**Media Creation - Planning and Outreach Worksheet**

*As you develop a plan for your spaces and programs—as well as your library-produced media-content—this questionnaire is one resource to help guide your efforts. The questions here are a great start — though by no means exhaustive. Adapt freely with your own questions, perspectives and ideas.*

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We listed 3 **reasons that motivate people to create media content** (in the [Media Literacy in the Library Practitioners’ Guide](http://www.ala.org/tools/programming/MediaLiteracy#Advisors) and in the webinar). Thinking about your patrons, what goals might be motivating their media creation? This might guide the spaces and programs you design.

Along those lines, what are some of the **goals** for your library in both media-literacy and media-creation outreach efforts?

Examples might include:

* New ways to serve your community
* Expanding perceptions of what the library is and can be
* Building new partnerships and collaborations
* Helping patrons find opportunities for self-expression
* Helping local small business owners with branding and marketing
* Helping patrons discover opportunities to advocate for social change
* Helping patrons become more media literate
* Helping patrons find ways to create content in ethical and responsive ways
* Filling local voids in story-gathering and/or news-gathering

**What spaces** (physical and virtual) are patrons current using for media creation? What spaces can you envision that might facilitate this type of creativity and connectivity?

**Equipment for check-out? Software needs?**

(find examples at [Auburn, Maine Public Library](https://www.auburnpubliclibrary.org/media-lab/) and [Tacoma, Washington Public Library’s](https://www.tacomalibrary.org/digital-media-labs/) Digital Media Lab web links)

**How will you connect with patrons** to introduce them to your media-creation resources?

* General marketing
* At programs
* By appointment
* Drop-in office hours
* On-the-spot and as-needed
* Through partnerships
* A combination of the above

**What programs** are you currently offering that encourage media creation — directly or indirectly? (Need ideas? — see the [Media Literacy Practitioners’ Guide](http://www.ala.org/tools/programming/MediaLiteracy#Advisors), or examples in the six webinars)

**Will you need …** policies? User agreements? Model release forms? A vision statement? Will these be posted on your website?

(See a sample [Model Release Form](https://www.cslpreads.org/programs/teen-program/2021-teen-video-challenge/) on CSLP’s Teen Video Challenge promotion page)

(See Tacoma Public Library’s Digital Media Lab [vision statement](https://estesvalleylibrary.org/wp-content/uploads/2021/04/Tacoma-Public-Library-Digital_Media_Lab_Values.pdf) for one sample)

**Local Media Inventory:** What media resources exist in your community (examples might include: news outlets, reputable local social media sites, community access TV or radio, high school or college newspapers, and more)

What **current partners** might you seek out for both library-created media content and for patron programs?

What **future partners** might you seek out for both library-created media content and for patron programs?

What are the special **goals** for these current and future **collaborations**?

For your **library-created media content**, what current avenues are you using? What might you seek to use in the future?

(examples might include online newsletters, YouTube videos and/or vlogs, podcasts, local storytelling, local connective journalism)