2022 Arlies - Entries and Descriptions

Collections-Focused Films

In order to qualify for this category, the submitted project must highlight book(s), document(s), photograph(s), sound recording(s), collection(s), or other item(s) from the library’s holdings.

1. University of British Columbia Library - William Shakespeare’s First Folio published in 1623 gifted to UBC Library (UBC Library Communications Team: Michelle Blackwell, Phoebe Chan, Anna Moorhouse, Matt Patton)

In January 2022, UBC Library announced its acquisition of a first edition of William Shakespeare’s Comedies, Histories, & Tragedies. Published in 1623, seven years after Shakespeare’s death, the First Folio includes 36 of Shakespeare’s 38 known plays. The texts, edited by Shakespeare’s close friends, fellow writers and actors, are considered the most authoritative of all early printings.

The First Folio, formerly owned by a private collector in the US, was purchased through Christie’s New York with funding provided by a consortium of donors from across North America and with the generous support of the Department of Canadian Heritage.

To celebrate this announcement and communicate the significance of the donation and its value as a new research, learning and teaching resource at UBC, Library Communications produced a video that included footage of the Folio and filmed quotes from the University President, University Librarian, and faculty subject matter experts.

Two versions of the video were created, including a full-length video (3min22sec) and a shorter version (30sec) for social media. The full-length video was published on UBC’s YouTube channel, embedded within the press releases published by UBC Media Relations and UBC Library on January 12 2022, and shared by the Vancouver Art Gallery on their social media channels to promote the co-organized exhibit, For All Time: The Shakespeare First Folio, which ran from January 15 to April 10, 2022.

As the top-performing piece of video content created by UBC Library ever, the First Folio video accumulated 3.4k views on YouTube and 6.5k video views on UBC Library’s Facebook, Twitter and Instagram channels. The campaign’s reach far exceeded expectations on UBC Library’s social channels, topping 32k impressions, with engagement rates of 2.2% on Twitter, 6.0% on Facebook and 9.6% on Instagram, along with more than 108k impressions and 5.6k engagements on UBC’s social channels (Twitter, Facebook, Instagram).

The campaign received local, national and international coverage, totaling more than 230 media hits at outlets such as the Vancouver Sun, Vancouver Province, National Post, CBC News, Toronto Star, Globe and Mail, CTV News, Global News, and Smithsonian Magazine.
2. University of Calgary Libraries and Cultural Resources - Into the Vault with Annie Murray (Haley Martin, Hong Truong, and Annie Murray)

The climate-controlled vault is filled with rare books, original letters, photographs, and other items that are too fragile to be circulated and need to be preserved for future researchers. No one knows what is inside better than Annie Murray. The head of rare books and special collections shares some of her favourite items inside the vault and what makes them valuable for University of Calgary researchers.

This brief video was made for ARCH magazine, a publication for and about University of Calgary alumni, faculty, students and the community at large, spotlights our valuable and rare research collections and the range of materials that can be found in the vault.

3. Harvard Library - Light the Way Home: Eileen Southern’s Story (Devon Gates, Daniel Huang, Uzo Ngwu)

Over the summer of 2021, three Harvard College students worked closely with Professor Carol J. Oja, Harvard Library staff member Christina Linklater and Harvard University video producer Johnny DeKam to create Light the Way Home, a short film celebrating Professor Eileen Southern, the first Black woman tenured in Harvard's Faculty of Arts and Sciences. Professor Southern's story is engagingly told with Library materials, newly created animation and an original score, with an emphasis on The Music of Black Americans, the powerful work of music history which brought its author immediate worldwide renown upon its publication in 1971.

Light the Way Home was first screened at a virtual symposium presented by the Harvard Radcliffe Institute and has been viewed 400 times on YouTube. It is prominently placed on the front page of Eileen Southern and The Music of Black Americans, a digital exhibition hosted by Harvard Library.

4. University of Maryland Libraries - UMD Libraries Holiday Greeting 2021 (Video created by Simran Gill, UMD Libraries Graphic Designer. Concept, music selection, art direction, and support from the Libraries Strategic Communications & Outreach Team: Kate Maloney, Communications Director; Rebecca Wilson, Graphics Coordinator; Julia Laughlin, Communications Coordinator)

This holiday video thanks our supporters while showcasing two newly digitized online collections. The Diamondback Photographs Collection archives more than 18,000 digitized photographs taken for the Diamondback newspaper from the early 1970s to the late 1990s. Explore this collection at https://umdarchives.wordpress.com/2021/06/29/launch-of-the-diamondback-photos-digital-collection/

The video is accompanied by a song from the 1960 UMD Madrigal Singers accessible through our Special Collections in Performing Arts exhibition, The Recorded History of the UMD Madrigal Singers. You can hear these recordings at https://exhibitions.lib.umd.edu/madrigalsingers
5. **University of Massachusetts Amherst Libraries - W.E.B. Du Bois and Museum in a Box** (Adam Quirós)

This film is intended to provide an overview of how we use Museum in a Box to bring the W. E. B. Du Bois collections and legacy to the public. Our Museum in a Box (MiaB) Du Bois Collection has been used in collaboration with local schools to engage K12 learners with the legacy of Du Bois, in an approachable, hands-on way. This video is an introduction to the collection and the project, which we share with local educators prior to meeting. There are a little over 150 views so far, and we are looking to broaden awareness of this incredible openly accessible collection of materials to share globally during a time when the teachings of Du Bois are more critical than ever! As the institution that holds the entirety of the Du Bois papers, this is an incredible outreach opportunity to help connect with partners and Du Bois researchers worldwide. I personally have brought the Du Bois MiaB to lectures and classrooms, and students love interacting with it - this project has contributed to raising funds for the W. E. B. Du Bois Center http://duboiscenter.library.umass.edu/ and I am hoping to garner more support by broadening the reach of this video with this award.

6. **McGill University Library - One Minute Wonder | Red Sleigh, House, Winter by Lawren Harris** (Animation & Editing by Gregory Houston, Digitization & New Media Administrator, Digital Initiatives; Narration by Michelle MacLeod, Assistant Curator, Visual Arts Collection, Planning & conception: Merika Ramundo, Communications Officer, Jacquelyn Sundberg, Outreach and Special Projects, & Greg Houston)

Take a moment to pause, reflect, and learn more about some of the stories behind the rare and special objects held at the McGill Library. “One Minute Wonder” is a new video series that delves into extraordinary things in McGill Library’s collections in just sixty seconds flat.

This video features a single painting, titled “Red Sleigh, House, Winter” (1919) by Lawren Harris (1885-1970), a prominent member of the Group of Seven and a dynamic, ever-evolving artist. McGill’s Visual Arts Collection, one of the four ROAAr special collections units, is fortunate to care for this work because it demonstrates an important shift in Harris’ artistic style. This artwork is currently on temporary loan to the Art Institute of Chicago where it is installed in the AIC’s Arts of the Americas gallery.

How did we make this painting come to life? The animation was created by Greg Houston, Digitization & New Media Administrator from a single photograph of Harris’ work. Narrated by Michelle MacLeod, Assistant Curator, Visual Arts Collection, the video shows a festive red sleigh pulling away from a grand house. This view is framed by curling boughs laden with fresh, white snow and a wrought iron gate.

Designed for a general public audience and for easy dissemination on social media, this is the first in a series that showcases treasures and shares the sense of wonder that comes along with working with rare materials and special collections.
The video has received 584 views on the Library’s YouTube channel since December 10, 2021. It was featured in the Library’s 2021 holiday e-greeting, which was received by 4,549 recipients. The video was featured in a blog post that has 1,248 total page views and has over 360 views on the Library’s social media channels.

7. **Oklahoma State University Library - Flying Farmers & Farm and Home Week at OAMC** (Nina Thornton, David Peters)

In 1944, the Oklahoma Flying Farmers organization was born on the OAMC campus (later Oklahoma State University) as an association for farmers who owned and operated aircraft as part of their farming operations. The National Flying Farmers Association grew out of the Oklahoma Flying Farmers.

The Oklahoma Flying Farmers held its first convention at OAMC in 1945, with more than 2,000 farmers attending. The first national convention was held on the campus the following year. The films in this collection feature newsreel-style footage of these conferences as well as the Farm and Home Week events, which were held at OAMC in 1947 and 1949.

The original films were in a nitrate format, which is highly unstable. The OSU Library converted the material to a digital format for both preservation and safety purposes. The digitization of this collection was made possible thanks to a grant from the National Film Preservation Foundation, a federally supported preservation grant program.

“This is a wonderful opportunity to make these historic nitrate films available to the public and to celebrate a time capsule of sorts,” Patrice-Andre “Max” Prud’homme, OSU Director of Digital Curation, said. “These films represent a significant time in the history of the United States, where pioneering ideas and aviation led to a huge transformation in the agricultural industry.”

This promotional video was used on the digital collection’s landing page ([https://library.okstate.edu/search-and-find/collections/digital-collections/flying-farmers-and-home-week-at-oamc](https://library.okstate.edu/search-and-find/collections/digital-collections/flying-farmers-and-home-week-at-oamc)) and in social media promotions of the collection. It also accompanied the press release and e-newsletter announcements. The audience included the campus community alumni, and the media. The promotional video has 150 YouTube views and the three full-length archival films have a total of 47 views.

8. **University of Texas at Austin Libraries - The Benson Latin American Collection** (Skylark Creative)

The University of Texas Libraries commissioned a suite of videos to highlight the world-renowned Nettie Lee Benson Latin American Collection at The University of Texas at Austin on the occasion of its Centennial Celebration. The project consisted of creating one feature video encompassing the scope of the Benson’s work, with a complementary selection of shorter vignettes to highlight important facets of the library’s efforts in a variety of areas.
The project was undertaken in fall of 2021, with the completed videos provided on a late-February to mid-March 2021 timeline. While an initial release of the Black Diaspora Archive vignette (released first to coincide with Black History Month), was well-received with over 2500 views combined on social media platforms and limited site accompaniment, distribution of the remaining pieces has only started to coincide with the reopening of the Benson’s Hartness Reading Room on March 24, 2022.

While aligned with the centenary of the library, the purpose of the suite of productions is to provide an informational overview of the Benson, and will serve as a product for marketing the collection and its component efforts. Communications/marketing staff are working to distribute multilingual versions of the productions to media outlets worldwide with the goal of receiving journalists/writers/content creators at the Benson in the development of free media opportunities.

**Development/Fund-Raising Films**

In order to qualify for this category, the submitted project must be intended to raise funds or attract potential donors to the library. A specific goal must be included (e.g., $10,000 or securing the names of at least 20 new friends for the library).

9. **University at Buffalo, SUNY, Libraries - The University at Buffalo James Joyce Collection** (Regina Ticco, Jim Maynard, Alison Fraser, Erin Hartnett, Scott Hollander)

*Purpose:* The University at Buffalo Libraries’ James Joyce Collection has long attracted scholars, students, and literary researchers from around the world to Buffalo.

Despite having the world’s largest and most comprehensive Joyce Collection since 1950, the UB James Joyce Collection has never had a dedicated museum area in which to share its Joyce materials with the general public.

This unique and vast literary collection deserves its own professional exhibition space. Creating a new landmark visitor attraction in the heart of Buffalo will ensure that UB continues as a cultural destination for academic researchers and literary scholars and enhance the already robust cultural-tourism of the Buffalo-Niagara region.

Today, we are exploring how to share this renowned collection with a wider and more inclusive audience in Western New York and beyond with the goal of creating a UB James Joyce Museum.

This promotional video is a part of a campaign to achieve these goals.

*Audience:* This promotional video was produced in conjunction with the University’s “Boldly Buffalo” advancement campaign and has helped the Libraries increase public awareness and assisted with reaching a community of donors interested in Joyce, poetry, and the arts in general.
Impact: The video has assisted with our campaign to create a UB James Joyce Museum considerably. National and international attention has been focused on the Joyce Collection and donations to the campaign have increased significantly.


GiveUNC is the University of North Carolina at Chapel Hill’s annual campus-wide day of giving. In 2022, Andrew Miller, newly retired major-league pitcher and former UNC-Chapel Hill student and athlete, volunteered his time to help the University Libraries meet our fundraising goals. The University’s development office (UDOM) filmed this corny, fun-filled and informative video with Miller and Elaine Westbrooks, vice provost for University Libraries and University librarian. The video was hosted on UDOM’s Vimeo site, posted to the University Libraries’ dedicated GiveUNC page (https://giveunc.unc.edu/school-unit/university-libraries/) and website (https://library.unc.edu/2022/03/giveunc-2022/) and shared via social media.

While views of the uploaded video were modest, it performed exceptionally well on social media: Twitter (17,271 views and 80,970 impressions); Instagram (541 views and 977 accounts reached); Facebook (352 views and 682 accounts reached). This is in part because it resonated, as hoped, with sports writers, bloggers and fans, who shared it to accounts with broad reach, including one affiliated with ESPN.

Even more compelling is the success of GiveUNC for the University Libraries this year. The University Libraries met every single one of its nine challenge matches and raised $257,809. This is the University Libraries’ highest GiveUNC total to date, putting us on the campus leaderboard for both total gifts (9th among non-academic units) and dollars raised (3rd among non-academic units, trailing only Athletics and the Office of Diversity, Equity and Inclusion). While we are unable to confirm how much giving was directly inspired by the video, we agree with Andrew Miller: “Winning takes a whole team.”

11. UC Berkeley Library - Welcome to a new undergraduate experience (Tiffany Grandstaff, Tor Haugan, Jami Smith)

UC Berkeley's popular undergraduate library located in the heart of campus will soon transform into the Center for Connected Learning, a cutting-edge student destination that fosters collaboration, community, and well-being.

Across five floors, students will work, prototype solutions using the latest technology, learn from experts, attend and teach classes, and grab a bite to eat with friends — all under one roof.

This animated video is used online and in meetings with donors in hopes of raising funds for our upcoming library renovations. The hopeful voiceover was written by Library Communications staff and recorded by a Library Work + Learn student. The illustrations of our future library spaces were created to reflect the actual architectural building plans.
Free-Form Films

Other than meeting submission requirements, there are no rules for submitting in this category, either because the project does not fit into any of the other categories or defies categorization altogether. Bring it on!


This video was created as a way to reaffirm our Libraries’ commitment to the freedom to read in light of what was occurring with the book _Maus_. In addition to letting our campus community know where we stood, we wanted to make sure they were aware of current events too. The video was met positively by our campus community and helped to foster dialogs around book banning and censorship.

13. University of Miami Libraries - Once Upon a Time in Sunny South Florida: An Animated Holiday Greeting from the University of Miami Libraries (Creative at the University of Miami Libraries)

Created as the University of Miami Libraries’ holiday e-card* for 2021, this video and cinematographic experience offers viewers a unique “journey” through one of the University of Miami’s most iconic historical images at a time when many in our community were still at home during the COVID-19 pandemic.

Chartered in 1925, the University of Miami was originally envisioned by a group of citizens who felt an institution of higher learning was needed for the development of their young and growing community. Housed and preserved in University Archives, “Keep the World Coming to Florida: Build the University of Miami” is a 1926 promotional poster created by artist Denman Fink that envisions the future University of Miami campus for this purpose.

The video invites our University community to explore, to dream, and to continue paving a path toward an ever brighter tomorrow, while offering a moment of escape during unprecedented times. The e-card was received by University of Miami faculty, staff, students, donors, alumni, leadership, and the broader community with an opening message from Dean and University Librarian Charles Eckman.

The holiday e-card was delivered on December 17, 2021, and the video presentation received over 800 views worldwide.

*University of Miami Libraries’ 2021 holiday e-card: https://mailchi.mp/miami.edu/uml-holiday-card-2021

14. New York University Libraries - Verbatim Performance Lab: Harris/Pence (The Verbatim Performance Lab and NYU-TV)

At a time when U.S. society has become sharply polarized and political views increasingly rigid, an interdisciplinary team of academics and theater artists from New
York University (NYU) received funding to investigate a ground-breaking educational theater project that aims to impact how Americans perceive political leaders and members of other political parties. This is the work of the Verbatim Performance Lab (VPL). VPL’s mission is to disrupt assumptions, biases, and intolerances across a spectrum of political, cultural, and social narratives.

The interdisciplinary research team combines political science methods with theater practice and is built on collaboration among faculty, students, and artists. Since 2017, NYU-TV, a subdivision of New York University Libraries, has collaborated with VPL to create a series of video investigations. NYU-TV serves as the technical producers and creative directors, guiding customized studio looks and production strategies to help recreate the artifacts that VPL investigates through their performance technique.

The most recent video collaboration between VPL and NYU-TV titled, Verbatim Performance Lab: Harris/Pence, explores issues of race and gender featuring Senator Kamala Harris’ viral moment “Mr. Vice President, I’m speaking” during the 2020 VP Debate. The videos created for this project have been shared with over 2500 viewers as the subject of a research study asking how might Americans respond to a white male Kamala Harris or a Black female Mike Pence? Can theater that portrays familiar figures in unfamiliar ways disrupt expectations, biases, or political views?

The impact of VPL has been substantial for researchers, educators, artists, and audiences alike. It was developed following the success of Her Opponent, a theatrical performance that reenacted excerpts of the 2016 debates between Donald Trump and Hillary Clinton, with Trump performed as a woman and Clinton as a man. Popular media outlets such as The New York Times and NPR have reported positively about audiences’ responses to these techniques. The archival footage of the gender-flipped Clinton-Trump debates, for instance, has over 78,000 views on YouTube. The Verbatim Performance Lab was also included in the SXSW EDU Conference and Festival.

VPL is a project of the Program in Educational Theatre, Department of Music and Performing Arts Professions at New York University’s Steinhardt School of Culture, Education, and Human Development. This Harris/Pence project is supported by the American Political Science Association’s Herring Fund for Political Art & The Nancy and Lowell Swortzell Permanent Fund in Educational Theater.

How-To/Instruction Films

In order to qualify for this category, the submitted project must be created for use in a classroom or online course or as an instructional video to learn a new skill (e.g., How to Use Endnote).

15. University of Delaware Library - What's in a Database? (Kaitlyn Tanis - Writing, Kelsy Frank - Animation, Kristopher Raser - Production/Editing)

Developed to assist University of Delaware Library instructors who teach databases to undergraduate and graduate students. "What's in a Database?", published in February 2022, is already one of the top 10 viewed tutorials for this semester having received 375
views in the past 2 months. We hope it continues to receive a favorable response from students and instructors.

16. Southern Illinois University Carbondale Library - Library Databases Versus Google (Joshua Vossler)

One of the biggest challenges librarians face in the classroom is not teaching students how to use library resources such as databases, but in convincing students to use those resources in the first place. This video is intended to present a compelling argument addressing the key problem: Google is easy to use and usually works for most basic information needs.

The audience is first-year students, specifically students in CMST 101, an introduction to public speaking course. This video is part of a module introducing students to college-level research.

This video and its module are currently in development, with deployment planned for Fall 2022.

Publicity/Marketing Films

In order to qualify for this category, the submitted project must be intended to promote knowledge of and appreciation for the library, services, spaces, or expertise to a particular audience.

17. Boston Public Library - Treasures Storing Up In This Space (Boston's Youth Poet Laureate Alondra Bobadilla)

The purpose of this film was to build a sense of pride and appreciation for the Boston Public Library during National Library Week. The Boston Public Library Fund commissioned the poem from Boston's first Youth Poet Laureate, Alondra Bobadilla.

We are receiving wonderful feedback from Library staff and patrons. We are still promoting the video, so it is too early to measure the full impact. When the week concludes, I'd be happy to share those numbers. We are promoting through email and on social media.

18. University of Illinois at Urbana-Champaign Library - Campaign to Transform the University Library: The Next Page of the Campus Story (University of Illinois Urbana-Champaign Library Office of Advancement)

The University of Illinois Library created this video with several goals in mind: 1) to inspire and make an emotional connection with donors and potential donors; 2) to highlight its collections and to show public-facing engagement and the symbiotic relationship between the student or researcher and the Library’s archives and special collections; 3) to increase awareness about Phase One of the Library’s building project
(the Archives and Special Collections facility); and 4) to drive traffic to the building project campaign website (http://library.illinois.edu/specialcollectionsbuilding).

19. Texas State University Libraries - Re-Imagining Research @ Alkek One (Kira Wright, Harley Miller, Andrew Rechnitz, William Cates, Nathaniel Dede-Bamfo, Noah Brock, Khoi Nguyen, Hithia Davis, Tamarin Butcher, Tricia Boucher)

We created this short promotional video to demonstrate how students at Texas State University can use Alkek One equipment, spaces, educational programming, and in-house expertise to create amazing research projects. Alkek One is a technology-centric ecosystem housed on the first floor of the Alkek Library. This ecosystem focuses on a broad range of new and emerging technologies, including GIS, XR, digital fabrication, and time-based media, and all of it is tied together with a micro-credentialing program and an open educational resources repository for digital assets. While the primary audience for this video is students, our intention is to distribute it to faculty so they can either show it during a class or put a link to it in their syllabi.


While we create welcome videos every year for our students and faculty, the one we developed for the start of the 2021-22 academic year was developed with a nod to the heavily virtual leanings of the last year+, combined with an incredibly creative editing approach. We showcase the wonderful humor of our librarians, with quick pace transitions through our spaces and services, while highlighting the incredible wealth of resources we have across our libraries and key partners on campus (like the nationally-known Chazen Art Museum and the Wisconsin Historical Society). We are hardly just buildings with books, but rather forward-thinking, impact-making leaders on campus. We place this video on our news page, and share it on social, the Vice Provost and our affiliated libraries share it on their social pages, and it is housed on our youtube site. The film was first posted in August 2021 and within a week had 390 views. It has been reposted a number of times throughout the year.