

Librarians Gone *Wild* or How to Reach the YouTube Generation

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Yavapai College Library

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Chris Abbate, Manager of instructional services at Yavapai College Library, which includes responsibilities for distance learning and outreach services.

- We have 9,033 students enrolled throughout the College
- There are 2 campuses with libraries & 5 additional college centers
- Yavapai county is over 8,100 square miles greater than the area of Hawaii

I have a passion for film & love working with college students and colleagues from James' generation. It keeps me young.

James Rider, IT for Yavapai College Library. I have a background in Cisco networking, web design, desktop support. Basically, if it has a power switch, I get to fix it. I also have a great interest in movie-making, and jumped at the chance to learn by doing. Obviously, I am part of the "YouTube generation" that our videos are geared for.

Focus people!

We will show you the 3 videos that we made and give you the back stories.

Tips & advice

We'll cover:

- some tips on how to create your own videos
- sample scripts/storyboards
- info on specific software and equipment available on the handouts
- handouts are at the back they include the entire presentation (PP slides with our notes).
- the presentation will be posted on the AZLA site

Relax & enjoy (no note-taking)

"No matter what you do on the stage Keep it light, keep it bright, keep it gay!" – Roger DeBris, The Producers, 2005

Relax. After all, it's the end of the day. This is an introduction to get you started. We want you to leave here inspired and excited to start making videos!

Do The Right Thing

About a year ago, we had a committee with a vague plan for making some video tutorials and promotionals.

Start Something

Instead of waiting for the committee to collaborate on the details for the planned projects, Ustadza and I got impatient and decided to get the ball rolling. We picked an easy library resource: our movie collection. Our first video was "An Afternoon Romp".

Watch An Afternoon Romp: <http://www.youtube.com/watch?v=nQBnjFGtDiA>

Mystery project

This was a BIG surprise to me because I was still operating in “committee mode”. James & Ustadza did this as a secret project and didn’t even pitch it to our committee. The first time I even heard about it was when they showed it to the entire library staff. I thought, “am I off the committee?!” Then I took a deep breath and realized what a great team I had. Although, there may be times that I might have to reign them in a bit.

Only 1 hour to film

Ustadza’s and my goal was to show that you didn’t need much committee involvement or money to make a video, and that it still could be fun and engaging.

We made AAR in about 30 man-hours from idea to finished product. The filming of it only took 1 hour.

Backstory

3 projects planned for FY 07-08

One of my department goals for fiscal year ‘07-’08 was to promote library resources and services to our students (on campus, distance learners, traditional-aged, and older).

With our goal in mind, we:

- identified these 3 projects
- determined what should be a tutorial and what fell under marketing
- agreed that the delivery method had to be online
- must be dynamic and engaging ... forget about Powerpoints!!!
- we made a pact that to reach our audience, we HAD to be videos.

World of Warcraft: a PAC Tutorial

We created the WoW PAC tutorial using the online game World of Warcraft (MMORPG).

Interactive... anecdote: when you get a question wrong, a little monster comes and swipes his claws at you.

In the interest of time, I’m not going to show you the WoW PAC tutorial today, but it is available from our website.

Top 10 Reasons to Use the Library’s Web Page

After the WoW tutorial, we started work on the Top 10 Reasons to use the Library’s web Page. We weren’t very successful generating ideas. Rather than force things, we decided to put it aside since we had time later in the year to work on it. So, I asked James & Ustadza if they had the time to begin working on LAAL.

Let’s Ask A Librarian (LAAL): Promoting our reference services

Within 3 weeks, they pitched the idea of Let’s Ask A Librarian, created a script and storyboard. In less than 11 weeks, it was posted on YouTube.

Let’s look at how we promoted our reference services through LAAL.

Let’s Ask A Librarian

Watch Let's Ask A Librarian: <http://www.youtube.com/watch?v=Q0j-ruEzCuM>

A Simple Plan (1998)

You'll want to work with creative, imaginative and committed library staff not to mention... a certain demographic.

Start small

Start simply. Don't bite off more than you can chew for your first project. Your project size dictates the size of your team, and number of resources you need. You will be most creative when you have to go on a small (or no) budget.

We spent 30 man hours making AAR, and 102 man hours on LAAL.

1/3 of time spent in pre-production

One-third of that time was creating the script, storyboards, costumes, and props.

Let's Ask A Librarian Team

- Project Manager
 - Chris Abbate
- Director/Camera/Story/Script/Sound
 - James Rider
- Story/Script/Costumes
 - Ustadza Ely
- Actors
 - Mike Byrnes
 - Bud Garso
 - Ustadza Ely
 - Tom Agostino (narrator)

Try to keep your decision makers to a few people because it impacts creativity, slows down decisions, etc. The more people you have involved, the more complex things become even scheduling everyone for meetings, reviews, etc.

When you have a small budget, people will need to wear many hats. Find out their hidden talents and delegate when you can't do it all yourself.

How do you find actors? Look for volunteers... they are free. Use your network to find people.

"You talkin' to me?" Taxi Driver (1976)

Who is your audience?

When you start your project, you need to sit down and decide who is your audience?

Adults, young adults, children or any age...

In our case, we targeted:

- Patrons (many are YouTubers)
- Distance learners
- Traditional students
- Faculty

What's the tone?

What do you want the tone to be? Fun, informative, entertaining

“Snap out of it!” Moonstruck (1987)

Get away from using stale, static materials from the 20th century. Think beyond being straight-forward and the obvious. Take a recognized service and repackage it. For instance, don't just explain that you have Reference services... tell me a story that illustrates them in a creative way.

“Free Your Mind” The Matrix (1999)

Starter ideas

Come up with a story that delivers your message visually. Be different; be edgy and don't be afraid to push the line a little. Here are some ideas to get your creative juices going. I reference a lot of movies, TV, and books to find ideas.

- Style - Movies
- Genres – PSA, 1920's
- TV – CSI, Scrubs, soap operas
- Novels, short stories

You'll know when you hit on the right idea that is a perfect fit. For LAAL, one of the ideas was a caveman picking up a coconut on a string to call a librarian. We fleshed out our story around that.

Be original

Be original (keeps the copyright police away). You can't use the character R2D2 from Star Wars but you can modify a trash can and call it B3G3.

Take a shower

One of the best places to think creatively is in the shower. If you don't believe me, try it.

<http://bloggingbits.com/the-shower-creativity>

Get to the point (this is not The NeverEnding Story)

Keeping your goals in mind, now it's time to formulate a story. You only need it to be long enough to get your point across. Remember: people's attention spans are short. Get to the point.

Let's Ask A Librarian Script

Here's the evolution of the LAAL script. This is an older script that had been developed before we made our pact to only use dynamic videos.

You see how it's pretty traditional and predictable?

One of our mantras became, “Don't tell it when you can show it.”

Here's what our script morphed into after we had our caveman idea.

We chose a Public Service Announcement genre. I kept playing the “Leave it to beaver” theme in my head as I filmed to set the tone of the video.

Let's Ask A Librarian Storyboard

Storyboard = Shows what will happen. Shows what the camera will see – captures the action.

We took a camera to our location and used the pictures to make some of our storyboards.

Action

Most of our scenes needed 3 takes

We didn't rehearse beforehand. We practiced right before filming. By the 3rd take, we knew what we were doing.

Filming always takes more time than you think. It took us 16 hours to shoot 45 minutes of footage. Of those 45 minutes, we only used 4 minutes.

Things didn't always go as planned. Ustadza slipped in an ice-filled ditch and got wet. We all had a laugh, and then I stepped in it too. Twice. Then Mike almost stepped in.

SFX

Cheap! Cheap!

As you can tell, our special effects shots were done rather cheaply. But, that worked for the kind of film we were making.

Props

Often you only get one or two takes to film it, because you'll either damage or destroy the prop. So plan carefully. We learned that we needed lots of patience that day because something always goes wrong.

We filmed our bird flying by on fishing line strung between two trees right over that same drainage ditch w/ ice water. When the string broke, our tablet prop (Styrofoam w/ paper glued on) got wet. This happened twice. We continued to use it anyway because it was the only one we had made. You can see the water damage on the bottom edge. I think it adds a more "natural" look.

Let's Ask A Librarian Software

Logo - Photoshop

Title card - MS Publisher

Audio – Cool Edit Pro

Credits – MS PowerPoint

Film Editor - Ulead Video Studio 9 SE

After you finished filming, we started working on post-production. Sometimes your video editing software doesn't have enough features. I had to be creative and use different programs during post-production to accomplish different things in the video.

I used Photoshop for the "shushing librarian" logo; Cool Edit Pro let me layer the music and adjust the audio levels.

Show off

Generate buzz

When you film in public areas, you'll start to generate buzz about your project. That's built-in marketing.

Make it a BIG DEAL... Because it is!

Hold a screening for the public. Everyone loves a good movie, so make it a big deal. Take your bows and enjoy the limelight; pretend it's the Oscars.

Screen for a group

Hold a special, private screening for cast/crew.

Show to groups... Librarians, student orientations... Friends/family.

Hospitality displays (InfoPortal)

Online

YouTube, of course. We even made a webpage on our library website to promote them.

<http://www2.yc.edu/content/libraryservices/librarytube.htm>

Also search online for contests. Some even offer cash rewards. Infotubey

<http://www.infotubey.com> is sponsored by Information Today. You might be familiar with them if you've attended Internet Librarian or Computers in Libraries. In 2007 Gale and Librereo, (Thomson Gale's online community for libraries) sponsored the "I Love My Library" Library video contest, and offered \$10,000 for the winner.

BiblioFilmes Festival January 29, 2008:

http://bibliofilmes.blogspot.com/2008_01_01_archive.html

YouTube lets us track to see who is linking to our video. BiblioFilmes is a Portuguese website dedicated to promoting books, the library and reading with new technologies and film.

In January 2008, they held a video contest, and used our AAR video as an inspiration.

You see that they found it could be one of the first videos made to promote a library. Of course that's just a joke...

Let's Ask A Librarian Stories

Police

We filmed at the library during open hours. The police actually stopped by wondering why people were screaming.

Background

I was not paying attention for some of the shots, and I had things like cars or jackets in the background. I didn't notice this until afterwards and I couldn't use that footage.

Avoid offensive issues

We had to find a nice way for getting the librarian back to the cavemen's den... My original thought was throwing her over Zorga's shoulder. In today's culture, that just wouldn't work. So we had Zorga carry her. When Ustadza is dragged into the den, she's on cardboard for protection.

The last video we have to show you is Top 10. Our inspiration was David Letterman's "Top 10" segment on the Late Show.

Watch Top 10: http://www.youtube.com/watch?v=vR_Pd_1jCJw

Top 10 Stories

You would think that throwing some paper up in the air and getting it to fall just right is a no-brainer. We filmed that scene at least 8 times to get it right. The very last thing we filmed was at the reference desk. Not until post-production did we discover that the computer fan at the reference desk was so loud that it was picked up on camera. Our deadline prevented us from reshooting that scene, so we went back later and re-recorded the dialog.

Box Office Revenue

Lessons Learned

I learn something new on each video. I learned to use new software. I learned how to work with music copyrights, and was introduced to Creative Commons licensing for music.

I discovered that I could be dictatorial as a director and used my authority, which for me was a new role. I also got to boss around my boss.

Benefits

Early on, I realized we had a very competent team. Even as project manager, I didn't have to spend much time managing. That was great! We've received lots of good PR. Now we're recognized around the College with "hey, you're the creative library people!" These LibraryTube projects have changed others' perceptions of the stereotype librarian. It has been so rewarding for everyone involved. Our staff works even better together as a group and we're a stronger team. We achieved what we set out to accomplish and we're very proud of our final products. Look at how much fun we had!

Librarians Gone *Wild*

"Old and busted...New hotness." Men in Black II (2002)

What we challenge you to do is to get rid of your "Old and busted" way to promote your library, and swap it out for some "New hotness."

"If you're gonna build a time machine into a car, why not do it with some style?" Back to the Future (1985)

"If you're gonna build a time machine into a car, why not do it with some style?" If you're going to put all the effort into making a video, make it fun and entertaining.

"I double dog dare you" A Christmas Story (1983)

And being that it's the Christmas season, "I double dog dare you" to get out there and go wild!

Contact Information

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Additional Information

Production

Send the director out to scout specific spots for filming. Look for ways to adapt your environment. We were going to look for a cave for the cavemen... but instead we filmed in a city park. I found a little valley in between the rocks that was quite close to the parking area.

Location/Set

Take photos to use for storyboarding. Pretend you are the camera or take your video camera w/ you. It will prompt more ideas that you wouldn't have thought of otherwise. List what you find and add it to your script and storyboard.

Schedule

Minimize frustration and save time by having a detailed schedule.

Location

It is more efficient to film out of order than sequentially. Break down each scene; develop a *list* for actors, location(s), props, costumes, etc. I guarantee that scheduling actors, extras or helpers, and your location will be a big challenge.

Props/Costumes

Prop tip: Bring multiple copies of a prop, in case it gets damaged or you need multiple takes. Costume tip: Bring safety pins, duct tape in case of a "wardrobe malfunction".

Creature comforts

Bring food/snacks/water (you budgeted for this, right?). Is there a restroom nearby? Bring some chairs for people who aren't in a scene.

Equipment

Video camera

You need a video camera. Beg, borrow, rent... You might have an A/V department or club that has a camera you can borrow. You can even use some digital photo cameras, and some cell phones will take longer video clips.

I just recently found that our local access TV channel 13 will let us use their expensive cameras and tripods and light equipment for free.

Consider a hard disk drive video camera... No cassette tapes. You can record for hours without dealing with changing tapes. It allows direct transfer to computer. You have instant review and no rewind.

Tripod

Don't try to hold the camera in your hand and expect it to be steady. Use a tripod. Inexpensive ones are \$30. Fluid head – more costly and makes camera movement is much smoother.

Lighting

We used natural lighting indoors and out because its price is so low. Use a white poster board to bounce light into dark corners.

Sound/audio

We used the audio the camera picked up and increased it a bit. Consider using a wired or wireless microphone if you need one.

Film Editing

Computer

Don't think that you're done after filming... Keep your momentum going and start editing right away. Your scenes will still be fresh in your mind and you will quickly find out if you need to reshoot anything.

Use your fastest computer. You need CPU speed, some video processing, minimum 2GB RAM and tons of hard drive space (LAAL 13.2GB of film and sound). First you'll need to transfer or capture all your footage onto your computer. Divide up the scenes into folders.

Hopefully, you have someone who can edit all your footage. Or, you might need to learn how to do it yourself. Rough-cut your footage together. Start to mix different angles and scenes. Each video can have its own style and pacing. Decide how you want each scene to feel (action, drama, comedy, etc.). Often it's good to start out with the action first to get the energy going. Think like you're making a commercial for short videos or you're making a movie for longer videos.

Video Editing software

- An Afternoon Romp – Windows Movie Maker
- Let's Ask A Librarian – Ulead Video Studio 9 SE
- Top 10 - Camtasia Studio

Use the software for your needs. Windows Movie Maker has limited features, and is cumbersome... but it's free and already installed. Camtasia Studio has more features and is easier to use. It will record your screen (i.e. tutorial on database searching) and can generate Flash applications for interactivity (quizzes, etc.).

iMovie is the program Macs use.

Adobe Final Cut Pro

Adobe products (Final Cut Pro / Premiere Pro, After Effects, Flash, OnLocation, Encore) are the big boys...

Full features, professional, and pricey; but offer academic pricing (\$350 for stand-alone, \$600 for CS4 Production Premium).

Credits

Give credit where credit is due. Include actors, extras, writers, researchers, music sources, etc. Give credit to anyone who would be offended if they weren't mentioned.

Music

Free music is good

Free music: music department, local bands, or talent. Be careful when searching the internet for “free” music.

Check to see if your institution has a contract with any of the music performance rights organizations. Yavapai College has contracts with ASCAP, BMI and SESAC.

There is no such thing as “copyright free” music. But there is copyrighted music available that can be used without royalties or risk of being sued.

- Magnatune.com – free music
- Opsound.org – free music
- Freesound.com – sound effects

Creative Commons license “Attribution-NonCommercial-ShareAlike “

Look for the term Creative Commons license: “Attribution-NonCommercial-ShareAlike“

<http://creativecommons.org/licenses/by-nc-sa/3.0/>

<http://en.wikipedia.org/wiki/Copyleft>