Greetings:

Welcome to the brave, new world of authentic, self-made video content!

Like us, libraries all over the world are rethinking how to serve our customers in this new normal. The silver lining is that the pandemic has prompted us to think differently about how to bring our in-branch experiences online.

The video content that you create now, during the COVID-19 crisis, will have long-term advantages for the Library District. Together, we are creating a virtual library, filled with ways for our customers to connect with us anytime, from anywhere. That's why we are branding our new YouTube channel, "Virtually Anywhere."

Your Branding & Marketing Department is excited to help you realize your creative vision! We have worked closely with the Library Operations and Community Engagement Departments to develop this YouTube Content Filming Guide, which provides the basic best practices that you need to plan and film quality, entertaining videos. If you have any questions, or additional tips that you would like to share, please don't hesitate to contact us at AskBAM@LVCCLD.org.

All videos will be screened by BAM and the best work will be posted on our "Virtually Anywhere" YouTube channel. We will also work with you to provide constructive feedback to help hone your video production skills.

Thank you in advance for lending your talent, creativity, and expertise to this project!

Betsy Ward
Branding & Marketing Director

How To Plan Your Content

Target Your Audience

Topics/performances should contain an enriching experience for your target audience. Please consider the following when planning your video:

1) Birth – Age Five
   - For this category, please be sure to follow the Library District's Storytime Guidelines for content by age group. You can find this document posted under the Community Engagement and Branding & Marketing sections of the Staff Updates page on the website at LVCCLD.org/staffupdates, and in these same sections on Voyager.

- When planning a Storytime, please refer to the Copyright section of this document for details on publishers' guidelines. Also refer to Booktalks as an alternative.
- Focus on transitional activities (such as well-known rhymes and fingerplays), brain-building, and literacy activities.
  - VROOM https://www.vroom.org/
  - Saroj Ghoting http://www.earlylit.net/storytime-resources
  - Every Child Ready to Read http://everychildreadytoread.org/resources/ https://static1.squarespace.com/static/531bd3f2e4b0a09d95833bfc/t/568c4ba3bfe87399730708f2/1452034979939/elcomppracchart.pdf
- At the end of your video, always direct viewers back to LVCCLD.org to recommend books and other age-appropriate resources for activities at home.

2) School-Age
- STEAM programming at home
- How to Use LVCCLD's eResources
  - Muzzy, Brainfuse, Socrates
- Easy, **Safe** Science Experiments at home
  - Sick Science!
  - Check out an eBook on science experiments for video ideas.
  - Create themed videos on different types of science experiment books.

3) Tweens & Teens
- Create video versions of specific in-branch programming created for teens such as Coffee & Comics.
- Crafts and DIY – Check out DLTK's Crafts for Kids and other selections … see DIY article in spring 2020 *Library Highlights*.
- STEAM/Tech Labs – How To Use the Tech Lab Equipment
  - Start with basic instructions for beginners and show a simple end result.
  - Then do deeper dives to create a series of instructionals for more advanced learning.
- How to Use the Library District's eResources
  - Creativebug, Brainfuse, Rosetta Stone, College prep, Kanopy, etc.
  - Digital Escape Rooms https://docs.google.com/presentation/d/1x7ks37C2lT4iW2138sb7AKUVya_uuvQchtDj0InVT0Y/edit?usp=sharing
  - Explore our eResources for additional ideas.

4) Adults
- Book Reviews – focus on eBooks and audiobooks during library closures.
- Refer to teen programming, above, for How To videos that cross over, such as eResources and using tech equipment.
- Crafts and DIY Projects
  - Simple, things found at home
  - eResources
    - https://www.lakeshorelearning.com/resources/free-resources/crafts
- Refer to past issues of *Library Highlights* for tons of ideas!

Choose Your Content Category

1) **Storytimes & Booktalks:** These popular formats bring books to life. Guidelines and suggestions to follow:
   - Storytimes are always popular for readers and pre-readers and should be conducted just as they are held live, in branches.
     - Please see the Copyright section of this guide for details on publishers' guidelines.
   - Booktalks are ideal for kids, tweens, teens, and adults and are an easy way to avoid copyright issues; simply talk about your favorite books and make recommendations.
   - Pikes Peak Library District provides a great explanation on how to tackle this format with tips for success: https://ppld.org/teens/booktalking-tips
     - Like Storytimes, a good Booktalk will create enthusiasm for your books, motivating your audiences to seek out your selections and other work by the featured authors.
     - Consider creating themes for your Booktalks, which could include:
       - Animals, Manners & Hygiene, Family, and Fairy Tales for young children.
       - Magic, Sci-Fi, Super Heroes, Friendship, YA Romance, and Crafts for tweens & teens.
       - Romance, Crafts, Sci-Fi, Murder Mysteries, Biographies, Cookbooks, History, Decorating, Organizing, Meditation, and Spirituality for adults.
       - The possibilities are endless, as is the breadth of our catalog!
       - During closure, be sure to focus on eBooks and audiobooks.
       - Be sure to include links to your titles to make it easy for viewers to download.

2) **Brain-building & Literacy Activities**: These include well-known rhymes and fingerplays. Some great places to look for ideas include:
   - VROOM
   - Every Child Ready To Read
   - Saroj Ghoting

3) **Science Experiments**: Must be safe, using household products, and have a STEM learning outcome. Examples include:
   - Sick Science
   - MCLS: Egg-citing Egg-speriments
   - Research your own go-to eBooks on experiments

4) **How-To Videos**: Share tips on how to use our eResources for parents who homeschool and older kids who want to keep their skills sharp. Some great examples to highlight include:
   - Children: Muzzy, Socrates, Brainfuse
   - Teens and Adults: Creativebug, Brainfuse, Rosetta Stone, College prep

5) **Crafts**: Must be safe and use household products. Share eResources like Creativebug, and Hobbies & Crafts Reference Center. Others include:
   - DLTK's Crafts for Kids
   - LearningLakeshore.com

6) **PVS & YA Contracted Artists**: Performances must contain original work, or music in the public domain, to avoid copyright infringements.

Copyright Parameters

1) BAM's extensive research has found only two publishers that are willing to forgo their copyright restrictions to allow unfettered filming and posting of their books on YouTube, with no requirements for deletion:
   - Macmillan Children's Publishing Group
   - Chronicle Books

2) The use of public domain book titles should be avoided. Book titles listed in resources such as Project Gutenberg are considered to be outdated and some have racist themes.

3) Publishers' Copyright Guidelines during the COVID-19 Crisis vary widely, which include:
   - Allowing schools and libraries limited use of their content for a short period of time.
   - Allowing uploads to open platforms, like YouTube, but only until June 30, 2020; after that date, all videos must be deleted to comply with copyright law.
   - Allowing videos to be hosted for 24 hours before they have to be deleted.
   - Allowing content only to be hosted on closed school networks, such as Google Classroom, that have limited access to the public.

4) For more details on publisher permission standards, please refer to the following sites:
   - Author Permissions – Book Reading Recordings
   - School Library Journal
   - Programminglibrarian.org – Information on Fair Use

# How To Film a Quality Video

Choosing a Location

- Find a calm, clean space in which to film, putting the focus on you.
- Avoid cluttered rooms and distracting backgrounds, such as messy shelves or busy artwork.
- If you do not have easy access to a space like this, simply clear a spot in front of a blank wall to film — but please don't stand or sit directly against the wall. Leave a few feet of space between yourself and the wall.
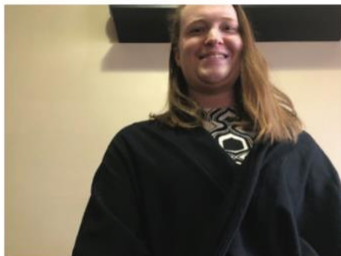
NOT IDEAL: CLUTTERED SPACES
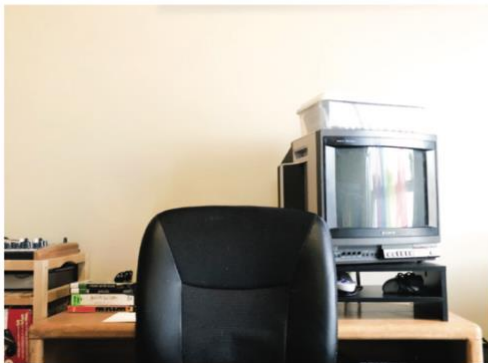
IDEAL: A CALM, CLEAN SPACE
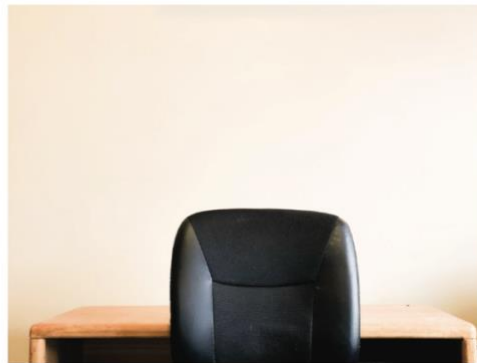
Lighting

- Please film in a bright space, especially if you are using a smartphone.
- A well-lit video enhances the subject, and helps ensure that the video quality is clear and not grainy.
- Natural light is the best option, but if you use artificial light, make sure it does not have an unnatural color cast.

BAD ANGLE

BAD LIGHTING

BETTER ANGLE & LIGHTING

Setting Up Your Camera

- Film your video horizontally rather than vertically.
- Please use a tripod if available to reduce camera movement.
- Try placing your camera or phone on a stable surface such as a bookshelf or table; anything that ensures it will not fall but can still capture a good angle.
- Be sure to film on the setting with the highest resolution for good video quality. If you are using a phone, please use the camera on the back for the best quality and not the front facing camera used for video chats.

WAYS TO SET UP YOUR CAMERA

Finding the Right Position

- Find a sitting position that allows you to move naturally but also looks good on camera and ensures that the viewer can see everything going on.
- Be aware of your posture. Sitting tall will help you project your dialogue.
- Be generous with your facial expressions, and look directly into the camera lens.
- Make sure that the action of the video is centered in the frame so that nothing is cut off and there is not a lot of blank space above your head.

Voice and Volume

- Speak clearly and at a stable volume so the phone microphone can capture your voice.
- Re-watch your video and pay attention to the sound — are you easy to understand and loud enough to hear without having to turn the volume all the way up?
- Make sure that there is no ambient sound, such as children's voices, dogs barking, doors closing, etc. You should be the only sound in the film.

Things to Include While Filming

- Be sure to wear your **Library District #GetCarded t-shirt**, and at the end, mention the new eCard, which your viewers can sign up for on our website to get instant access to our books, movies, music, and more!
- For all ages, always send them back to the website to discover new things.
- Ask your viewers to participate with you, just as you would during a normal kids' program. Let your warmth and enthusiasm will shine through to them. If you ask a question, make sure to pause to let the kids answer.

The Filming Process

- **Videos should be 3 – 10 minutes in length, if possible.**
- **PVS & YA Contracted Performances can run for the length of the performance.**
- Try to film everything in one take, if possible.
- Sometimes it may require several takes to get the best quality version. You may find that your routine looks more relaxed and natural with each take.
- Please leave a short pause before and after your routine for editing and branding purposes.

Next Steps: Delivery

- After you have finished filming, re-watch your footage and select the best take.
- Please send your videos via an online file transfer service such as WeTransfer (free up to 2GB), Google Drive, or DropBox. If you have never done this before, or need guidance in any way, please call Paula Loop at 734.790.2025 or email her at loopp@LVCCLD.org.
- Please email Paula to notify her when you have sent a new video. In your email, please list:
    - Your target audience
    - Your selected book titles, authors' names, and publishers' names

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Have Fun &
Thank You for Your Contributions!

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