


Video Book Trailers As a Way to Reel in Readers

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


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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

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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

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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/
c1DJUd1CLq71Tto1fttlcQQ](http://animoto.com/play/c1DJUd1CLq71Tto1fttlcQQ)



Shift from Providing Content to Content Creation


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



Video Book Trailers As a Way to Reel in Readers

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?



www.search-institute.org/

Obstacles and Challenges

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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



Video Book Trailers As a Way to Reel in Readers

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



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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
- Winners:
www.jocoteenscene.org/booktrailers



If the Idea of Video Production Terrifies You...

- Consider a Video Book Review!
www.oneminutecritic.com



Video Book Trailers As a Way to Reel in Readers

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

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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



justinsieh.wordpress.com/

Tools: Animoto

www.animoto.com
Free 30 second
slideshows with music

Dewey's Nine Lives
by Vicki Myron
with Bret Witter
www.youtube.com/watch?v=Bh3gcR2cmMw&feature=search




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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>



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



Video Book Trailers As a Way to Reel in Readers

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=0ErPZ6njvJc




Tools: Windows Movie Maker

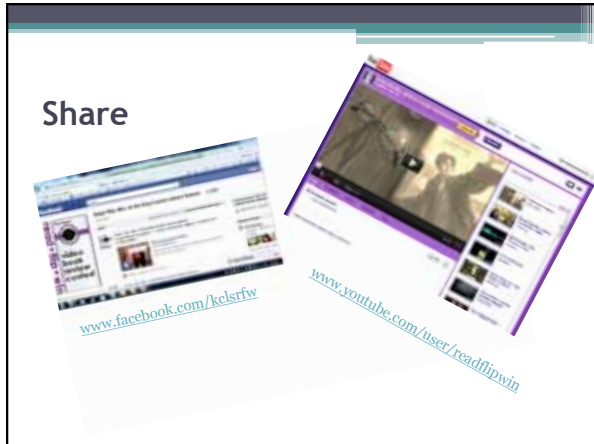
explore.live.com/windows-live-movie-maker

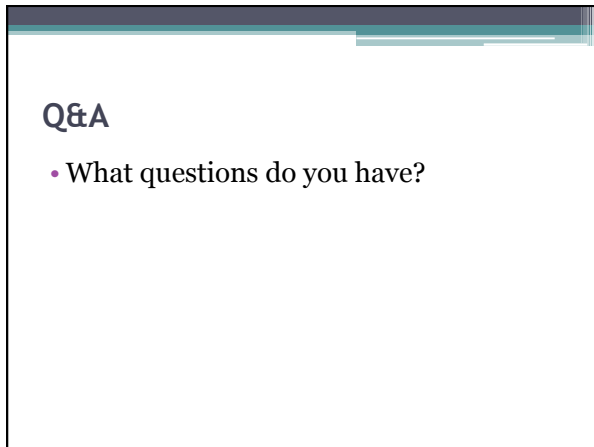
Sense and Sensibility and Sea Monsters
by Jane Austen, Ben H. Winters

www.youtube.com/watch?v=jZVE5uF24Q



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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!

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