

Promote your library...

on video

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The idea for a library video came about when the Public Relations Advocacy and Outreach Interest Group for the South Peninsula Administration (SPA) was discussing projects for the group to undertake. Fatima from Ocean View Library suggested we produce a video and said we should contact Edumedia who might be able to help us with this project. The committee felt that there was solid motivation for the video to be made; and that there was a need for a video of this kind to educate the public as to the many services that libraries offer.

I approached Edumedia who indicated that there was a very good possibility that they would consider producing the video for us on the basis that it would be an Edumedia video and would be promoted by them. The following reasons put forward by the committee were part of my motivation:

- there is a danger of libraries becoming extinct
- communities are unfamiliar with books
- awareness of free books
- encourage children to read
- high rate of illiteracy
- instil a love of books and reading which leads to further education.

At the second meeting with Edumedia, they confirmed that Edulis would fund the video. (Without their funding it was impossible as the SPA had no funds.) We

also discussed the target audience for the video and decided that it would be general viewing for everyone. Other aspects under discussion were the image we wanted to portray as well as the content of the video. The committee envisaged a video which would depict a typical day in the library and would include what library staff do; who they are; the services provided; school visits; story-time for children; music; literacy classes, et cetera. In essence, the video should be a vibrant and true reflection of the library service in the South Peninsula.

The next step required the committee to write a basic script for the library video and submit it to Edumedia. Everyone gave their input on different aspects of libraries.

Dirk Binneman, video producer at Edumedia liked our script, but said that he had to change the format for shooting purposes. This was done without, as far as possible, changing the actual content of the script.

Finally the script was complete, and we were ready for shooting with Binneman in charge. Budget restraints required that only three libraries could be identified for inclusion in the shoot.

The committee decided on Wynberg, Grassy Park and Ocean View Libraries. Binneman liaised directly with the librarians-in-charge of each library who all were very cooperative and said how much they enjoyed working with him. The shooting was a great success with the public filling in as extras as and when they were needed!

I was asked to narrate the video (elected by my committee!) and after some 'gentle' persuasion, I agreed. I found the experience fun and enlightening - being recorded in a 'real live' studio!

Binneman also asked me to submit a 'blurb' for the video cover for promotion purposes. The final result of all this work was a professional and entertaining video which promotes all aspects of the library service. Binneman proved to be both fun and professional to work with, and sincere thanks go to him for producing a video of such excellent quality. Thanks also to Patricia Jantjes at Edumedia for her initial guidance and help. It was exciting to follow the whole process of making a video and to visit the studio at Edumedia to share the experience of Binneman putting the video together on his computer. To see the final 'package' come together was truly satisfying for the committee.

Lyn Steyn at SPA encouraged us all the way, and gave us all the support we needed in the making of this video.

At this point, I resigned from libraries - with only the English version of the video completed. I know there were hopes of making one 90-minute tape with the English, Afrikaans and Xhosa versions all on one tape.

Although a mammoth task, this was definitely one of the most rewarding projects I have ever undertaken in libraries - thank you to the entire committee for their input, effort and great camaraderie. We did it and if we can do it, so can you!

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