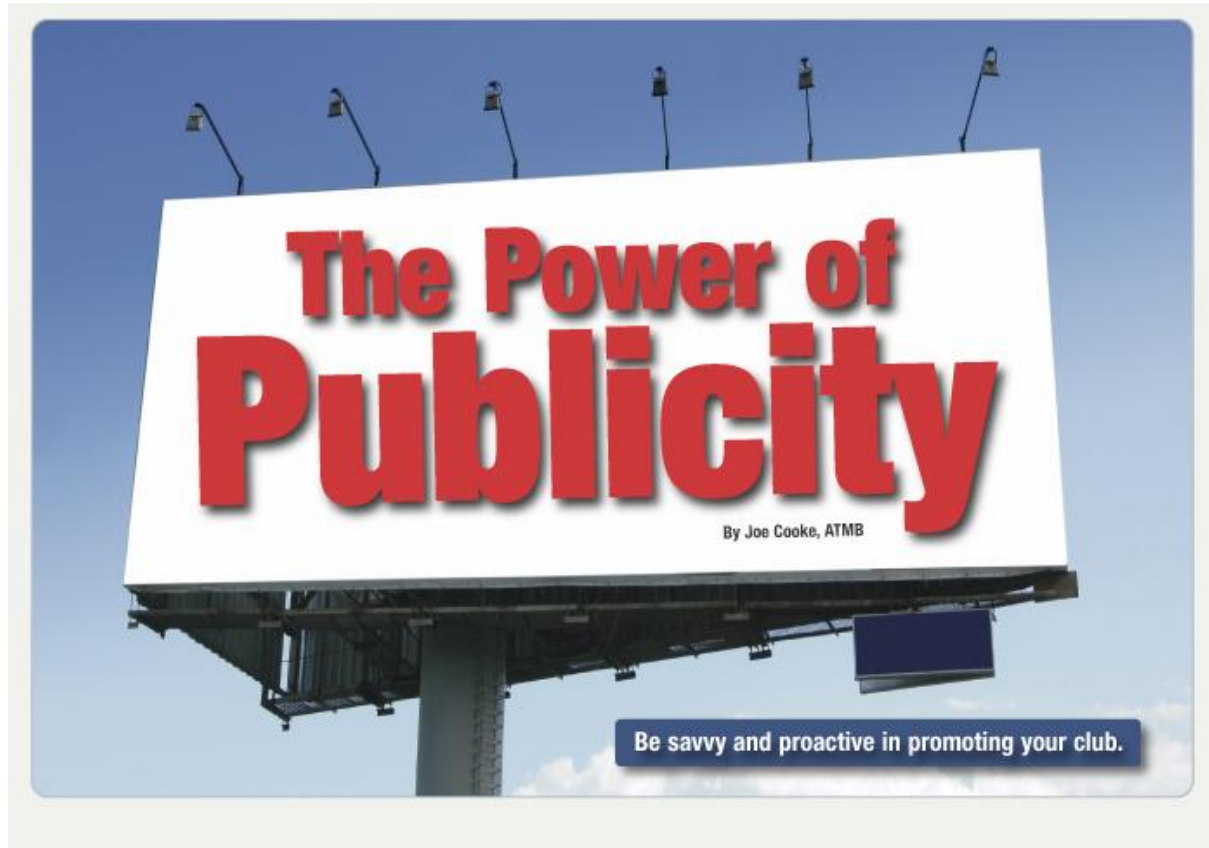
- **Digital Camera**
 - Canon EOS T3 Rebel
 - \$450 range
- **Laptop Computers**
 - (or desktop computers)
- **Microphones**
 - (built-in condenser
inexpensive portable)



or



Online Videos Promote Your Library's Brand



Library Videos Enhance Your “Online Global Footprint”

- Increased Name Recognition
- *“Being where your patrons are”*
 - YouTube, combined with Facebook, Blogs & Tweets, targets your message delivery to online-savvy patrons
 - YouTube viewer statistics & viewer comments provide valuable marketing insights

MPL YouTube Channel

www.youtube.com/mpl46158



What's Watched on MPL

- Top Five Videos (as of 4/9/13)
 - [*Animal Alphabet Song Video*](#), by Miss Jaymi
 - 80,448 views
 - [*Island of the Blue Dolphins*](#) Book Trailer
 - 41,435 views
 - [*Where the Lilies Bloom*](#) Book Trailer
 - 7,418 views
 - [*Librarians Do Taio Cruz*](#) Music Parody Video
 - 7,049 views
 - [*Journey to the Center of the Earth*](#) Book Trailer
 - 6,978 views

YouTube Sharing Mechanisms

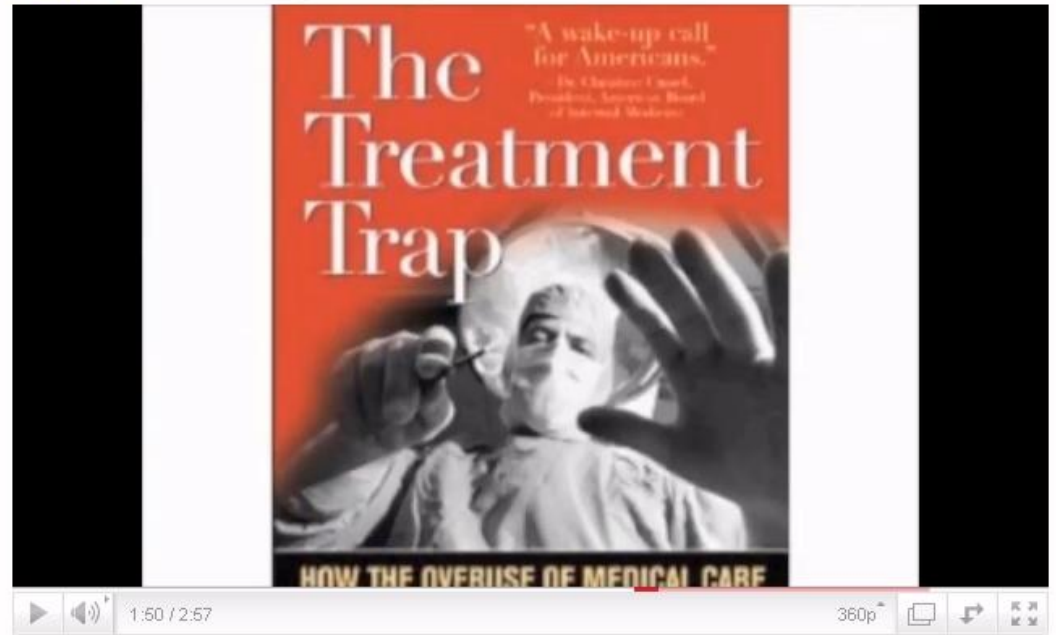
- Share button: promote library videos using social networking sites or email
- Note embedding code button

MPL Book Trailer #61: The Treatment Trap, by Rosemary Gibson & Jana

MPL46158

143 videos

Subscribe



This video is public.

Like



+ Add to

Share

Embed



96 views



Buzz

0

Tweet

0

Share



<http://www.youtube.com/watch?v=8zyfXVNIgw>

☐ Short URL

Email

orkut

tumblr.

Blogger

my Myspace

hi5

Live Spaces

Bebo

StumbleUpon



Want to share your favorites, ratings, or comments to Facebook, Twitter, and Google Reader? Connect your accounts! (You control when messages are posted.)

[Connect Accounts](#)

[Not interested now](#)

Embedding & Linking Videos in Social Networking Sites

- Twitter
- FaceBook
 - Example: MPL Readers' Advisory FB Wall



Share:  Status  Photo  Link  Video

What's on your mind?



Bill Buckley

Cat's Eye View (at Mooresville Public Library): You Say Pyjama, I Say Pajama; Time or Thyme, It Was

mpcatseyeview.blogspot.com

Cauli Le Chat, feline roving reporter for Mooresville Public Library (Mooresville, Indiana), reports all things interesting to cats (and humans) that are happening at the library. Related stories from across the state (and beyond) will also be included.

 Sunday at 11:36pm · Like · Comment · Share




Bill Buckley



Flygirl by Sherri L. Smith Book Trailer

Liked on www.youtube.com

Book trailer for Sherri L. Smith's book Flygirl

 February 18 at 9:25pm via YouTube · Like · Comment



Bill Buckley



MPL Readers Advisory: MPL Book Trailer #95: The Walls of the Universe, by Paul Melko

mplreadersadvisory.blogspot.com

Mooresville Public Library (Mooresville, Indiana) presents this readers advisory blog to promote reading and literacy. MPL Readers Advisory Blog covers books for all ages. We also link to our YouTube videos and book trailers (www.youtube.com/MPL46158). We welcome your feedback and comments.

 February 17 at 7:54pm · Like · Comment · Share



Bill Buckley



MPL Book Trailer #95: The Walls of the Universe, by Paul Melko

www.youtube.com

Mooresville Public Library (Mooresville, Indiana) presents a book trailer featuring the science fiction novel "The Walls of the Universe," by Paul Melko (Tor Books, 1st ed., 2009) (ISBN 0765319977).

 February 17 at 7:31pm · Like · Comment · Share



Bill Buckley



2010 Teen Film Festival Entry: Religion by Maya Issa, Victoria Goodrich, and Molly McKee

Embedding & Linking Videos in Social Networks (con't.)

Blogs (with embedded MPL videos)



- E.g., **Hatching Chicks @ MPL**
 - <http://mplhatchingchicks.blogspot.com/2011/04/hatching-harper.html>
- E.g., **Cat's Eye View @ MPL**
 - <http://mplcatseyeview.blogspot.com/2010/12/what-is-this-some-kind-of-cruel-joke.html>
- E.g., **MPL Readers' Advisory**
 - <http://mplreadersadvisory.blogspot.com/2010/06/mpl-book-trailer-49-treasure-island-by.html>
- E.g., **Indiana Room Treasure Trove**
 - <http://mplindianaroom.blogspot.com/2010/10/mpl-treasure-trove-9-mpl-indiana-room.html>

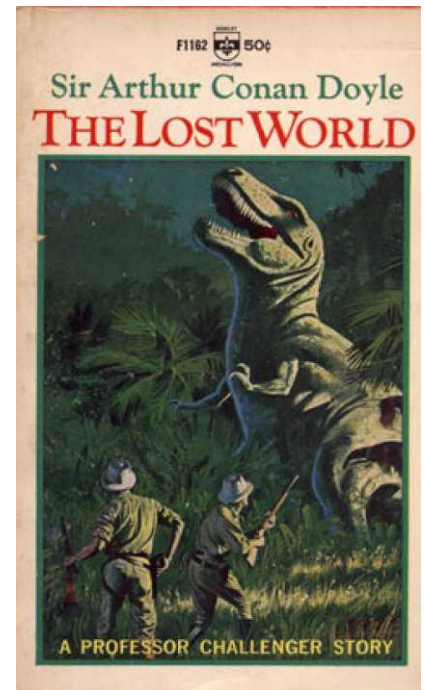
QR CODES

- Print QR codes for book trailers & attach them to books on display
- Patrons can use their smart phones (with a QR app) to watch the book trailers while perusing the items.



Linking Videos to 856 Fields in MARC Records

- E.g., *The Lost World*, by A.C. Doyle (book trailer hyperlinked in 856 field)
- <http://evergreen.lib.in.us/opac/en-US/skin/default/xml/rdetail.xml?r=10065618&ol=21&t=lost%20world%20arthur%20conan%20doyle&tp=keyword&l=21&d=0&f=at&hc=50&rt=keyword>
- See next slide for screen shot of OPAC view in Evergreen Indiana



VIDEO EXAMPLES

- **Library Board Report**
 - Greenwood (Ind.) Public Library Technical Services Department
- **“Live Action” Local History Video**
 - North Webster (Ind.) Community Public Library
- **“Jump Cut” Style Program Trailer**
 - New York Public Library
- **“Voice Over” Book Trailer**
 - Greenwood (Ind.) & Mooresville (Ind.) Public Libraries
- **“Live Action” Readers’ Advisory**
 - MEG-A-RAE #10, Mooresville (Ind.) Public Library
- **“Live Action” Book Trailer**
 - Greenwood (Ind.) Public Library
- **Multi-Screen Inset (Readers’ Advisory) Video**
 - Messing Library, MICDS (Mary Institute & St. Louis Country Day School) Middle School, St. Louis, MO
- **“Voice Over” Promo Trailer**
 - Mooresville (Ind.) Public Library

MORE VIDEO EXAMPLES

- **“Live Action” Children’s Music Video**
 - Mooresville (Ind.) Public Library
- **“Live Action” Music Video Parody**
 - Plainfield-Guilford Twp. (Ind.) Public Library
- **“Live Action” Music Video Parody & Program Trailer**
 - Bismarck (N.D.) Veterans Memorial Public Library
- **“Live Action, Voice-Over” Promo Trailer**
 - Mooresville (Ind.) Public Library
- **“Live Action” Children’s Program Trailer**
 - Suzanne Walker, MLS, Indiana State Library

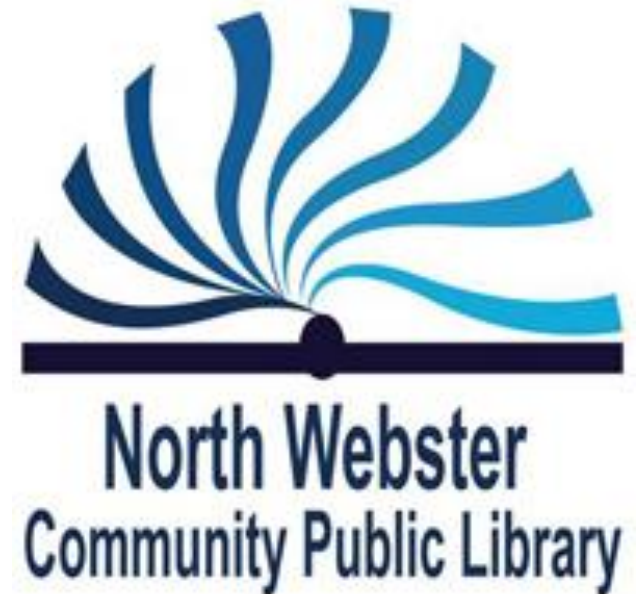
Library Board Report

- [**GPL Board Report \(February 2013\),**](#)
by Janet E. Buckley, MLS, Head of Technical
Services, Greenwood (Ind.) Public Library
– Click Link (above) to play video



“Live Action” Local History

- North Webster Community Public Library:
[Cemetery Walk 2011](#)
 - Click Link (above) to play video



“Jump-Cut” Style (Program Trailer)

- E.g.: *Alternate Take: Recollection,*
Photography Collections (30th
Anniversary)
- By New York Public Library
- Click Link (above) to play video



“Voice Over” Book Trailer

- [The Southern Sewing Circle Mystery Series](#), by Maureen Johnson
 - Click Link (above) to play book trailer
- Video by Janet E. Buckley, MLS, Head of GPL Technical Services, & William R. Buckley, MPL Information Director



“Live Action” Readers’ Advisory

- [MEG-A-RAE #10: A Very Special Mystery Episode](#) (Click Link to play video)
 - By Rachel Montgomery, MLS, former MPL teen librarian, & Meghan Adams, MPL adult programming coordinator



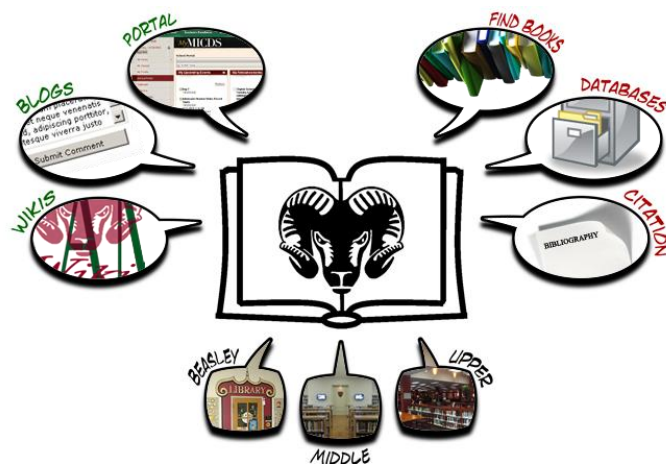
“Live Action” Book Trailer

- *I’d Tell You I Love You, But Then I’d Have to Kill You*, by Ally Carter
 - Click Link (above) to play book trailer
- By TeenSceneGPL (Greenwood [Ind.] Public Library)



Multi-Screen Inset Readers' Advisory

- Messing Library, MICDS (Mary Institute & St. Louis Country Day School) Middle School, St. Louis, MO: [Library Picker](#) [\(3/11/11\)](#)
- Click Link (above) to Play Video



“Voice Over” Library Promo Trailer

- [***MPL 100th Anniversary Promo Trailer***](#)
 - By William R. Buckley, MPL Information Director
- Click Link (above) to play video



“Live Action” Children’s Music Video

- [*The Open Shut Them Song*](#)
 - By Michelle Peltier, MPL Early Literacy Specialist
- Click Link (above) to play video



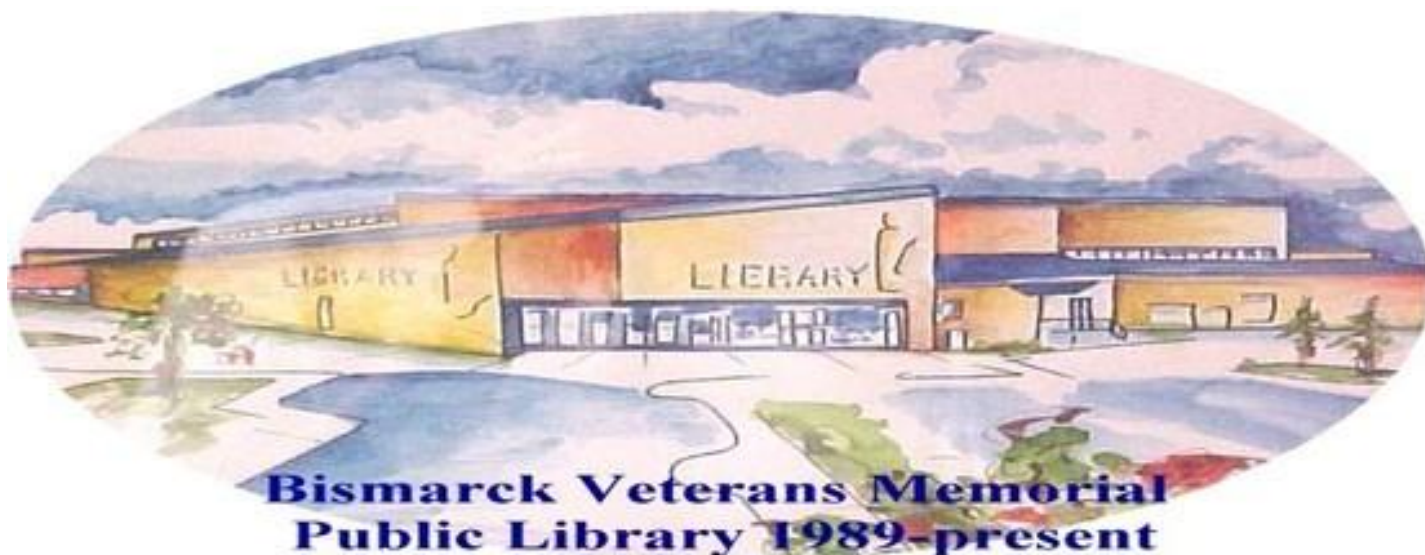
“Live Action” Music Video Parody

- ***Plainfield Library’s Harlem Shake***
 - By Staff of Plainfield-Guilford Twp. (Ind.) Public Library
- Click Link (above) to play video



“Live Action” Music Video Parody & Program Trailer

- ***Monday Night***
 - By Staff at Bismarck (N.D.) Veterans Memorial Public Library
- Click Link (above) to play video



“Live Action, Voice Over” Promo Trailer

- [*How to Use Our New Self-Checkout Kiosks*](#)
 - By Cauli Le Chat, MPL Feline Roving Reporter
- Click Link (above) to play video



“Live Action” Children’s Program Trailer

- ***Go Round and Round the Village for Story Time***
 - By Suzanne Walker, MLS, Children’s Services Consultant, Indiana State Library
 - Click Link (above) to play video





QUESTIONS?

Cauli Le Chat, MPL Roving Reporter, [Cat's Eye View @ MPL](#)

Want This PowerPoint Slideshow? Other Questions?

- Please email me at:
 - Bill Buckley
 - billb@mooreville.lib.in.us



You're very welcome!™

learn more Visit moorevillelib.org

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BVMPL, Google Images & Fotolia

Videos courtesy of Mooresville (Ind.) Public Library, Greenwood (Ind.) Public Library, New York Public Library, North Webster (Ind.) Community Public Library, Messing Library (MICDS Middle School, St. Louis, MO), Bismarck (N.D.) Veterans Memorial Public Library, Plainfield-Guilford Twp. (Ind.) Public Library, and Suzanne Walker, Indiana State Library

MPL Original Soundtrack Music © 2008-2013 by Daniel E. Buckley.

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