Yawp! A National Poetry Month Project
by Angela Duryee
TO DO:

June: Find poems
June: Find your people
June/July: Define goals and scope
July: Consider copyright and ask poets
Aug: Delegate task areas
Aug/Sept: Rehearse and record
Sept-Jan: CREATE!!
Jan-March: Create and check the legal stuff
March: Marketing campaign
April: Share according to scope
Find Poems

Public Domain

Pros: Don't have to ask for permission
Cons: Language can be scary; choose wisely

Poetry Websites

Pros: Contemporary, established and emerging writers
Cons: Have to track down authors and ask permission

Have a Contest

Pros: Writers know their work will be used, original content
Cons: Have to plan a year in advance; need to write contracts; advertise

Poetry Daily: poems.com

Big publishers = less luck

Big names = less luck

Poetry Daily: poems.com
Find Collaborators

This is a big project: you'll need people

Tap into the talent: ask around and make a list

Scratch backs: how can this serve others' interests as well as yours?

KEEP AN OPEN MIND
Think broadly at first:
Who is your audience?
What is the purpose?
What are the benefits for all involved?

Establish this early!
How many?
Where will this project appear?
Facebook
Instagram
YouTube
Vimeo
Institution/Department Website
Where else?

I just want people to like poetry!
## Weighing Fair Use

<table>
<thead>
<tr>
<th>Commercial or non-profit?</th>
<th>Nature of the work: previously published?</th>
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<tr>
<td>Don’t try to sell it, and you should be good!</td>
<td>A bit of a grey area; creative works are more protected</td>
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<th>Amount used: how transformative?</th>
<th>Effect on market?</th>
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<td>Sections or entire poems? Does it become something new with the audio/visual additions?</td>
<td>Not in a way that Statute 107 cares about. Most authors/publishers think it will boost sales as opposed to encroaching on them.</td>
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**Bottom line:** Probably could make a case for fair use, but it’s nice to ask. Plus, why not establish relationships?
Google
Most work for universities
Work emails are best
Sample email
Sample permission letter
Sample tracking spreadsheet
Sample of revised copyright statements
Practice

Meet with readers
Explore meaning and questions
Articulation
What to emphasize?
Where to pause?
What kind of tone?
Set up recording appointment

Practice

Practice

Practice
What is being conveyed?

Metaphoric interpretation

What editing/cinematography skills might be gained?

Time management
Legal Stuff

Need to include disclaimers about permission/rights/no reproductions.

Legal doesn't have to mean boring!

- Animation aps
- Sound
- Clever construction or wording

We asked to use this work
Here's where it appeared
Don't steal this!
MARKETING CAMPAIGN

Plant the seeds early!

What platforms does your library have access to?

- social media
- yearbook
- school/city newspaper
- digital signs
- announcements
- posters/bulletin boards
- mailing/emailing lists

Plan a celebration that will be fun:

- personal invitations to creators
- creator spotlight
- presentation of videos
- incentives for interacting with social media
- voting
- poetry games
- prizes
- snacks/beverages
Release the videos

Stick to the scope agreed upon with authors.

Schedule ahead and link multiple social media platforms to save time.

Continue to market throughout April.

Have a wild party that people will remember/tell others about.
If you have any questions, feel free to reach out:

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