



# TELLING YOUR STORY WITH MULTIMEDIA COMMUNICATIONS

Jane E. Barber, MSM

*Assistant Director,  
Communications and Development*

[Colorado State University Libraries](#)



# A G E N D A

- Introduction
- Why? What? When? Where? How?
- Case Study I
- Case Study II
- Q & A/Discussion





# INTRODUCTION



# CAREER HIGHLIGHTS

- Joined Colorado State University Libraries in October 2008
- Nine years at Northern Arizona University in marketing communications
- Eight years as a business editor/journalist
- In 2005, joined the University's division of Student Affairs, serving the communication needs of more than 20 campus departments
- Created of PLAID Weekly, a campus multimedia e-zine, in August 2007



# PLAID WEEKLY

The fabric of campus life.

There's a little Lumberjack in all of us. PLAID is a creative reference to our Lumberjack heritage and mascot. We hope to bring the campus closer to you with weekly coverage of activities and events.

- Home
- PLAID Squad
- PLAID Lounge
- PLAID Tube
- PLAID Cast
- PLAID Gallery
- Trivial PLAID
- PLAID Board

Current Issue | Past Issues |

Thank you for voicing your opinion on PLAID!

be our friend on facebook

SHARE YOUR



videos

podcasts



photos

WITH PLAID

ALSO IN THIS ISSUE:

**GEEK CAST:**

G4 shows us smartbots

**JACK FACTS:**

College Colors Day is Aug. 29

**REC HOT SPOT:**

Free group exercise and more

**STRESS BUSTERS:**

Get your computer fixed

## FIRST WORD

August 20, 2008

"Don't mess with me; I know Kung Fu!" That's what I said to the storm clouds because, as always, I was not fully prepared for Flagstaff's weather. It's like Mother Nature's PMS is on fast forward: Cold, Cloudy, Clear, Rainy, Sunny, Hailing, Calm. Here's my advice for coping with this unpredictability.

**Don't be optimistic.** No matter how nice it looks outside, it will rain on your parade. Layer your clothes. At one point of the day you'll want to be wearing a tank top or light t-shirt, at another point you'll need a long sleeve shirt, and then you'll be looking for a sweater. So make sure you've got them all. An umbrella is pretty handy, as are sunglasses. And don't forget chapstick, sunblock, and lotion as it gets colder. And a big bag is great for holding all that you need to combat the climate.

This week's cover is a tribute to those geniuses at DreamWorks...we LOVE this movie!

-Sara Catalano, Plaid Sophomore



## PLAID: Kung Fu PLAID

**VIDEO:**

Building for the Future - PLAID checks out our new campus buildings

**Photos:**

Reel Big Fish, Authority Zero and Raina Fire -PLAID has the coolest coverage of last week's Welcome Week concert event

**Lounge:**

Enter the Dragon - A flaming performance by Circus Bacchus



MARCH 30, 2009

## Unity Week - We all live on this planet together

by BECCA PRIDDY

Hey Jacks, Unity Week is already here with some really great events.

What is Unity Week? Its a time for all of our different cultures to come together and celebrate our diversity and unity. Don't miss this years Miss Indian NAU Pageant, 10-11 a.m. on April 1. Last year's pageant was very interesting and colorful. I learned a lot about Native American culture and society. The best event of Unity Week, I think, is **The Big Event** on April 4 (see the bottom of this post for more info). This is the biggest NAU volunteer event of the year! Many students get together and contribute hundreds of hours of community service ranging from helping the elderly and feeding the homeless to painting fences and cleaning up gardens. I personally love volunteer work because it is very rewarding. If you have never taken a few hours of your day to volunteer I definitely recommend donating your time for this year's Big Event. Students interested in participating in the Big Event, please register through ASNAU to become part of a volunteer group. You will work with a project supervisor on a project for 4-5 hours. Transportation to your service location is provided.

If you have any further questions please contact:

Nickolas A. Goad, ASNAU, Vice-President of Student Affairs, at [nick.goad@nau.edu](mailto:nick.goad@nau.edu). Office: 928-523-6939, Fax: 928-523-6938.

Let's make this year's Unity Week a huge success!

You may say that I'm a dreamer  
But I'm not the only one  
I hope someday you'll join us  
And the world will be as one —John Lennon

### UNITY WEEK 2009

#### Monday, March 30

- 4 pm — Cline Library Channel: Moolaade
- 7 pm — Coffee and Conversation: Race and Privilege (by Wendy W. and Sara O., McKay Village Community Center)

#### Tuesday, March 31

- 10-11 am — PRISM panel: Speaking on Gender Identity and Expression (by Chris Duarte, Walnut Room A, University Union)
- 10:30-11:30 am — 21st Century Native America: Dispelling the Myths (by Daisy P. and Catherine T., Sycamore Room, University Union)

## BEAT CENTRAL

[Academics](#)  
[Arts + Entertainment](#)  
[Health + Living](#)  
[Off Campus](#)  
[Sports + Recreation](#)  
[Technology](#)  
[Informercials](#)



## UPCOMING EVENTS

MAR  
31  
2009

[Women's History Month: Native American Image by Daisy Purdy & Catherine Talatke](#)

Tuesday, March 31, 2009. 10:30 AM  
Lecture: Native American Image by Daisy Purdy and Catherine...

APR  
01  
2009

[Women's History Month: Ladies Eighties Night!](#)

Wednesday, April 1, 2009. 7:00 PM  
Event: Ladies Eighties Night!! Contact Information: The Office of...

APR  
02  
2009

[NAU Opera, NAU Orchestra and School of Music present "Threepenny Opera" by Kurt Weill and Bertolt Brecht Ardrey Auditorium](#)

Thursday, April 2, 2009. 7:30 PM NAU Opera, NAU Orchestra and the School of Music...

APR  
02  
2009

[Women's History Month: Sex in the Dark with ASWI](#)

Thursday, April 2, 2009. 8:00 PM  
Discussion: Sex in the Dark with ASWI. Contact Information:...

APR

[Women's History Month: The Color Purple](#)





# WHY USE MULTIMEDIA?



# BENEFITS OF PLAID WEEKLY

- Appealing format for our target audience
  - Primary audience: college Freshmen
- Measurable results
  - Used web stats to report on visits and use
- Cost effective
  - ½ our newspaper advertising budget paid for ½ a year of PLAID Weekly (16 weekly issues)
- Refreshing content
  - For students by students, updated frequently
  - Easy to make updates or changes





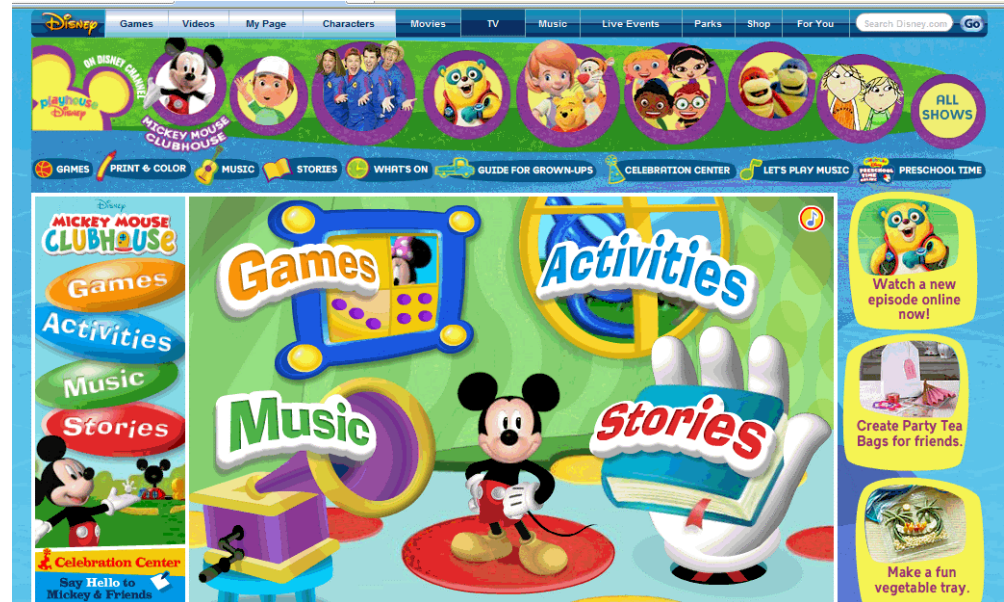
# WHY USE MULTIMEDIA NOW?

- Your patrons are online
- To drive your audience to your message
- Libraries are natural providers of content
- The equipment/software is more user-friendly
- The equipment and software is more affordable
  - Camera w/digital hard drive \$800
  - Adobe Premier \$1,200



# YOUR COMPETITION/ YOUR REPUTATION

- Playhouse Disney
  - <http://tv.disney.com/playhouse/index.html>



- Dr Seuss
  - <http://www.seussville.com/main.php?section=home&isbn=&catalogID=&eventID>





# WHAT IS A MULTIMEDIA STORY?



# NEW MEDIA VS TRADITIONAL MEDIA

## New media

- Videos on the web
- Photo slideshows
- E-postcards/e-vites
- Podcasts (audio only)
- Blogs
- Wikis
- Polls
- Comments/ratings
- RSS feeds
- Ability to share

## Traditional media

- Newspapers
- TV
- Radio
- Direct mail
- Posters, brochures, postcards, and newsletters





# THE ELEMENTS: VISUAL, AUDIO, MOTION

- Images
- Graphics
- Sound
- Music
- Motion
- Video
- ...and, yes, text.

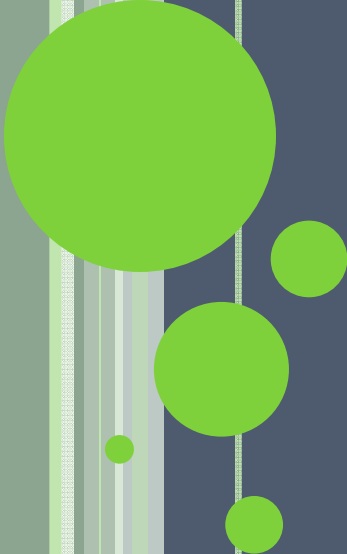
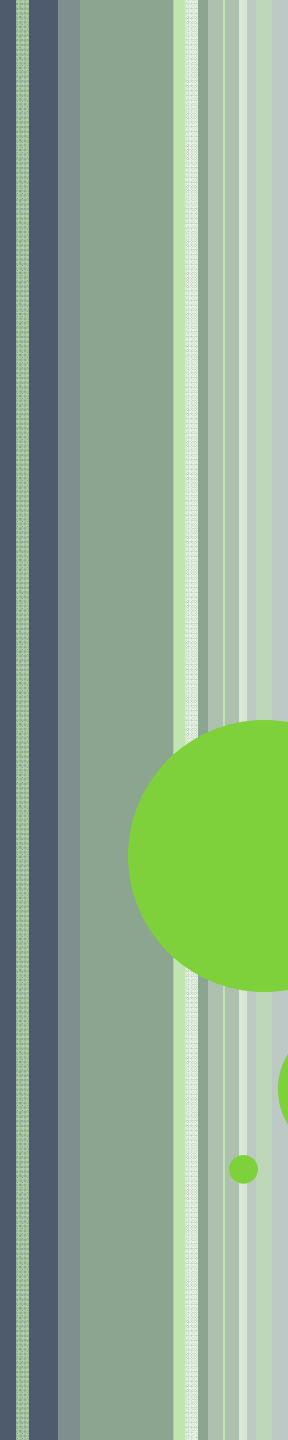




# WHAT MAKES AN AWESOME MULTIMEDIA STORY?

- Sharing, collaborating, and participating
- Engaging
- Interactive
- Creative
- Risky
- Brief





# WHEN SHOULD YOU USE MULTIMEDIA?



# WHEN SHOULD YOU USE MULTIMEDIA?

- When your audience expects it
- Communicate news
- Promote events
- Raise awareness
- Frequent updates
- Budget constraints
  - multimedia can be more cost-effective than printed communications



# TIP

- Ask yourself...given our current resources, can we do this WELL?
  - When it comes to reputation, sometimes it's better to do nothing, than to do something badly.



The slide features a dark blue background. On the left side, there are several vertical decorative elements: a wide, light green gradient bar, a thin white dotted line, and a thin light green line. Below these, there are five green circles of varying sizes arranged in a vertical, slightly curved pattern. The text is centered on the right side of the slide.

**WHERE SHOULD YOU USE  
MULTIMEDIA?**

# WHERE SHOULD YOU USE MULTIMEDIA?

- Website
- E-mail
- Other sites
  - YouTube <http://www.youtube.com/>
  - Flickr <http://www.flickr.com/>
  - Twitter <http://twitter.com/>
  - Blogs
  - Professional Association websites





# HOW DO I CREATE A MULTIMEDIA STORY?

# 5 PS OF A MULTIMEDIA PROJECT

1. Planning

2. Props

3. Place

4. Production

5. Presentation





# 1. Planning

- Know your audience
- Know your story
- Outline your story with a beginning, middle, and end
- Timeline
- Deadline
- Resources



## 2. Props

- Equipment needs
  - Digital camera, video camera, microphone, tripod, reflectors, portable lighting, extra batteries
- Software needs
  - Video editing and website development
- “Actors” or “DJs”
- Music
- Clothing
- Props



# 3. Place

- Location
  - Indoors/outdoors
  - Background
  - Travel
- Lighting
  - Test with your camera
  - Mood: harsh, soft, romantic, evening, morning
- Sound
  - Listen for background noise: talking, trains, planes, music, etc
  - Microphone can make a BIG difference





# 4. Production

- Time-consuming
  - Hours for every 10 seconds
- Video editing software
  - MS Movie Maker
  - iMovie (Mac)
  - Adobe Premiere
- Website development software
  - Dreamweaver





# 5. Presentation

- Distribution – getting your “out there”
  - Colleagues – viral “pass it on”
  - Professional organizations
  - Online calendars
  - E-mail
  - Other websites





# OVERWHELMED?

Don't worry.





# TIP: START WITH BABY STEPS

- Find a story you like on the Internet and model your first project on it





# TIP: GET HELP



- Student interns
- neighbors
- Colleagues
- ...start asking lots of questions





# TIP: USE ONLINE RESOURCES

## ○ The Internet

- YouTube (<http://www.youtube.com/>)
- Flickr Creative Commons (<http://www.flickr.com/creativecommons/>)

## ○ Stock photos, music and video

- <http://www.istockphoto.com/>

## ○ Free fonts

- <http://www.urbanfonts.com/>

## ○ Polling software

- Survey Monkey <http://www.surveymonkey.com/>
- Poll Daddy <http://www.polldaddy.com/>





# CASE STUDY I

# THOMAS COOPER LIBRARY AT UNIVERSITY OF SOUTH CAROLINA LIBRARIES

- Dean of the Library Tom McNally and University mascot team up to promote the [University Libraries](#) with this [1 min 19 second video](#).

The screenshot displays the website for the University of South Carolina Libraries, specifically the Thomas Cooper Library. The header includes the university logo and navigation links such as 'CATALOG', 'INDEXES, ARTICLES & DATABASES', 'E-JOURNALS', 'FORMS', and 'HOW DO I?'. A prominent search bar is visible, along with a 'Spotlight On...' section featuring a 'LibGuide to Women's History Month' and a 'Dolley Madison Digital Edition'. The page also lists various services like 'RESEARCH TOOLS', 'LIBRARY ASSISTANCE', and 'LIBRARY SERVICES'.





## CASE STUDY II

# BOSTON PUBLIC LIBRARY

THE FASTEST WAY TO  
**CLEAR OUT  
A BAR?**  
HAVE ME SHOW UP  
**FOR TRIVIA NIGHT.**

**MAURICE GORDON, Boston Public Library**

**BPL** what do you want to know?  
boston public library

So if you have a question, need some information, or are trying to track something down, just ask me or any of the hundreds of librarians at our 27 branches throughout the city. Ask me in person, by phone, or online at [bpl.org](http://bpl.org) 11 hours a day, 7 days a week.

- The Boston Public Library advertising campaign created by Allen & Gerritsen.
  - <http://www.bpl.org/ads/>



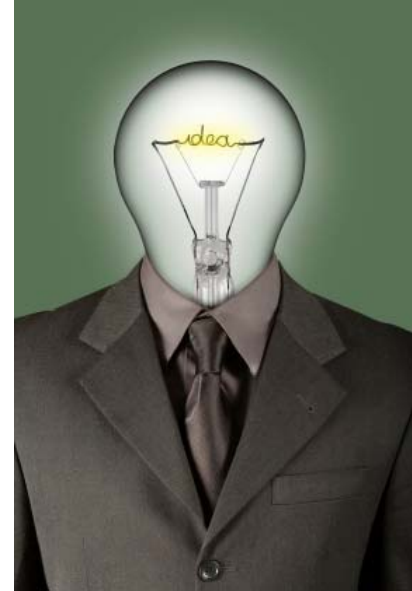
intermittent  
bright ideas





# IDEAS

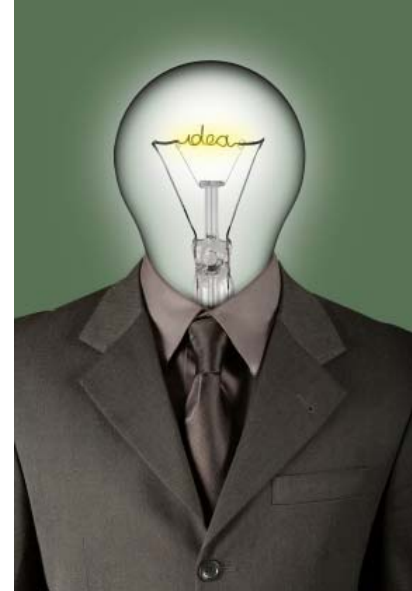
- What are you doing in print that can be put on your library's website?
- Link to resources on other websites
  - Author interviews/blogs, publishers sites, etc.
- Quote of the Day
- Author profile of the week/month
- Literary trivia





# IDEAS

- Online book club
  - <http://alumni.jhu.edu/bookclub/>
- Video or photograph events and activities
  - One good image with a caption can tell your story
- Photo slideshows
- “Man-on-the Street” Interviews
  - ask your staff or patrons why they love the library and video/record the interviews
- Holiday or donor appreciation e-card
  - <http://lib.colostate.edu/develop/friends/flashonline.html>



# BEST OF THE BEST

## ○ Best Public Library Websites

- <http://www.onlinebestcolleges.com/blog/2009/100-terrific-websites-to-celebrate-national-library-week/>
- [http://wikis.ala.org/professionaltips/index.php/Branding\\_the\\_Library\\_Through\\_its\\_Website](http://wikis.ala.org/professionaltips/index.php/Branding_the_Library_Through_its_Website)
- <http://www.learnnc.org/lp/pages/969>

## ○ Best Library Websites

- [http://www.libsuccess.org/index.php?title=Website\\_Design](http://www.libsuccess.org/index.php?title=Website_Design)





ANY  
QUESTIONS?

# THANK YOU!

Feel free to contact me with any questions:

Jane Barber

*Assistant Director,  
Communications and Development*  
Colorado State University Libraries

E-mail: [Jane.Barber@colostate.edu](mailto:Jane.Barber@colostate.edu)

Phone: (970) 491-5712