



## BookShorts Film & Video Program 2007 Distribution and Production

### **NEW! BookShort Profiles**

For publishers and authors, the BookShort Author Profile is a “low-cost, quick-production” solution to the challenge of reaching the millions of readers currently using video blogs, podcasts and online social networks to inform their book buying decisions.

Creative content will focus on the author in an interview, “illustrated” with visuals and enhanced by music soundtracks, chosen to deepen the readers’ understanding of the book. When posted, they will be accompanied by a “call to action” appropriate to the culture of distribution outlets, maximizing the video’s effectiveness.

BookShorts is making Author Profiles a priority this year for two clear reasons: because publishers have confirmed their effectiveness in promotions and publicity; and because their ubiquity across many reading genres – publishers consistently report that print, radio and online media works in combination to bring readers to books. BookShorts has already produced more than 50 Artist and Event Profiles and we’re adding to that catalogue on a weekly basis.

### **MORE... It’s all about the eyeballs**

Content alone solves only half the challenge. Getting the media seen is the other crucial half. We have expanded our video distribution network. Broadcasters and retailers have expressed their interest in receiving a constant flow of new productions focused specifically on authors. Outlets include book retailers like Chapters Indigo, television broadcasters with online programs such as Showcase.ca, and magazines and their websites such as Chatelaine and NOW. These editorial placements supplement the publicly accessible social networks whose participants are frequent and loyal.

### **VISIT... See what’s right for you**

Each campaign will have its own needs based on the specific books and authors. Visit BookShorts’ video blogs linked off **BookShorts.com** to experience the many creative approaches to books of all kinds – fiction, non-fiction, humour, memoir, poetry and more. Or drop a line anytime, we’re always on .... [judith@bookshorts.com](mailto:judith@bookshorts.com).

Warm regards,

Judith Keenan  
Executive Producer

### PUBLISHER BENEFITS

Just a few of the ways publishers use BookShorts

- Sales Conference
- Buyer Presentations
- Publisher's website
- Pre-Event Screenings and Pre-Promotion in Bookstores
- Viral email campaigns
- Electronic Press Kit
- Promotion on Retail Websites
- Author Readings
- Book Club Promotions
- Case Studies Available!*



## BOOKSHORTS ONLINE VIDEO DISTRIBUTION NETWORK

We use our analog network in addition to online social networks and online video outlets to deliver quantifiable audiences for our clients. For a full list of current outlets contact us - it's growing all the time!

### SOCIAL MEDIA OUTLETS

- BookShorts Moving Stories on Blip.TV
- BookShorts Blog on Blogger
- BookShorts Group on YouTube
- BookShorts Group on Google Video
- BookShorts Syndication on iTunes
- BookShorts Group on Yahoo Video
- BookShorts Group on Facebook
- AOL Video, Revver, Metacafe
- digg and del.icio.ous (bookmarking services)
- plus many more ...*

### RETAIL OUTLETS

Chapters Indigo.ca offers BookShorts in Special Features Author Videos and Podcasts, linked directly off the site's home page.

Independent retailers with websites are encouraged to embed video windows in their own sites (hosted by BookShorts, as easy as a link!)

### COST AND SCHEDULE

Budget ranges from \$1,500 to \$2,500 depending on creative and the location of the Author for the shoot. We are more than happy to arrange multiple Author interviews on the same date in order to economize costs.

Production is typically 7-10 days from the author's on-camera interview to post-production and delivery in digital format. First-round Distribution can typically be completed within 10 days.

### CREATIVE & PRODUCTION SERVICES

Creative focus is on the author's practical advice and specific character from the book. The goal is to deliver practical information that clearly elucidate the benefits of or the message of the book. Audiences want to "touch the hem" and get "behind the scenes!" with their author!

Author Profiles do not require film rights; a release is required from those appearing on-screen, and the written permission for commercial distribution use from the Author and Publisher.

### Contact

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## BOOKSHORTS FILM & VIDEO CONTENT PROGRAMS

### BOOKSHORTS LITERACY PROGRAM

BookShorts is committed to supporting literacy in all its forms. To that end, the not-for-profit company is developing entertainment programming targeted to new and young readers, primarily through the medium of the Internet and online social networking. More news on these initiatives will be posted throughout the year.

A limited number of videos are produced in service to not-for-profit organizations which support art and artists. Submissions are accepted throughout the year. Send the book, program idea, or event for editorial consideration using the Guidelines posted on the website.

### BOOKSHORT SHORT FILM PROGRAM

We continue to produce high production value short films in the style of project like *JPod*, *ICE*, *The Fighter* and *What Casanova Told Me*. Films such as these in the BookShorts catalogue are being screened in film festivals in Canada and the United States, and form the basis of our programming for television series on national broadcast channels. The Short Film Program requires a minimum six to eight months pre-production lead time in order to assemble creative teams, script adaptations, and financing.



For more information, or to submit a manuscript for development, contact:

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[www.BookShorts.com](http://www.BookShorts.com)

### RECENT CASE STUDIES

Sue Kenney, *Confessions of a Pilgrim* is under consideration for syndication by **Chatelaine.com** in conjunction with Book of the Month. The previous author video was viewed **8000 times**; the most successful video is an author demonstrating a drink recipe!

Garth Pretty, *Canadian Artisanal Cheese Launch* was syndicated to **CBC.CA Words at Large**; CBC producers report excellent reception by viewers.

Thomas Homer-Dixon's *The Upside of Down* viewed more than **2000 times** on Blip.TV BookShorts is also hosting for BookLounge.ca

*One Bullet Away* by Nate Fick syndicated to **US niche outlets** focusing on the military.

*I-ROBOT Poetry* publisher EDGE Science Fiction and Fantasy Publisher self-produced a **DVD / DVD-ROM**; it included the BookShort animated film, author feature and press kit; it was used at trade shows, sent to retail buyers, tour bookers, reading series producers, and used for retail pre-promotion in Canada and the United States.

Neil Smith, *Bang Crunch*: 1 minute version syndicated on **YouTube, Google Video, Yahoo Video, AOL Video**, and more to drive traffic to **Chapters Indigo**

### PUBLISHER ADVANTAGES

An **extensive library** of book-oriented film and video has enabled BookShorts to establish assured and consistent channels with high-traffic broadcasters

Distribution outlets that take video on a **editorial basis** trust us to provide high quality creative productions.

**Dedicated time** to "feeding" our outlets allows us to take the learning curve out of an evolving landscape. We make it our business to know how to talk to consumer audiences online, of high value to companies whose per-title time and resources can be limited, and especially helpful to small presses and self-published authors.