

OPLA RA in a Day 2010

Book trailers: resources to consult

What does all this mean for librarians trying to reach each other or develop their own collection knowledge?

Option 1:

Subscribe to publishers' video feeds the way you follow their blog or read their catalogue

Option 2:

Share videos with patrons as a promotion tool.

- **Embed trailers on your website or in your catalogue**

Examples:

- Kitchener Public Library (external videos uploaded by staff onto new releases page) http://kpl.org/books_more/new_releases.html
- Ottawa Public Library (external videos uploaded by staff and patrons directly into catalogue; some audio reviews with static video) <http://catalogue.biblioottawalibrary.ca/item/show/546958026>

- **Make your own (staff)**

Examples:

- Oakville Public Library <http://www.youtube.com/user/OakvillePublicLibrar>
- Arapahoe Library District http://www.youtube.com/watch?gl=CA&hl=en&v=XnqhS9_4TPw
- London Public Library <http://www.youtube.com/user/LondonPublicLibrary>
- Software suggestion Animoto <http://www.animoto.com>.

- **Make your own (patrons - often TAGs; local celebrities!)**

Examples:

- Brampton Public Library <http://www.youtube.com/user/BramptonLibrary>
- Toronto Public Library <http://www.youtube.com/user/torontopubliclibrary>

Further resources

Bird, Elizabeth. "Video Sunday." *A Fuse #8 Production*.

<http://blog.schoollibraryjournal.com/afuse8production/tag/video-sunday/>

Graff, Keir. "Book trailer Thursday." *Likely Stories*

<http://blog.booklistonline.com/category/book-trailers/>

Kent, Melissa. "Don't judge a book by its trailer." *Sydney Morning Herald*

<http://www.smh.com.au/entertainment/books/dont-judge-a-book-by-its-trailer-20100626-zb1u.html>

Moby Awards. <http://2010mobyawards.wordpress.com/>

Murray, George. "On authors and book trailers." *Bookninja*

<http://www.bookninja.com/?p=8292>

School Library Journal. "Trailee Awards: Vote for Your Favorite Book Trailers."
<http://reg.accelacomm.com/servlet/Frs.frs?Script=/LP/51148056/reg&Context=START>

Spratford, Becky Siegel. "Totally Hip Video Book Reviews By a Professional Reviewer."
RA For All <http://raforall.blogspot.com/2010/09/totally-hip-video-book-reviews-by.html>

Other trailers mentioned during RA in a day talk:

Anderson, M. T. *The Suburb Beyond the Stars*. <http://www.mt-anderson.com/suburbmovie/>

Charles, Ron (various). <http://www.washingtonpost.com/wp-dyn/content/video/2010/09/22/VI2010092201878.html>

Cohn, Rachel. *Nick and Norah's Infinite Playlist*.
<http://www.youtube.com/watch?v=q7A8kZQRlcE>

Collins, Suzanne. *Mockingjay*. <http://www.youtube.com/watch?v=UZOIJHDHg1g>

Feehan, Christine. *Murder Game*. http://www.youtube.com/watch?v=F-r_x60pf1A&feature=player_embedded

Harris, Doug. *You comma idiot*
http://www.youtube.com/watch?v=OJ06vNDt7E8&feature=player_embedded

Higson, Charlie. *The Enemy*.
http://www.youtube.com/watch?v=ttS9BlzBihc&feature=player_embedded

Pasricha, Neil. *The Book of Awesome*
http://www.youtube.com/user/PenguinCanada#p/f/0/L_HkH8huuzA

Patterson, James. *Alex Cross*. <http://www.youtube.com/watch?v=pjHkyvGxukY>

Rotenberg, Robert. *Old City Hall*
http://www.youtube.com/watch?v=vN3N7T4AYFg&feature=player_profilepage

Shaben, Carol. *Into the Abyss*.
http://www.youtube.com/watch?v=7xoeHGmGVrk&feature=player_embedded

Winters, Ben H. *Sense and Sensibility and Sea Monsters*
<http://www.youtube.com/watch?v=jZVE5uF24Q>

Yaccarino, Dan. *All the way to America*. http://www.youtube.com/watch?v=a7a2d-vYxZY&feature=player_embedded