

ASSOCIATION OF MIDWEST MUSEUMS TECH WORKSHOP 1: INTRO TO LIVE  
STREAMING

1:00-2:00 PM CENTRAL

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>> Good morning or good afternoon wherever you are and welcome to the Digital Empowerment Project, Module Two, on Live Streaming events, tours, and programs. This topic has become very important in this past year, so we are delighted to have you with us today. The Digital Empowerment Project is a nationwide initiative organized by the six US Regional Museum Associations, dedicated to providing free, self-paced training resources focused on digital media and technology for small museums. This series of online webinars and tool kits is made possible by funding from the Institute of Museum and Library Services.

My name is Dan Yaeger and I am the Executive Director of the New England Museum Association. My pronouns are in the he series and I am a white male with gray hair, pulled back and a close cropped beard. Today I am wearing round black rimmed eyeglasses and a white collared shirt under a gray cardigan and I am sitting in front of a large bookcase in my home office.

Before we get started, I would like to acknowledge the places in which we gather. In this era of virtual meetings, when digital spaces may substitute our physical sense of place, it is important to reflect on the land we each occupy and honor the indigenous people who have called it home. I am speaking to you from Swampscott, Massachusetts, the historical homelands of the Massachusett peoples. Wherever we are, let us acknowledge all indigenous nations as living communities, their elders both past and present, as well as future generations. We, the digital empowerment project team, recognize that our organizations and those of our members were founded within a colonizing society that perpetuated the exclusions and erasures of many native peoples throughout the United States and beyond. We ask you to reflect on the place where you reside and work, and to respect the diversity of cultures and experiences that form the richness of our world and our profession.

Thank you. And now for just a few housekeeping notes before we introduce today's presenter. First, the best place to view this session in real time is on the Museum Learning Hub website under the watch live tab at [museum-hub.org](https://museum-hub.org). Here you will be able to see all the captioning, chat, and questions posed by attendees. I would also like to acknowledge today's ASL interpreter who will be on the left side of your screen, and

let you know that captioning for today's program is embedded in a box just below the YouTube player on our website with controls to adjust your experience.

Following today's program, we ask that you complete a short survey to give us feedback. We will drop a link to the survey into the chat stream and we'll email a link to those of you who preregistered. We would greatly appreciate it if you would share your experience with us and help us improve our work.

We encourage you to pose questions to our presenter, which will be addressed at the end of the program after the presentations. Please type your questions in the chat. We will get to as many questions as time allows. However, we may not be able to address all questions during the live session and other questions may arise after you reflect on the program. For this reason we have set up an online community form for raising questions, posting answers, and connecting with your fellow Museum practitioners on the Museum Learning Hub website, which you can find at [museum-hub.org](http://museum-hub.org). If you are looking for help between programs, please visit this forum, create a login and post your questions. A member of the community or one of our Student Technology Fellows will get back to you. Finally, to stay connected with us and be aware of future programs, please follow us on social media. Links will be posted in the chat.

Now is my pleasure to introduce the speaker for today's technical workshop, intro to live streaming. David London, chief experience officer of The Peale Center in Baltimore, Maryland. David is a curator, storyteller, and magician who has spent more than 15 years creating theatrical and interactive experiences designed to spark the imagination and inspire new ways to see and engage with the world around us. After discovering that he was a magician at 7 years old, he has built his career utilizing magic to tell stories and explore ideas. He has created 10 original theatrical magic productions, and regularly presents talks and workshops on both magic and the show business across the country. In the last several years, David has shifted his energies to using his unique form of storytelling to illuminate history. Recently, he served as guest curator at the Jewish Museum of Maryland for INESCAPABLE: The Life & Legacy of Harry Houdini and also created HUMBUG: The Great P.T. Barnum Seance and Traveling Museum, both of which are now touring the country. We are so grateful to David for offering us his expertise. Please join me in welcoming David London. David?

>> Thank you so much, Dan. Hi, everyone. Thank you so much for joining us here today. And thank you to everyone who has worked hard to put together today's session. You may have heard two words that you may not expect to hear somebody who was going to talk about museum practice, magic and show business, in my introduction, but a lot of what we are going to be talking about is, in fact, based on our ability to create a beautiful production where nobody is aware of how it's getting done. And that's the magic part of it. When it comes to show business, although maybe many of us in the museum industry don't like to think about what we do as entertainment or the show business, we are here talking about presenting virtual events, and as you will learn as the afternoon progresses, it really is just like presenting a show.

It was also mentioned that I'm a chief experience officer at the Peale. I come from the show business and land in the museum business. If you're not aware, the Peale is located in Baltimore and it is the oldest purpose-built museum in the country. The museum opened in 1814 by Rembrandt Peale. Today the Peale is a center for Baltimore stories, and we also like to think of ourselves as a museum laboratory. And by that, I mean, that we embrace the museum as a place to experiment and explore new ideas and try things and succeed and fail. I'm going to be able to talk about some of those learnings that we have come to over the last year, here today.

Like many of you when COVID hit, we were thrown for a loop. Everything we had been doing got turned upside down and we very quickly had to enter into the virtual sphere. So we had to do a lot of research, a lot of investigation, a lot of experimentation to arrive and get an understanding of various systems that could be used to continue our museum programming online.

I like to think that although it may have thrown us all for a loop in how we think about the programming, the last year has been an amazing opportunity to get up to speed to probably where many of us should have been when it comes to presenting virtual events. And I think once we get out of the pandemic we will never go back to having few or no virtual event offerings. I think we will enter into a whole new world of hybrid events and we will talk about that in a little bit.

Once we started having to present virtual events, we set out with a list of goals of what we are trying to achieve. We wanted ease-of-use for the participants as well as the

presenters, we wanted opportunities for high levels of engagement. We wanted a production that consistently maintained a high level of production values and production qualities, and one of the core drivers of everything that we do at the Peale is accessibility. So we had a list of accessibility options that we wanted to be able to offer. I will tell you that even after just over a year of presenting virtual events and experimenting, although we have arrived at some really great solutions, we have also arrived at the understanding that there is no perfect solution. So even though we are happy where we are, the experiment continues, and as new technologies and new capabilities continue to emerge, we will incorporate those and explore those as possibilities to even further enhance virtual event offerings.

Here is how today is going to go. I'm going to start by talking about accessibility considerations for virtual events. I'm going to review some software options, particularly Zoom briefly as well as Streamyard, which is the platform that is actually running this program here today. I'm going to touch upon hardware considerations. What a difference a small ring light can make in the lighting for your presentations, microphones, things like that. I will then share what may be the most important part of the whole workshop, which is tips and pointers, those little bits of information that I have gleaned over the last year that may save you a whole lot of time or shift the way you think about this.

As you probably already noticed, I have a tendency to talk rather fast. I have a lot to cover and I plan to leave as much time as possible for questions. So I think that we should jump right into it and if we could move to the blue presentation we can begin. I mentioned earlier that we set out with a list of accessibility and user experience objectives. The two platforms we will be talking about today are Zoom and StreamYard and then a hybrid model. For now, I just want you to avoid the dots on the right, and I just want to go down this list on the left. We were looking at closed captionings, we were looking at the ability to incorporate an ASL interpreter. We were looking for the ability to adjust presenter placement, which will become important when we talk about incorporating ASL interpretation into online events.

We were looking at where people would access the information, what platform, was that the most accessible, could people call in or view by phone? And now we can switch our

eyes over to the dots on the screen. And the ultimate solution we ended up at was this hybrid model, which I will get to in just a moment. You can see that it was able to accomplish many of our goals. You will also see that there are some goals that are not accomplished on any of the platforms that we have explored while further supporting my statement that there is no perfect solution. However, we have landed on what we think is the best solution for now.

So we're going to quickly talk about Zoom. Many of us have experienced Zoom overload in the last year, but we all know how to use Zoom. I'm not going to go into how to set up a Zoom meeting or how to share your screen. There's are many resources out there if you are not familiar with that. The one accessibility feature that Zoom offers that is not available in many other solutions is the ability for someone who wishes to access a live event by telephone. Zoom meetings come with a phone number you can call in with. So this is a major advantage with Zoom.

There are times when we do choose to use Zoom, although most of the time we do not for our live events. We did an event a few weeks ago which was a story collecting event for our Lexington market public history initiative, and we chose to use Zoom because we have live video feedback and it was a story collecting events. So people were able to share their story in real time. And that proved to be a really effective and good reason to utilize Zoom. We had another recent event where at the end of the event, I said I wish we would have gone with our standard platform, the hybrid model I will be talking about in a bit. And so there we may have made the wrong choice on the platform to use.

With each event that you are doing, a very important consideration is what are your desired outcomes of the event? If you're just delivering information you might choose one platform, if you are looking for direct audience feedback and interaction, you might choose another platform. And that is an important consideration as you choose which platform to use.

I do want to talk about the accessibility features in Zoom. The first one, on the bottom of your Zoom screen, you have the option to click the CC button, the closed caption button for live transcript, and you are able to assign anyone on the call to be a live transcriber or if you are utilizing an outside transcription service, you can assign that participant to enter that information.

You can also enable the auto transcription, which are computer generated captions. They are lower quality and there are more errors than human captions, but if you're not able to have live cart transcription, the auto captions are a valid option.

You are also able to click on any particular participant once they are in the Zoom meeting and you can assign closed captioning to them. So you would have that person preselected and they would take over the caption roles.

The other thing you are able to do in Zoom is add a spotlight. Which means you can choose to have a single participant who was on screen appear on everyone's screen. And that is something we would be doing right now if we were watching this presentation in Zoom, and we wanted to have our ASL interpreter spotlighted for everyone.

Now I would say that the biggest reason that I don't think Zoom is an ideal solution for every live event is that viewers always have the option as to the display on their screen. So even though you can spotlight someone, viewers can override that, they can choose to see all participants. So you don't ultimately maintain the highest level of control as to the final product that your viewers are using.

Now, you can have -- I just pulled up here the example just so we could look at the upper right. This is what would happen if we were playing a video, which is the two folks on the left, and the ASL interpreter who was spotlighted in the upper right-hand corner. So you'll see the display is not so dissimilar from the display we are in today.

You can ask people to log into Zoom where you share the Zoom information and your viewers or your spectators are participants are logging into Zoom to in order to experience the presentation or the live event, but you also have the opportunity to share the Zoom event live as it is happening on a single other platform. You have two options, you have Facebook and you have YouTube. You can share it live on YouTube and embed that YouTube player on your website which would create a similar look and feel to the YouTube player that all of you are looking at now embedded on the museum learning hub website. You can also go live on Facebook to a Facebook page or Facebook event. This is a great thing to explore if you want to increase the reach of your event or if you wanted to use Zoom simply to have your panelists or presenters in

a private meeting and everyone else was participating by viewing on YouTube or on your website or on Facebook.

There is a phrase that has popped up recently, probably about six months ago, called Zoom fatigue. For many of us, we know that Zoom fatigue is quite a real thing. We spent many hours a day as museum professionals in Zoom meetings meeting face-to-face, and I like to think about if we do have to use Zoom, or we do choose to use a Zoom to prevent our live events, how can we move from Zoom intrigue sorry, from Zoom fatigue to Zoom intrigue. There are times where you want to use Zoom. For example, if you want that feedback, or there are times where you might be presenting for a school group or a company and you are joining a pre-existing Zoom meeting. So there are times when Zoom will have to be used and I just want to show you a few advanced things in Zoom that you can use -- if you can switch to the red presentation, I want to show you a few things in Zoom that you can do to add a little bit of extra polish and show to your Zoom presentations. Can we switch to the red presentation, please? Thank you so much.

This is a video here that will start playing in a moment. We are all quite familiar with Zoom backgrounds. We can place ourselves in interesting places, but what you might not be familiar with is that you can make a virtual background into a video. And I think this is especially important for museums and other historic sites because you can bring people into a physical space that has actual depth and dimension to it. I am sharing here a few clips from a presentation that I made for the Jewish Museum of Maryland, where I am utilizing Zoom video backgrounds. And so here I'm telling the story of Harry Houdini. I have made a short animated video and now I've placed myself onto the video background, which can create a more engaging and exciting way to present in Zoom. Once again, everything I'm showing you right now is fully within Zoom. I have created these animations, I have loaded them into the virtual backgrounds in the same way you would a fancy bookcase up behind you, another site you might find yourself in, and Zoom actually allows me to then have myself cut out in front of these video pieces. Here is one last clip showing Harry Houdini, the King of Cards, and also an interesting consideration, if you have historic footage that you wish to be able to present over.



In the third session of this module, we will be talking about ways to create more engaging virtual tours and we will get a little more into these advanced features, but I won't be talking about Zoom too much which is what I wanted to share it now. There's also a new Zoom feature that came out in the last few weeks, which is quite interesting. You have the option now when you share your screen to click on advanced features and you can actually choose to use a PowerPoint presentation as your background. So here I am within Zoom, and this is the part of the sideshow that you're going to see today, and I'm able to simply click through the PowerPoint and Zoom is cutting me out and placing me onto that background. So these are a few interesting mid-level techniques that you can use if you do choose to use Zoom to prevent your live events to create things that are more engaging, that keep you on screen for a longer amount of time.

Now, we are going to talk about the hybrid solution, which is the solution that the Peale has landed on to present the majority of our life events. This is a clip of the live website on the Peale's website. I will also mention that the platform that you are viewing right now for the Museum Learning Hub also mirrors the platform that we've put together for the Peale. On both websites what you will see is that we have the embedded YouTube player on the screen. We have the chat box to the right on the Peale website. We as a chat program called Cbox. The Museum Learning Hub website uses a chat box called Wise Chat, which is a WordPress plug-in.

By inviting viewers instead of going onto Zoom to view a live event, by inviting them to our website, it gives us total control over what they are able to see. And what we are able to ask from them. For example, as you see to the right, in the right corner over here, there is our donate button. So that makes it easy for anyone who has joined to watch a live program at any point during the program to click the donate button and support our endeavors. We have the chat box, slightly different from the museum Learning Hub, and below that we have a link for people who wish to support our Buy a Brick campaign.

Directly underneath that, just like you have at museum Learning Hub is an embedded StreamText player and I believe I have a close-up of that, but I invite you now to just investigate the StreamText player that is on your website that allows you to change font

size, it has a lot of customization that is not available if you are using captions just within Zoom.

So these are the four main components of the hybrid model that we have landed at. Once again for Peale events but also for all of the events that you are watching right here on the Museum Learning Hub. I'm not going to talk too much about YouTube. I have mentioned the two chat functions, but we are going to spend a lot of time talking about StreamYard in just a moment.

For those of you who did not navigate to the Stream text reader that is under the YouTube player on the Museum Learning Hub website, this is just a little screen capture of the options that you have if you are utilizing that accessibility feature. It allows the user to adjust the theme, change the background if they want a dark background and a lighter text, change the font, change the font size, and you also have the ability to pop out the reader so it gives people a lot more options than they have just in Zoom.

Also because these captions are not directly embedded into the video, they could be downloaded later on both as a full transcript but also as a file that can be re-uploaded should you share your live presentation on YouTube at a later date. So you can capture all of the captioning that has been collected during the live event.

We are now going to jump into StreamYard a bit. Before I do, I will tell you that this presentation you are watching today is actually being managed in StreamYard behind the scenes and from StreamYard is being broadcast to YouTube and then embedded on the museum Learning Hub website.

I'm not going to do a full teaching on how to use StreamYard, but did want to point out many of the features that are available and how easy it is to use. I will also say this and acknowledge that there are other platforms that do similar things to StreamYard. For example, Re-Stream is quite a popular one, and we have landed on StreamYard because of its ease of use. But there are other options for this out there.

Creating a live event is rather simple. You link your account to where you would like to stream to. We have it set up here for our Facebook account and our YouTube page. You enter a title for the event and enter a description for the event and then you choose when the event is going to take place. Here I am setting up the event for today at 4:30. Once the event is created, you immediately get a link that you're able to share with your

participants, highlighting the link here. You are also if you want to get further instructions, you can click on create an email, which will send them more detailed instructions on the type of technology they need to have available. So far, it's just as easy as using Zoom.

When it's ready to start the event, you enter into the broadcast studio. You type your name, and you find yourself within the meeting.

This is the panel that is seen by presenters. Only one person who was hosting the meeting will see this panel. You see in the upper right where my mouse is hovering there is a go live button. The moment I press that I am now live on YouTube and/or Facebook or any other platform which I have connected.

I should mention that I am being joined right now by our two guests today, that you see appearing across the bottom of the screen. I'm there on the left, and next to me is Mr. Harry Houdini, which will come in in just a moment, and next to him is PT Barnum. So the three of us will be the participants in today's imaginary session. One of the great advantages of StreamYard and what you're seeing happen right now is that the presenter actually has control over the screen and what every single viewer is seeing. Because StreamYard is converting this into a single video file that is being broadcast out, everyone across all devices is seeing the exact same thing. So this gives you a really high level of control.

You are also able, just like you are in Zoom, to share a screen or share a video file. So you can share a presentation here. Here I am sharing a video file, just to show you what that looks like. And as the presenter, I am given control, so I can control what is being seen at any given moment.

Coming up here, we will show you how the screen sharing works. It is just like you are familiar with in Zoom, so you can share any part of your screen. You can share a Chrome window and it will make that shared screen fill into a large section.

A really nice thing that you are able to do here is I've clicked on the banners tab over here. I moved myself to a prime position, and I have added banners that have my specific titles on it that advertise the museum if I know I'm going to be talking about that. And I have added it for my guests as well, here we are with PT Barnum or when Harry Houdini comes on, and it allows you to have what in the TV business is called the lower

third so you can put up labels. You can also have what you saw when you first logged on today, which is a scroll bar across the bottom and I'm setting that up now.

Here I am setting up a test, but here I am setting up a scroll across the bottom and I am typing it Hi, Museum Learning Hub. And I click the button that says scroll across the bottom, and now that will scroll across the bottom of the screen.

So you start to see that a simple program like this starts to give you options that can make your presentation much more polished. Here I am just showing you what is the third tab on the right, which is the branding features. I am adding myself back in so you can see what these branding features do, but this allows you to customize the color so if you want to match your organization's logo, you have an infinite selection of colors to choose from so that your presentation can really be customized in any way that you want.

Another nice feature that you are about to see here are these overlays. You'll notice in the bottom left-hand corner of your screen, it says Museum Learning Hub, and that's another branding option that you get by utilizing a program like this. I am bringing here the Peale logo in and out to different places, just showing you a few different arrangements for this.

I like to think that in today's day and age because we are so inundated with media and we have come to accept such low quality of media as the standard that just adding in these little polishing touches can take what is a standard presentation and really make it rise above the rest. It adds a level of professionalism, it adds a level of cleanliness, and it adds a production value that I can tell you from our experience, many of our regular viewers of our programs comment on regularly.

Here I am controlling the background, I have set it up to have the Peale Museum behind it. The background is similar to what you're looking at on the main screen right now with the blue background behind the Museum Learning Hub page.

Right now, I'm about to click on the record button. Depending on whether you have set your event to go live or you have set your event to be what is record only, you can choose to simply use StreamYard to record a conversation. That will be saved to your computer and it can be played back later. So it doesn't only have to be broadcast live. It can be used to capture content which can then be re-broadcast or used in other ways.

Here I am just wrapping up this part, showing you the last bits of controls that you have from the back end here. And in a moment, I did want to show you what the experience is like for a speaker. The biggest difference between StreamYard and Zoom is that traditionally in Zoom, all of your spectators, all of your participants, all the people who are watching your presentation will log into Zoom. In StreamYard, only the people who will be presenting as well as your accessibility folks will be joining you in Zoom.

So when you invite a guest to StreamYard, StreamYard gives you a link. You simply sent the link, and by the way you are seeing this now from a viewer's perspective. They click on the link, they enter their name, here I am, David London-Guest, so I can distinguish who I am, I click enter the studio, and this is all that your guests see. So they see what is live on the screen and they see a private chat and that is it.

From a user perspective from a presenter standpoint it's actually even less cluttered than Zoom. When we bring in our interpreters or our closed captioners, they are in StreamYard, but they are not in the stream. So they are in the meeting watching us, but they are not in the stream itself, meaning that only when the organizer wants to, will they be seen or not seen.

I did want to share a couple of ideas that I thought were really interesting, which is this was an event that we did I believe in March, in partnership with the Baltimore National Heritage Area. What you see on the right of the screen, the four speakers, was actually a recording of a Zoom conversation they had live, and then we partnered with the Baltimore Natural Heritage Area and the Baltimore Museum of Industry to re-present that recorded content. So we did a content share, where they sent a recording of their Zoom meeting and then using StreamYard we added the interpreter and re-broadcast it back out into the world. So I just bring that up as opportunities for potential collaborations between small museums to consider and within your community because our content itself does not need to be simply owned by us.

If you can end the shared screen for now, that would be great. I know that was a whole lot of information. I just want us all to take a deep breath. We have gone over how you can utilize Zoom and a little bit about how StreamYard or a similar tool can be used to create high-level production qualities. I did want to share just a few other thoughts and tips that I have sort of gathered. One, I mentioned at the beginning that I come from the

world of show business. And that it is good to think about these types of presentations as a show. And that is my number 1 tip. When creating any sort of virtual presentation, it's always best to think about it from beginning to end, to map it out, to write out your script, to rehearse with your guests, to practice internally, to really, once it becomes time to go live, to know that you have this comfortable. We rehearse and we practice in the show business so when it comes time to perform we don't have to think. This is my number 1 tip to you.

A few other things is it's great to have an emergency plan. We always say at the beginning of the presentation, should something catastrophic happen, check your e-mail or check this website for further information. If we are sharing a pre-recorded broadcast, we upload that to YouTube so that if there is a catastrophic meltdown, that we have a backup plan.

If you are broadcasting to YouTube, you can choose to have that automatically archived on YouTube or you can upload presentations afterwards. I think it's great for us all as we continue to generate more and more content to have an archive in a place online where that lives.

And lastly, even though that was kind of in-depth on the software side of things, there is a really easy way that you can do a live event if it is the right type of event that I'm not going to talk about too much here, and that is simply using Facebook Live. Although from Zoom or from StreamYard you can broadcast to Facebook, you can also use Facebook Live in and of itself in order to present a live conversation.

With Facebook, you only have the option for automatic captions, and of course, from an accessibility perspective you would need somebody to have access to the Internet as well as a Facebook account, so that could be a barrier to some.

But you can incorporate some of these elements even in a simple Facebook Live presentation.

I do want to quickly talk about hardware for a moment because hardware is required before even we can use any of our software. I will give you a couple of examples here. I use a small ring light, which is about a \$10 investment off of Amazon. And I will show you what this looks like here. When I turned this ring light on, I see my light amplified about 30%. This is a \$15 investment that can transform your virtual presentations.

I also use an external microphone. These can be purchased also for around \$15 or \$20. I have built mine into this old Art Deco microphone. But that's for aesthetics. Inside is a USB microphone that cost me 15 dollars that really transforms how your audio is captured.

Whenever possible it is always best that your computer be hardwired into the Internet. So using an ethernet cable directly plugged into your box. It is highly suggested before you enter into the live video broadcast realm, that you know that you have the Internet speed to support broadcast. There are several websites online speed tests that you can go to to check your Internet speed. Also when you are doing rehearsals and practices, you will be able to see if the people you're working with are experiencing any delays from your Internet connection.

Whenever possible, I always prefer to give a live broadcast with a second monitor. This is especially useful if the more content you start to manage, if you have a PowerPoint at a video file and you have StreamYard open, a second monitor will really make your life easier. But it is not essential. It can absolutely all be done with a single monitor.

One thing I definitely suggest is at least having a second device available like I do right here, and you can see on this device right now, this is my iPad, that I have up on the iPad the presentation that is taking place right now. And I do that so I can look and know that everyone is seeing what I believe they are seeing here so that is a backup that I can glance down and know what all of you are looking at, at this very moment.

When you have your computer and you have hopefully your hardwired connection, another big suggestion is to make sure that before you start a live broadcast at any point that you shut down your computer entirely and let it sit for several moments. This will ensure that your computer is not being used by any external programs that are zapping its resources and lets it take a deep breath before it gets to go on stage, so to speak.

If you could restart the blue presentation, if you still have that up. Perfect, thank you. This is a set up -- what my setup often looks like. This was done for the Houdini presentation, though I use a similar set up when I'm doing any live event for the Peale. Don't let this overwhelm you if you don't have this technology. This is just where I have landed to make my life as easy as possible. When I am giving a live event, I will give

you a couple other views of that. I also utilize a green screen if I am on Zoom, because it will crop out my background a little bit better. You can stop sharing this screen. Thank you very much.

I am not going to go too much into green screen here, but when I'm doing the third session in the module when I go into advanced production techniques, I will talk a little bit about green screen there.

We are almost at the end. We have gone through so much and I'm sure there are many questions. But I did want to go over the final component of producing a live event, which is human capacity, the actual staffing that it takes to run a live event. Although I believe that a very ambitious, focused, and dedicated single person could absolutely run a successful live event, it is my suggestion to have at least two people who are supporting the event.

You could have one person be the operator or the host, and that's true whether you're on Facebook Live or whether you are on Zoom or whether you're operating from StreamYard. And then you have another person whose job it is to help people who are having difficulties. That would be your tech support person. So in Zoom, that person might be admitting people from the waiting room. We always state and put in the chat an email address that people can contact if they are having difficulty accessing the presentation or if they are having difficulty accessing our accessibility feature. So we always have people on call.

And if you are able to have two or more people helping with a live event, having a method of internal communication is really important. Presumably you are at remote locations at least for now. For us, our team always sets up a group text message and during the event we can say oh, the captions dropped out for a second or everything is looking great. It's a great way to stay connected even when everyone is at a remote location doing their own dedicated work.

I am almost at 2:40 and I wanted to leave 20 minutes for questions. And I'm sure there will be several so I hope you're putting those in the chat already. I wanted to end on two things. Once again, returning to my introduction, where I was introduced as coming from the world of magic and the world of show business. I know that there are many of us in the museum industry who don't like to think of what we do as entertainment. We may be



presenting history talks or conversations about deep subjects or any number of things. And so I have decided with my years of study into the world of show business and the world of entertainment, and now interacting with museums for many years, to just think about all of it, entertainment, museum programs, even live museum events, tours, virtual or otherwise, theatrical experiences, whatever is as leisure time activities. And by doing that, it allows us to recognize that we are, as museums, in competition with a million other things that people could be doing at any given moment. So to take the opportunity to think strategically, and intentionally about presenting programs that are not only engaging from a content perspective, but engaging and clean from a visual and aesthetic perspective, with high level of production qualities can really make us stand out from the pack and make people who experience our programs want to return for more.

I'm going to make a quick pitch for the next two sessions in Module 2, and then we will hand it over to questions. Next Thursday, also at 2:00 p.m., Alex Freeman from the Texas Association of Museums will be presenting the second session, Audience Participation in Live Streamed Programs. And this program will really focus on adding audience interaction to your live stream toolkit. And as we've been working with Alex to develop these programs, I'm very excited to attend that myself and see what I can add to my own toolkit.

The following Thursday, May 27, I will return here and go even more in depth into live streaming events with multisource content. And so that workshop will be a deep dive into streaming virtual tours and pulling content from many different places in real time to create a live and immersive virtual experience.

We will also be touching on hybrid events, what it means when we go back to both live and live streamed events. I will be talking specifically about a software program called Many Cam, which I use to manage my assets. And we will see what we can get done in 40 minutes. So hopefully by the end of these three sessions, you will be well on your way to thinking about live streaming and your virtual events in a completely different way. I see Dan has joined us. Thank you, Dan. I will hand it back over to you.

>> Wow, David. Everybody out there in TV land, let's take a deep breath. So we do have a lot of questions. Thank you all for doing that and continue to put them into the

chat as we move forward. One of the questions fundamentally that a lot of us have is we have no showbiz experience, we are not magicians. How do we actually access this? Is this something that we feel as though we can do just on our own? What kind of checklist do we need to have? It seems a little bit like we are in the cockpit of an airplane on this production end and you have to figure things out. Is this fairly accessible? Or does this really require a lot of tutorials and the like?

>> I think if you choose to use StreamYard, I think you will find it incredibly intuitive and completely accessible. We do know, just a quick accessibility note. We did have our accessibility coordinator review StreamYard from an accessibility perspective for a participant, and it is accessible.

StreamYard also offers a free version. So if you just wanted to download it and play around with it, you'll see just how intuitive and easy it is. To me, it's sort of Zoom plus. It is very familiar, but you just have a few more capabilities. One of my favorite things about it is it does not have a lot of functionality. It has a few clean pieces that really allow you to transform a presentation.

So that is from a technology perspective. You could do, if you have been in Zoom and you choose your StreamYard, I think you could see a radical increase in your production quality if you just, even if you use StreamYard tomorrow.

From a presentation perspective, I think one thing that has evolved at the Peale over time, is recognizing who on our team likes to and can be in front of the camera and finding people who are able to do that. It might not be you, but is there somebody on your board or somebody on your team team who can bring a little show business into the experience. I think that was a two part question about both the technology and the presentation. Do you think I answered that properly?

>> Yeah, I do. We can access it. Some of it is just an extension, are you familiar with public speaking, are you familiar with sort of being out there as one part of it.

At what types of events are apropos for StreamYard and sort of streaming technology and what types are not? For example, have you had experience with streaming concerts and live music and those types of things? Is StreamYard good for that? Is Zoom good for that? How do those work? You'll get into the tours the next go-round.

>> So we have definitely used StreamYard to do pre-recorded events. We have done concerts, we have done full pre-recorded panel discussions that we have replayed. So it's great in the same way that when I was sharing my PowerPoint, the presentation can fill a large part of the screen and you can have your interpreter or an additional speaker next to the screen. So it's really easy to share it that way.

I typically, where I have come to with Zoom, because I don't have control over what people see, and I think part of producing a high-quality program is putting the work into making sure that everyone is experiencing the same thing. So for me, I'm leaning towards only using Zoom when I want that direct video or audio feedback from my participants.

For example, I mentioned the story collection event that we held. It was really great to be able to see who was on the call and say does anybody want to share a story, put them on screen and be able to capture that. In terms of producing clean, high-quality events, I feel pretty set that StreamYard will be my primary path forward unless I need direct feedback from participants.

>> So in terms of meetings and collaborations and that, StreamYard's not really for that. It doesn't have a whiteboard feature, you can't really do that kind of thing, this is more for presentations, right?

>> Correct, yeah. StreamYard is meant to be broadcast live or if you wanted to do this work in advance, you could hit a record button and just capture it. So it's great -- but I would think of StreamYard as a production studio as opposed to a meeting space. That said, there have been times where our Zoom account was being used and I had people meet me in StreamYard for a meeting. If the three of us were here right now just talking and not broadcasting a recording, it would be fine. But it's really a production studio and that's how it should be looked at as a way of adding those additional tools on top of your live presentations.

>> It seems it would be great for interviews, though. You know, like a podcast-type kind of thing. Interviewing people and having several panel discussions, I suppose.

>> Absolutely. It is to me the biggest reason to advocate for this is the control of the placement of speakers. That, to me, is what changes everything. The fact that I can move people around, I can make someone large, I can choose how they are displayed,

really allows for a consistency, not only in the accessibility like the interpreter, but just in the general presentation. For a very small amount of learning, to get to know the program, you have a boatload of control. And coming from show business, that's what you want. All the control you can get.

>> In terms of the technology, are there particular browsers that are more or less capable of handling these? I know sometimes Chrome is suggested versus Firefox, that kind of thing.

>> I'm learning that it is somewhat device dependent. My iPad, where I filmed some of the sections earlier, my iPad would only log into StreamYard from Safari. I use Chrome on my computer, but I know that other Apple devices prefer Safari for StreamYard. Once again, in thinking about all these programs that we do as a show, what is really important is that you do your dress rehearsal. That you get everyone who is going to be on the presentation to log in early, make sure their technology works, and everyone gets here prior to the event. When I said that part of this is magic, what I meant by that is that for you all who are watching right now, you know, you have no knowledge that we have met three times in the last week to get ready for this. That we all were all here an hour ago just to make sure everything was running. That's the secret part. That is the behind the curtain part that really ensures for a successful event.

So the best thing to do is just make sure that everyone is integrated with their own computers and technology prior to the time you need them to be in real time.

>> Relates to a question in the chat, the live transcription services, does that mean you have to have a script and stick to it?

>> No. Our transcriber right now is typing my words. So they do not even have a copy of a script. I only have an outline. If you have a script, for example, when you read your land acknowledgment, or when you read your housekeeping items, if that was a script, you could send that to the transcriber in advance and their life would be a lot easier for that section. But in general, we have somebody working in real time. We also use hybrid captions, which means that the transcriber working with us at the Peale is relaying the gist of something as opposed to capturing every word. And that allows them to move a little bit faster. So there are several different options out there as to what type of captions you're able to display.

>> You mentioned the hybrid model, that you use, just to clarify, the hybrid is StreamYard is the engine and the website is then the delivery vehicle, so to speak. And you mentioned there were several plugins and the like. How does that work and how complicated is that, and also is there an additional cost for that?

>> There is, outside of StreamYard if you choose to go on a premium account that you pay for, there's a free account, I don't believe that there is any, we use WordPress as our web platform as does the Museum Learning Hub and I don't believe that there is any aspect of that that has an additional fee to it. You could consider broadcasting to your website. When we were talking about Zoom you can broadcast to YouTube, so you could equally embed a YouTube player from your Zoom broadcast onto your website. To me the biggest advantage of directing people to your website is number 1, we want people on our websites, we want them to access the rest of our information, we want them to be able to donate. We want to be able to track their clicks and we want to know how many visitors we have. So it's really advantageous to have it on your website whether it's coming from StreamYard or Zoom or another streaming platform. Did that answer your question?

>> Yes. I suspect that the hybrid model allows you to do a little bit more branding, perhaps, than just doing in StreamYard. For example, the Museum Learning Hub or is it there and the logo and whatever, the sponsor, I guess, if you want to brand sponsors and help put sponsors in, the hybrid model works a little better? Maybe you can explain a little bit about how you actually do the branding for your own institution and the sponsors.

>> The Museum Learning Hub logo that you see right now inside the blue box, that is actually coming from StreamYard. But if you're looking and watching on the museum hub, which I am looking at right now, you have the opportunity because it's just a webpage to relay whatever information you want. So we are able to relay if you have problems getting in, hit refresh. So you're able to customize the webpage that is holding your live broadcast in any way that you want.

We usually do branding depending on if we're partnering with someone, if we have a direct partner in the program, we'll have both of our logos up. Usually at the end of the program, I will put up one graphic of logos with people's websites so that they can get to

it and that can just be a single graphic. So I think that being on your own website ultimately means you have total control and incorporating something like StreamYard gives you an added level of control where you are in control of every aspect of how people are experiencing your live production.

>> And does that affect how you stream to other platforms, Facebook, YouTube, so on and so forth?

>> If you are using StreamYard or you are using Re-Stream or another program that lets you go to multiple sources, then it would look the same on Facebook live as it would on YouTube and these resources let you go to multiple destinations at once. In Zoom you can only go to one destination at once. So you can be on Zoom and Facebook or on Zoom and YouTube, but you can't be on Zoom, YouTube, and Facebook. That's another advantage is that you can go out to more destinations. But it would look exactly the same in real time on any of those places.

>> What are the pros and cons of having multiple platforms as opposed to just driving people to one particular site to watch the thing?

>> For example, I always feel like a concert, somebody might be on Facebook and say oh look, there's a concert going on right now, maybe I'm going to listen to that. For me, I can advertise in advance and make the event a destination. What we always do is we send an RSVP even if the event is free on the website because we want to know who's coming, we want to collect their email addresses, we want to be able to remind them the event is happening. So having broadcast on our own website I think is a great tool to have the viewer who has intended to be there, watch.

But Facebook is a great place to grab people that had no clue this was happening. So Facebook, I think it's a great place for people to stumble onto something, whereas if somebody wants to watch it, then they have known about it, they've pre-registered, it's on their calendar. So that would be I think a really big advantage for going to multiple places.

>> So everybody wants to monetize these events. Are you saying that if you want to monetize the event and have tickets and so forth, that means that you would stream to one particular website or platform?

>> On our website we have two pages. We have a page that's called Watch and a page that's called Live. And the live page is always publicly accessible. Anybody can go there at any time. And when there's a live broadcast, that's where you go to watch it. The Watch page is a page on our website that we have set up that is password-protected and we can change the password for that. So basically, I could collect RSVPs for selling tickets for \$10, I'm making up the numbers, and then everyone that's bought a ticket I send them the link, go to the Peale center dot org backslash watch and enter this password and they go and they can watch it. So it puts one layer of separation from people just stumbling on it. And gives sort of a more exclusive viewing platform that only people who have RSVP'd and received the password will have access to.

>> I guess we have room for one more question and I guess I would ask what do you see as trends and what is evolving in the technology? What can we expect in a year? And Zoom has evolved over the last year because we've been heavily using it. As we move into hybrid events and whatever, and just more use of online events, what do you see happening?

>> What I hope is that the reason we have had to put together this hybrid model that we use is because the platform that we want doesn't exist. For example, in StreamYard, the only accessibility downside we discovered is that there are no, there is no way to display captions within StreamYard. For example, if I have a deaf presenter, they have no way to get captions. So what I hope is that over the next year is that all of these individual pieces of technology will start to get a better sense of what is actually needed and prioritize those things so that ultimately the hybrid model can become less and less hybrid. We need fewer and fewer different pieces to put together in order to be able to accomplish what it is we wish to achieve. And I think that is both on us in the cultural sector to ask for features that we want, but it's also on the technology companies themselves as everybody is learning, it's not just us, the museums or the presenters that are learning, they are all learning, too. And as we progress further and further in these tools that allow us to do these virtual events, we will find that technology is solving some of the problems that we have had to solve on our own by piecemealing things together. So I don't know if there will ever be the ultimate platform that we envision, but I hope that we get forever closer to there, thereby just making our lives easier.

>>If there was one thing, I know I said it was the last question, but if there's one thing that you would want to put on the company's wish list for museums in particular, the things that we do in particular, what would it be?

>> For museums or live technologies?

>> For museums in particular

>> Acknowledge that -- I will end with a little bit of Peale history. And then time will be totally up. There's three members of the Peale family who were museum proprietors.

There was Charles Wilson Peale who believed that the museum should be publicly funded and spent his life soliciting the founding fathers to support his museum.

[Rembrandt] opened our museum in 1814 and he said this should be a business. So he raised private investment to build the museum and intended to pay his investors back through ticket revenue. And Rembrandt's brother Ruben said this isn't just business, this is show business. So he started incorporating unusual acts, setting the stage for PT Barnum and such. So if there's one thing I want museums to recognize, even though those three Peale family museum proprietors had completely different views, 215 years later what I realize is that they are all right. We do need public funding, we are a business, and this is also show business. And the hybrid of those three things I think is what is going to make all museums successful moving forward.

>> Awesome. Good answer. Thank you, David. Really terrific. Thanks for sharing your expertise and thank you everybody for coming. Just a couple of housekeeping things before we go. If you missed any of this session or want to watch it again, you can access the recording on the Museum Learning Hub website, that's [museum-hub.org](http://museum-hub.org) under the recent webinars tab at the top of the page. Also please, please, please complete the post-event survey and feedback form that you'll receive by email or hopefully in the chat screen you will find a link for that.

Visit the forum on the Museum Learning Hub website to ask any questions related to this presentation or any additional tech questions. And then as David previewed, finally, join us next Thursday, May 20, for the second technical workshop of the Module Two, audience participation and live stream programs with Alex Freeman, Executive Director of the Texas Association of Museums. Thanks everybody for attending today's



workshop. May you be safe, may you be well, and have a superior day. Thank you so much.

>> Thank you all.