



# Making the Most of Your Media

SOMERSET COUNTY LIBRARY SYSTEM OF NEW JERSEY



### Cory Snearowski Media Specialist, SCLSNJ

Snearowski is a filmmaker based in New Jersey. His work has been published by The Onion and ClickHole, and has been personally featured in Vulture, AV Club, and Paste Magazine. His short films have been selected for Slamdance, NoBudget, and Rooftop Films Summer Series. His other short film, “Branchburg” was produced by Tim Heidecker and was named by Vulture Magazine one of the Best Comedy Videos of 2018, as well as one of the best comedy moments of the decade. Snearowski’s December 2019 short film “USE CUPS” and its June 2020 sequel “USE TANTRUMS” were produced by Adult Swim and each named Vimeo’s Staff Pick of the Week.



### **Carolann C. DeMatos**

Director of Marketing and Public Relations, SCLSNJ

DeMatos is an award-winning creative professional, photographer, social media maven, design educator, and literature aficionado. DeMatos has a master of science from New York University in Digital Imaging and Design, a bachelor of arts from Rider University in Multimedia Communications and Advertising, and is currently working to achieve her doctoral degree from Columbia University in the field of Art and Art Education. More information about her work can be found at [WonderpugGraphics.com](http://WonderpugGraphics.com).

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# Video Production For Libraries

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## **THE IMPORTANT TAKEAWAY:**

I started with nothing (no special equipment, no filmmaking experience) and  
**so can you!**

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# Open discussion: Why do we choose to make videos? Why this medium?

(Hint: It's important to remember throughout your video-making process the "why.")

### Rule #1: Break the rules!

There is no right or wrong way to make films or videos, this lesson is simply to provide you with tips and tricks to making your product the way you envision it.

So, if something in here doesn't work for you, disregard! Create your own path.



#### Tip from Martin Scorsese:

There is no one process in filmmaking, no textbook example to follow. The best advice [Martin] can give is to prepare, get everyone aligned with your vision, and then simply jump in and begin.

## What can you use? **ANYTHING!**

- Any type of smartphone
- Any cameras you may have around (this includes webcams)
- Any type of audio recording
- No camera? Make a slideshow of photos!
- No audio? Make a silent film!





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**Next Step: Prepare, Prepare, Prepare**

# What's your idea? How will you communicate it?

## Are you working alone?

How do you plan to actualize this on your own? What do you have to do to prepare?

### Tip:

Remember “why” you want to convey information this way. Write it down, draw it, anything to remind you how you want it.



## What's your idea? How will you communicate it?

### Are you working with others?

How do you plan to communicate your vision to them? How will you delegate tasks to them?

- If you draw, draw a storyboard.
- If you write, write a script!
- If you do neither, make a lookbook (scrapbook of how you want your video to look and feel)



OR, do all three!

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Inspiration:



Communication:



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Results:



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In short:

# COMMUNICATION IS KEY!

There is no better prevention to a post-production disaster (editing) than pre-production (lighting, setting, rehearsal, etc.)

Think of it like going to a new barber with a haircut, you want to be as specific as possible and lay out what you want, and don't want as well!

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# Next: Being Comfortable On Camera

## Being comfortable on camera

Ways to become (at least more) comfortable:

- **Rehearse!**
  - Record yourself the night before
  - Listen to your own voice.

Did you deliver that line the way you want to tomorrow? What do you need to change?





## Being comfortable on camera

Ways to become (at least more) comfortable:

- That camera lens and red button can be intimidating.
- Focus on a person in the room or an inanimate object.



## Being comfortable on camera

Ways to become (at least more) comfortable:

- **Acknowledge how you feel:** State it out in the open, write about it, draw it, let the feeling pass, then put it away.

**When you stay in the moment and acknowledge your feelings,**

**it becomes easier to move past whatever that moment brings**

**and however you feel in it.**

## Being comfortable on camera

Ways to become (at least more) comfortable:

- See how to look on camera.
- Have a colleague sit where you will be first.



## Being comfortable on camera

Ways to become (at least more) comfortable:

- Put your lines where you can see them.



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# Filming Others (With Their Consent)

## Filming others with their consent

- Know your libraries policies when it comes to taking photos or videos of others in the library.
- With colleagues: Make a poll! Avoid awkward conversations by knowing who is already comfortable.

In what ways would you be most comfortable participating in SCLSNJ videos?  
(check all that apply): \*

- Hands-only acting
- Full self (Nonspeaking, just pantomiming actions)
- Full self (Speaking)
- Voiceover (Not shown at all, just audio of your voice narrating)
- I would not like to be shown but would like to help with behind the scenes work (pulling carts, holding ladders, etc.)
- Other: \_\_\_\_\_

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LEARN FROM US:

# 7 Mistakes

we already made  
(so, you don't have to).

“

Using the  
wrong  
pronoun.

”



“

**Not apologizing  
immediately.**

**... and, then, not  
correcting the mistake!**

”

“

**Skipping  
the visual**  
( even just this once ).

”

“

**Being  
unauthentic or  
overly formal.**

”

“

Making an  
**INSIDE**  
joke.

”

“

**Ignoring  
(ALL) your  
resources.**

”

“

# Linking to YouTube ...

**UPLOAD, UPLOAD, UPLOAD!**

”

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**The Best Freebies**  
to Help Keep Your Social Media Looking  
**AMAZING!**

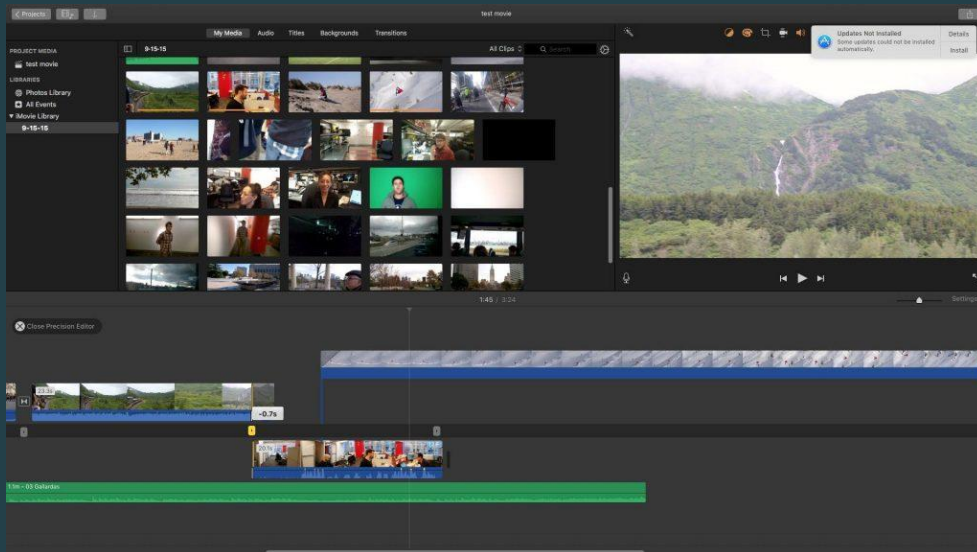
# APPLE iMOVIE

**Pros:** User-friendly interface, free if you have an apple product, works on desktop and mobile devices.

**Cons:** Very simple user interface (iMovie is probably not for more ambitious editors).

### QUICK TIP:

YouTube tutorials for any of these are your friends.





## DaVINCI RESOLVE

**Pros:** Simple editing, fantastic color grading,

**Cons:** Exporting videos a little more difficult, also playback of project much harder. Some features and functionality locked behind paid version.

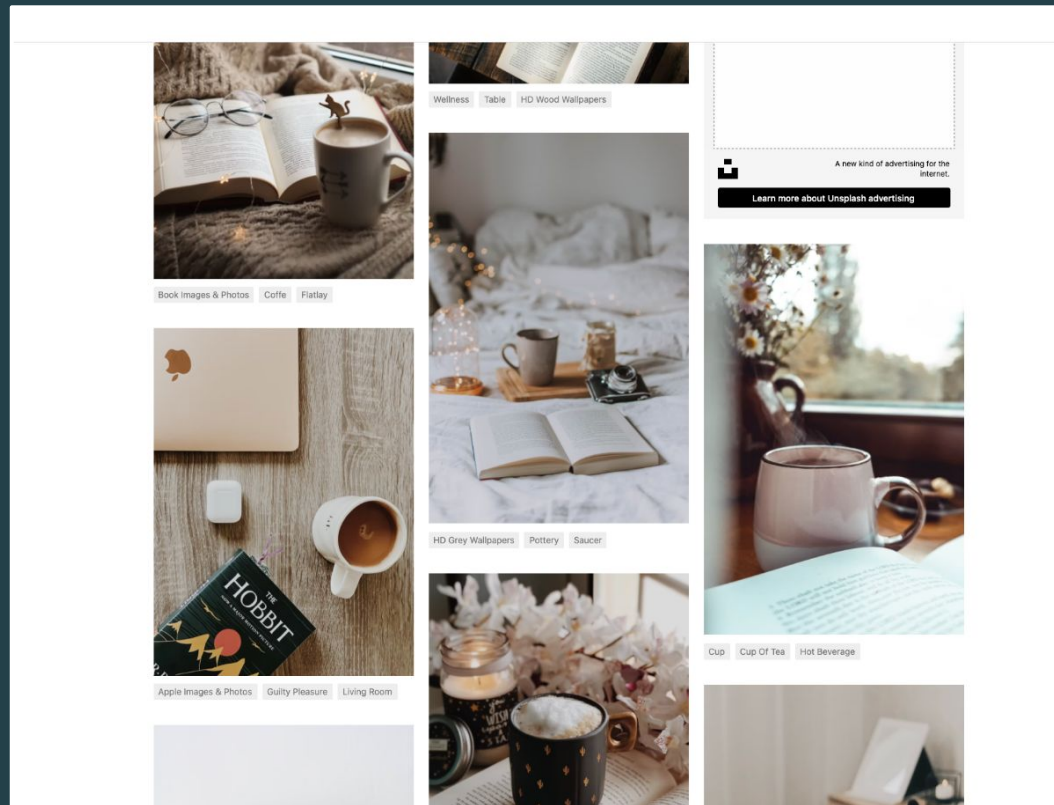
**QUICK TIP:**  
YouTube tutorials for any of these are your friends.



# UNSPLASH

High quality visuals  
**are hot.**

Stealing is  
**not.**



ACCESS AT: <https://unsplash.com>

# VINTAGE STOCK PHOTOS

High quality visuals  
**are hot.**

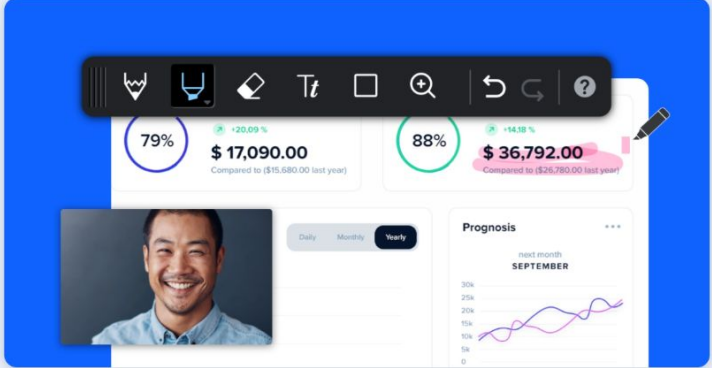
Stealing is  
**not.**



ACCESS AT: <https://vintagestockphotos.com>

## SCREENCAST-O-MATIC

For those days  
when you are in  
**a rush,**  
and still need to  
produce like an  
**expert.**



The screenshot shows a financial dashboard with a blue background. At the top, there is a toolbar with various drawing tools like a pen, eraser, and selection tools. Below the toolbar, there are two circular progress indicators: one for 79% with a value of \$17,090.00 (compared to \$15,580.00 last year) and another for 88% with a value of \$36,792.00 (compared to \$26,780.00 last year). A video thumbnail of a smiling man is visible on the left. On the right, there is a 'Prognosis' section with a line graph for the month of September. A pink highlighter tool is used to highlight the \$36,792.00 value.

**NEW! FREE!**

**Easily explain it w  
Drawing Tools!**

Supercharge your desktop scr  
These tools are perfect for cap  
tutorials, engaging lectures, b  
or doodle with these improve

A powerful, free screen recorder

ACCESS AT: <https://screencast-o-matic.com>



# CREATIVE MARKET

Weekly free  
vector, raster, font,  
and template  
resources.

Yes,  
please!

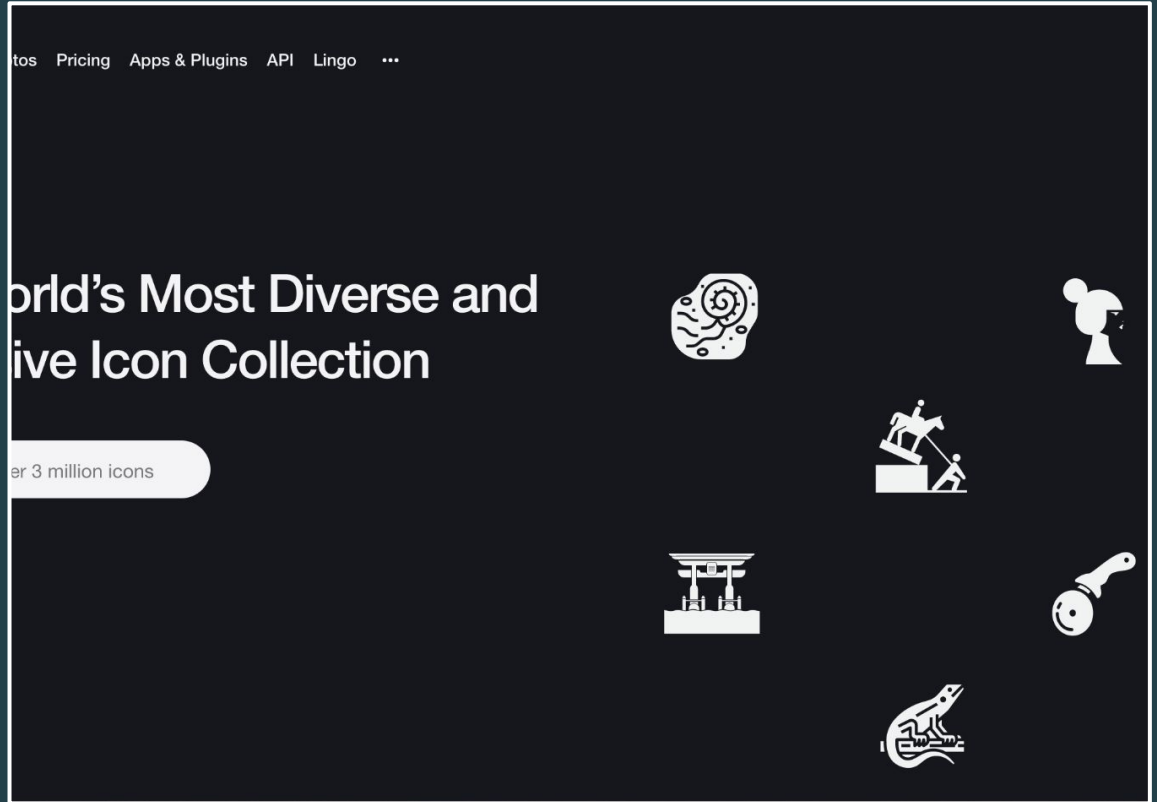
The image shows a grid of six freebie items from Creative Market. Each item is presented in a card format with a preview image, a title, the creator's name, and two buttons for 'Sync to Dropbox' and 'Free Download'.

- Item 1:** Preview: 'ROKLIEN' in a bubbly font. Title: 'Roklien | Fancy Display Font'. Author: 'Andanwangi in Fonts'.
- Item 2:** Preview: Broccoli stickers and a phone. Title: 'Broccoli sticker set'. Author: 'Ugokki in Graphics'.
- Item 3:** Preview: A purple planner. Title: 'Minimalist Planner Printable PDF'. Author: 'Her creative details in Templates'.
- Item 4:** Preview: 'Beloved Mother' in calligraphy. Title: 'Beloved Mother | Modern Calligraphy'. Author: 'Creative in Fonts'.
- Item 5:** Preview: A car interior with 'REAL FADED' text. Title: 'Real Faded Photoshop Action'. Author: 'Jacpot007 in Add-Ons'.
- Item 6:** Preview: Christmas line art icons. Title: 'Christmas Line Art Clipart Bundle'. Author: 'IllustratorAnnie in Graphics'.

ACCESS AT: <https://creativemarket.com>

# NOUN PROJECT

Solve all your  
icon or mini  
image needs.



**ACCESS AT: <https://thenounproject.com>**

# CANVA

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[Apply now - it's free!](#) [Eligibility guidelines](#)

**ACCESS AT: <https://www.canva.com/canva-for-nonprofits>**



**Any questions?**





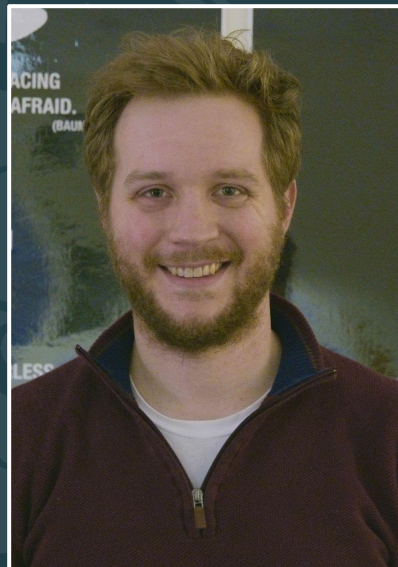
THANK YOU!



**Carolann C.  
DeMatos**

Director of Marketing  
and Public Relations,  
SCLSNJ

[cdematos@sclibnj.org](mailto:cdematos@sclibnj.org)  
908-458-8405



**Cory Snearowski**

Media Specialist,  
SCLSNJ

[csnearowski@sclibnj.org](mailto:csnearowski@sclibnj.org)  
908-458-8400 x8401

