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## Library's YouTube closes in on milestone

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### MOORESVILLE

The Mooresville Public Library has accomplished something many people may think impossible — its YouTube account is flirting with one million views.

"It just seems so improbable," Bob Buckley, MPL's Information Director, said. "We're just a little library and to be at this point, I find it just baffling."

As of Tuesday evening, the YouTube channel's 728 videos have been viewed over 942,000 times. Currently, it averages 21,000 to 24,000 views a week. Buckley estimates that the channel with hit the one mil-



"Cauli Le Chat" opens many of the Mooresville Public Library's YouTube book trailers, along with other videos. Courtesy photo.

lion mark by the end of March.

The whole project began in January 2010. Susan Walker was doing a workshop and asked Buckley what he thought about making some book trail-

ers. "I said, 'What's a book trailer?'" Buckley said.

A book trailer is just like the more popular movie trailers  
See YOUTUBE on page A6 ▶

Popular uploads ▶ Play all

<p><b>Animal Alphabet Song Video, by Miss Jaymi</b> 311,284 views • 5 years ago</p>	<p><b>Island of the Blue Dolphins, by Scott O'Dell (MPL Book Trailer ...)</b> 82,494 views • 5 years ago</p>	<p><b>Took, by Mary Downing Hahn (MPL Book Trailer #302)</b> 31,788 views • 6 months ago</p>	<p><b>Five Little Monkeys (Fingerplay Song), by Miss Michelle @ MPL...</b> 21,111 views • 3 years ago</p>	<p><b>Journey to the Center of the Earth, by Jules Verne (MPL Boo...</b> 15,581 views • 6 years ago</p>
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Some popular videos on the Mooresville Public Library's YouTube page include book trailers for children's books and songs. Courtesy photo.

## YOUTUBE

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that play on TV and as previews at the movie theater. In this case, the intent is to get viewers excited about reading a new book.

Buckley listened to Walker and thought he might give it a shot. He had Windows Movie Maker on his computer already. Once he made his first trailer, he said he was filled with a sense of accomplishment.

"I thought, 'This is really cool,' so I started making more and more of them," Buckley said.

Since 2010, he has personally made at least 362 book trailers, although there are more that are not numbered.

Going on to YouTube, the

icons of the different book trailers stretch from as recently as this past week and as far back as nearly seven years ago. They cover numerous genres — there are thrillers and classics, along with books about historical figures and fictional critters.

The children's books, according to Buckley, are the hardest to produce.

"You can't use all of the pictures inside the book, so you really have to know what's going on to be able to make a trailer for it," Buckley said.

Clicking on a newer video, like "Small Admissions" by Amy Poeppel, the video — like nearly all of the trailers — begins with the production credit. It looks like a cheetah in mid-run and reads "A Cauli Le Chat video."

"Cauli Le Chat was the name

of a cat we adopted as a roving reporter," Buckley said. "We saw him roaming around one winter and we decided to feed him. It was my wife's idea to name the production after him."

Shortly after the running cat, the trailer beginnings. It looks like a PowerPoint slideshow. Images all obtained through the public domain pass across the screen paired with phrases that summarize, but also don't reveal too much.

The music that follows the images is light, but that's not always the case. The tone of the music is always paired with the themes of the trailer. What is unique is that the music isn't just canned — it's all original work, composed by Buckley's son, Daniel.

Daniel, a 2006 graduate of

Mooresville High School, has spent nearly a decade composing his own works, and the majority of the book trailers on the library's page feature his original compositions.

Book trailers aren't the only option to select. The MPL also has videos of lectures, read-alongs, live action clips and puppet shows. But the trailers can have a special emotional connection with some viewers.

There was one occasion, early on in the YouTube channel, where Buckley posted a video and it was seen a few times, but the next time he checked it had exploded.

"It was the book's author," Buckley said. "She contacted us and said that she keeps watching it on repeat and has been sending it to her friends."

Rewarding moments, like making an author's day, makes the production of hundreds of trailers meaningful to Buckley.

"When people come into the library and they say that they're coming in to rent one of the books they saw a trailer of, it's just a special moment," Buckley said. "People from all around the world watch them, and those people aren't going to be walking through our doors. But when we see actual patrons come in, that's great."

The Mooresville Public Library is located at 220 W. Harrison St. and its YouTube page can be found by searching "Mooresville (IN) Public Library."