



Date: July 2, 2012

To: Steve Albers and members of the Board of Trustees

From: Mary Getchell, Marketing & Community Relations Director

Subject: Video Project of Customer Stories

Emerald City Pictures LLC, a Seattle-based video production company is producing pro bono video for Pierce County Library System. The video production company provides this pro bono offer as part of its philosophy to give back to communities. In April, Bjorn Anderson, Director/Producer and founder with Emerald City Pictures, contacted me to determine the Library System's interest and capacity for such a project. I researched the company and its volunteer projects with food banks/pantries and Sno-Isle Libraries. Their projects and our desire to use multiple formats for people to share their library story are an excellent match. Thus, I determined we have high enthusiasm and interest and will ensure the capacity to work with Emerald City Pictures. Bjorn and I crafted our video project to capture the smiles, actions, and feelings of customers' experiences and rewards from Pierce County Library.

Ultimately Emerald City will produce a one minute, 30 second video that Pierce County Library will share on our YouTube channel and promote using multiple methods. The video will include a courtesy production line, tag, and link to Emerald City Pictures. I have been working with Rose Jetter and her staff at South Hill Pierce County Library, Lorianne Callison and her staff at Summit Pierce County Library, and Lisa McNamara and her staff at Sumner Pierce County Library to identify individuals to participate in the video. We are scheduled to shoot the video this month at South Hill Library. We are scheduling individuals and families of varying ages and ethnicities to share their love story—yes some of the participants will definitely be sharing their love for their library story. The stories will range from reading with their children and helping their kids with homework to offering great books, movies, and service and providing access to books and other resources to take to elderly people. In all, we plan to interview 12 individuals and/or families. As needed, on filming day, I may also obtain participation from other people.

The intention of the video is to highlight success stories with people discuss how the Library has made a difference in their lives. The goal of the video is to use video to capture people's love for the Library and tell their story to raise public awareness and knowledge about how the Library helps individuals and the community.