

How to be a YouTube star: Baby Rhyme Time Online

Blacktown City Libraries





Blacktown

- Largest local government area in NSW
- Western Suburbs and proud
- Current population of over 300,000
- Growth centre of Sydney - population will grow to over 500,000 by 2030
- A city of extremes; with suburbs of social housing, generational unemployment and low socio-economic status and new suburbs that are the most affluent in Sydney
- Culturally diverse, with over 35% of the population speaking a language other than English

The Library and what we do

- Blacktown City Libraries
 - Max Webber Library, Blacktown
 - Our Library @ The Mount Druitt Hub
 - Dennis Johnson Library, Stanhope Gardens
 - Lalor Park Library
 - Riverstone Library & Digital Hub
- Over 1.4 million people visited the library in 2013-14
- 27 languages in our collection
- Runs programs for the entire life span; from programs for parents and carers of babies to knitting clubs, classes for computer skills to improving your English conversation skills, book clubs, film clubs, poetry groups and podcasts
- Libraries are no longer “book warehouses” but dynamic community hubs and centres of creativity, research and collaboration, who engage with the community to provide, develop and enrich – and they are free!

What is Baby Rhyme Time?



Program Development

- Baby Rhyme Time introduced in Blacktown Libraries in 2007.
- Structured program development began in 2008.
- Took 3 years to refine into current program.

- One program for each month (except January)
- Built on the importance of repetition (sung for 4-5 weeks)
- Printed for parents to take home and practice

LADY RHYME TIME

SEPTEMBER

HELLO SONG

Hi, hello and how are you?
How are you? How are you?
Hi, hello and how are you?
How are you today!

Hi, hello and how are you?
How are you? How are you?
Hi, hello and how are you?
How are you today!

OPEN, SHUT THEM

Open, shut them
Open, shut them
Give a little clap

Open, shut them
Open, shut them
Lay them in your lap

Creep them, creep them
Creep them, creep them
Right up to your chin
Open wide your little mouth
But do not let them in

Shake them, shake them
Shake them, shake them
Shake them just like this

Roll them, roll them
Roll them, roll them
Blow a little kiss!

JOHNNY WORKS WITH ONE HAMMER

Johnny works with one hammer
One hammer, one hammer
Johnny works with one hammer
Then he works with two
(Hammer one fist lightly on leg)

Johnny works with two hammers...
(Hammer both fists on legs)

Johnny works with three hammers...
(Hammer both fists on legs and one foot on the floor)

Johnny works with four hammers...
(Hammer both fists on legs and both feet on the floor)

Johnny works with five hammers
Five hammers, five hammers
Johnny works with five hammers
(Hammer both fists on legs, both feet on floor, and nod head)

Then he goes to sleep.
(Rest head on joined palms, pretending to go to sleep)

TEN LITTLE FINGERS DANCING

One little, two little, three little fingers
Four little, five little, six little fingers
Seven little, eight little, nine little fingers
Ten little fingers dancing

Dancing, dancing on your knees
Dancing, dancing on your knees
Dancing, dancing on your knees
Ten little fingers dancing

Dancing, dancing on your tummy
Dancing, dancing on your tummy
Dancing, dancing on your tummy
Ten little fingers dancing

One little, two little, three little fingers
Four little, five little, six little fingers
Seven little, eight little, nine little fingers
Ten little fingers dancing

LITTLE PETER RABBIT

Little Peter Rabbit
Had a fly upon his nose
Little Peter Rabbit
Had a fly upon his nose
Little Peter Rabbit
Had a fly upon his nose
So he flipped it and he flopped it
And it flew away.

ACTIVITY / STORY



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EARLY LITERACY TIPS

STORY TO SHARE

HAND OUT INSTRUMENTS

POP GOES THE WEASEL

Half a pound of tuppenny rice
Half a pound of treacle
That's the way the money goes
Pop! Goes the weasel

Up and down the City road
In and out the Eagle
That's the way the money goes
Pop! Goes the weasel.

JACK AND JILL

Jack and Jill went up the hill
To fetch a pail of water
Jack fell down and broke his crown
And Jill came tumbling after.

I HEAR THUNDER

I hear thunder, I hear thunder
Hark, don't you? Hark, don't you?
Pitter patter raindrops
Pitter patter raindrops
I'm wet through
So are you! (repeat)



SONG / DANCE

SHAKE YOURSELF

No. 15 PETER COMBE
WASH YOUR FACE IN ORANGE JUICE

HAND INSTRUMENTS BACK

DOWN BY THE STATION

Down by the station
Early in the morning
See the little puffer-bellies
All in a row

See the station master
Pull the little handle
Chug, chug, toot, toot
Off we go!
(repeat)

ROW YOUR BOAT

Row, row, row your boat
Gently down the stream
Merrily, merrily, merrily, merrily
Life is but a dream

Row, row, row your boat
Gently down the stream
If you see a crocodile
Don't forget to scream!



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ROOBY ROO'S THEME SONG

(Sung to 'Pick a bale of cotton')

Gonna
Jump down turn around, pick up a book
Jump down turn around, pick a book today
(repeat)
Now it's time to go and choose my books
I'm going to take a few books home
Jump down turn around, pick up a book
Jump down turn around pick a book today.

GOODBYE SONG

Goodbye, goodbye
We'll see you soon
See you soon
See you soon
Goodbye, goodbye
We'll see you soon
On another day!



Baby Rhyme Time

- Current structured program built on a “formula”
 - Same beginning and ending songs for all months.
 - Using social conventions of greeting and saying goodbye
 - Mixture of traditional rhymes, spoken rhymes, and finger rhymes
 - Presenter reading as a role model
 - Shared reading with parent / carer
 - Singing with musical instruments
 - Dancing
 - Emphasis on rhythm



Success?

- In 2012-13 we ran over 1000 preliteracy programs in Blacktown City Libraries, with over 47,000 parent and children attending.
-this grows every year!
- Partners in local Paint the Town REaD organisations and other community groups with workers who we have trained in the program have become institutional members and are now borrowing our kits and doing the program themselves.

What did our parents want?

More please!!!

- Surveyed our parents in 2010
 - Online resources
 - Placed the printed programs online

More please!!!

- Focus groups in 2011
 - Online versions of the program when they cannot attend or what to learn a specific song or rhyme

What did our community want?

- Training people who work in the Blacktown area to run Baby Rhyme Time in the broader community
- Ability to access the online version to run similar programs in different venues
- Access to appropriate resources – storytime books for presenter to read and multiple copies of board books for shared reading

What did our staff want?

- Gaining a better understanding of why we do what we do and how to do it
- Follow up and refresher training (after attending two full days of training)
- Access to how to do actions or tunes for unfamiliar songs and rhymes (they used to phone and we would sing to them over the phone and describe the actions we were doing)



What did we need?

Money

Success:

Funding was found

- January 2013
 - Developed the project brief
 - Getting quotes from filming companies
- February 2013
 - Engaging the filming company
- April 2013
 - Finalising permissions to use songs for dances and books
- April/May 2013
 - Filming

- June 2013
 - First draft presented; discovered the joys (pain) of editing
- August 2013
 - Teasers approved
 - Promotional material developed and approved
- September 2013
 - Subtitles in English; edited and approved
 - Teasers on Council's YouTube
- October 2013
 - Launch of Baby Rhyme Time Online



Baby Rhyme Time Online Teaser

<http://www.youtube.com/watch?v=QfQ2zHoy-jw>



Challenges?

- Managing filming in a busy open library environment
- Managing film permissions
- It is physically tiring for the performers, seriously!!
- Not really knowing what we were in for
 - Was there a better way? A better look?
 - Were we at our best? Were we getting the songs right?
 - Were we looking our best? Red lanyard around neck
- Communication between the film company and the library staff; different expectations
- How time consuming editing was and the impact on our other tasks.
- How we could not assume that all suggested edits were done each time we asked for them



Unexpected joys

- Support of the families in the filming process
- Support of Jeannette Rowe, fabulous author
- Stories from parents who tell us how their children love these films
- Smiles from our fans who recognise us
- Winning Public Libraries NSW Marketing Award: Social Media 2013
- Shortlisted for the Local Government Arts and Cultural Awards 2014

Cost?

Total budget \$25,430

- Promotional materials \$300 (internal printing)
- Film company \$16,880
- Subtitling \$8,250

Not costed

- Jeannette Rowe's support
- Staffing (filming, administration, editing, watching again and again)

Success: how is this measured?

Support from our families :

- 250 people were involved in the filming
- 485 web hits on our two teasers in the first three weeks of being uploaded
- Over 2000 hits every three months since January 2014
- Current level of hits (as of 19.3.15) = 12,675

The future

- Constant marketing to a new audience
- Working with our partners in our Paint Blacktown REaD network
- Working with educational institutions: preschools, Schools as Communities, Community Hubs in schools to encourage them to use the resource
- Endorsement by Speech Pathologist
- Plan for the creation of similar resources in other languages



The future

World
domination!!!

Check us out at

[www.youtube.com/user/](http://www.youtube.com/user/BlacktownCityCouncil)
[BlacktownCityCouncil](http://www.youtube.com/user/BlacktownCityCouncil)

Baby Rhyme Time Teaser 1

[https://www.youtube.com/watch?](https://www.youtube.com/watch?v=u7FxoshmH5g&index=13&list=PLoqOdFgwd8wdriKgpvyWWTZTO64axLXy3)

[v=u7FxoshmH5g&index=13&list=PLoqOdFgwd8wdriKgpvyWWTZTO64axLXy3](https://www.youtube.com/watch?v=u7FxoshmH5g&index=13&list=PLoqOdFgwd8wdriKgpvyWWTZTO64axLXy3)