

Reconnect with Reading: Project Plan

Title:

Description:

- Give a description so someone reading your project for the first time can understand what you are doing and why.

Objectives (Outcomes)

- The results you want to achieve

Measurements

- How will you measure or say you reach your objectives?
- Set goals then estimate how many participants, views, responses, downloads, etc. you want to achieve.

Timeline:

- Include major milestones and the date where they need to be accomplished

Communication plan for staff:

Marketing plan:

Team Members & Role:

Staff time and budget:

Questions?

Contact: Jennifer.reichertsimpson@spl.org

Reconnect with Reading: Project Evaluation Outline

Project Description:

- Taken from project proposal
- Any updates since proposal was approved?

Goals/Outcomes:

- Taken from project proposal
- Any updates since proposal was approved?

Analysis of Goals/Assessment:

- Outline project goals; analyze whether project goals were met.
- Report back statistical and narrative observation.
- Report on patron impact.
- How did your project meet the overall grant goals ?

Conclusion/Recommendations:

- Did the project meet stated objectives?
- Lessons learned?
- Recommendations for whether pilot project should continue.

Length:

- What's necessary; likely to be 2-4 pages

Audience:

- Peers
- Library Administration, Foundation
- Allen Foundation, Library Board, Foundation Board

Questions?

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The Digital Booktalk

A video or digital booktalk is a modified version of the traditional booktalk with only few differences. The main one being, digital booktalks are usually shorter in length.

DO: Make videos short! People have short attention spans. Aim for :30 seconds or less.

DON'T: Booktalk a book that you are not excited about! It will be apparent to viewers.

DO: Make videos as conversational as possible (e.g. OMG, I just read this book ...). This increases the likelihood that you can win your listeners.

DON'T: Over rehearse! Try to stay away from creating a script. This will make your booktalk have a more authentic feel.

DO: Relax, no pressure! Imagine you are talking to a friend.

DON'T: Be long-winded. Instead try providing a full review in three (3) sentences.

DO: Take a deep breath. It's only :30 seconds and then it is done.

DON'T: Expect to nail it on the first attempt, sometimes it takes a several tries.

DO: Remember, it is about the book, not you!

Production and Technical Aspects [The Nitty Gritty]

You want to make watching the digital booktalk(s) a pleasurable experience for your audience. Whether you use a digital camera or camcorder to accomplish this, there are things you must consider.

1. Lighting: Generally speaking you want to stay away from fluorescent lights. Though you may be tempted, there is really no need for any special professional grade lighting. Just make sure the lighting you record under is naturally diffused and you should be fine. Be careful not to have the speaker stand in a position that makes them look distorted either.

2. Audio/Sound: Unfortunately the built-in microphone camcorders usually do a better job of picking up the background noise and not the presenter. To resolve this invest in a wireless (lavaliere) microphone. Wireless microphones can be expensive. If the people responsible for the purchase need some convincing, pitch the wireless microphone as a long-term investment—a tool that can be used at other events.

3. Camera – Action in the frame: The relationship between the camera's and the person in front of the camera is an intimate one. Respect it!

Pay attention to how you (or your subject) are positioned within the space. Don't place someone in front of a column or under a low banner; it will look like the object is coming out of his or her head. Use vertical objects like bookcases, columns, or trees, positioning the subject between them, to add framing to your shot.

Zoom in as needed. Sometimes, getting a little closer will cut out distractions, like other people in the background, the trash barrel, or the wall color that goes from restful blue to shocking hot pink at the corner. Look through the lens and move anything that catches your eye—a poster, a plant, etc.—and might detract from your subject.

Basic rules of photography apply.

Imagine your screen divided into two rows of three columns.

Try to avoid having things in the exact middle; place the subject a little to the left or right. Avoid vertical or horizontal lines that fall straight along these imaginary ones. A bookcase to the left of a person standing on the rightmost vertical line will lead the eye to the book talker.

Ask the subject to sit or stand in a natural way. Have the performer present the book talk two or three times. Usually by the third take, s/he will start to look and sound more natural and less awkward (that's a tip from NPR, which employs this as an interview method with guests on their radio programs).

4. Software: Video editing programs allow you to do all sorts of cool things with your videos before posting them for the public to see. Some free programs are

- Windows MovieMaker,
- Apple's iMovie
- YouTube's Playbook

If you have a budget then think about getting Adobe Premiere Elements. It has lots of bells and whistles. If you have never used Adobe Premiere before, not a problem. Visit lynda.com's YouTube [page](#) where you will find many videos at your disposal.

5. Post: You may be asking yourself, "Where can I post it?" Well, start with any of the free video hosting sites listed below:

- Blip.tv (www.blip.tv)
- Flickr (www.flickr.com)
- TeacherTube (www.teachertube.com)
- YouTube (www.youtube.com)
- Vimeo (www.vimeo.com)

Once you upload your video you can embed the actual recording on your site for visitors to see.

Lights, Camera, Action!

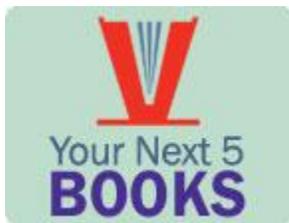
Well, there you have it, the information you need to create and post a digital booktalk! If you are a bit nervous or still unsure about how to move forward, click [here for examples](#).

The Seattle Public Library: Reconnect with Reading

Training

- Build capacity and confidence of staff in providing readers' advisory
- Nancy Pearl: "Opening Doors, Opening Books"
- Staff surveys pre and post Nancy Pearl's trainings
- Staff-created training videos: recorded conversations with Nancy Pearl and system librarians
- Used Audacity, PowerPoint & Camtasia for 3 RA Conversation videos—can be viewed anytime (no public portal at this time)

Your Next 5 Books



- Personalized reading list service
- Online form: www.spl.org/yournext5
- Use Questionpoint for form input, Bibliocommons for lists
- Shelf Talk blog: <http://shelftalk.spl.org/> search for "Your Next 5 Books" to find YN5 examples

30- Second Video Booktalk



1. Choose a book that you actually like. Your booktalk is a recommendation.
2. Bring the book with you and hold it so that it's in the frame.
3. Introduce your book by stating the **title and author**:

4. Continue using one or more of these techniques:

- Start or end with an **interesting question**.
- Tell a little about the **setup** of the book.
- Describe a **character** that stands out.
- Talk about your **favorite part**. Let your audience know **why** you enjoyed it so much.
- Is there a good **read-alike?** ("If you liked *The Hunger Games*, ...").
- **Reel in your audience** by pointing out that the author is local, the series is bestselling, the _____ genre/sub-genre is HOT, etc.
- **Highlight unique text features and formats** such as novels in verse, multiple P.O.V.s, illustrations/graphics, journal entries, flashbacks, etc.
- If possible, **end with a hook**.

5. No spoilers!

6. Your talk should last **30 seconds** which is about **80 - 100 words** written out. You may want to use **bullet points, (4 – 5 at the most)**. You can decide whether to practice enough to perform without notes, or you can have the camera person hold up your notes.

Bullet Points:

- _____
- _____
- _____
- _____
- _____

Example teen video booktalks from the Tacoma Library's **Teen Book Club Vlog**:
<http://teenbookclubtpl.wordpress.com/>

Example staff video booktalks from the Seattle Public Library:
<http://www.youtube.com/watch?v=yOm8y9US0Dc>