

MIDWEST MUSEUMS
Live Streaming with Multi-Source Content
2:00-3:00 PM EST
MAY 27, 2021

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May 27th, 2021.

Live Streaming with Multi-Source Content.

(Standing by until event begins).

Hello. 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 U.S. 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 salt and pepper beard.

Today I am wearing round black-rimmed eyeglasses, a blue shirt and I am sitting at my desk in my 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 the NEMA office in Arlington, Massachusetts, the historical homelands of the Massachusett and Pawtucket 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 New England 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.

Thank you – and now for just a few housekeeping notes before we introduce today’s presenter.

First, the best place to view this session is in real time on the Museum Learning Hub website under the “watch live” tab at 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 the 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 chatstream and we will email a link to those of you who pre-registered. We would greatly appreciate it if you’d 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 reflecting on a program. For this reason, we have set up an online community forum 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. 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 it is my pleasure to introduce the speaker for today's technical workshop, "Live Streaming with Multi-Source Content," with David London, Chief Experience Officer of the Peale Center in Baltimore, Maryland.

David presented the first technical session in this module a few weeks ago, which I hope you attended, so we're very happy to have him back again. David is a curator, storyteller, magician and producer 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. We are so grateful to David for offering his expertise to us once again today.

>>DAVID: Thank you, Dan. Hi everyone and thank you for joining me again. It's a pleasure to be here with you all. As Dan mentioned, my name is David London and I am the Chief Experience Officer at the Peale located in Baltimore. Although we are a startup museum, we are very fortunate to be located in the oldest museum building in America, opened in 1814 by Rembrandt Peale.

Today we consider ourselves a center for Baltimore stories but we also consider ourselves a museum laboratory and it is with that in mind that we get to experiment with a lot of new technologies, many or some of which I will be sharing with you today.

As a quick overview of what we went over in the last session or last sessions, in session one I talked about some of the available technologies specifically Zoom and StreamYard that you can use to present live events.

We covered accessibility including ASL interpretation and captions and the hybrid model of broadcasting to our individual museum websites in a similar fashion that you are viewing today's presentation.

In session two Alex Freeman from the Texas Association of Museums talked about tools for adding audience participation to your live stream events.

And today as Dan mentioned we will be focusing on using multisource content to create more dynamic, professional, and exciting presentations for people to view.

The feedback I got after the last feedback is that I talked too fast so I am going to do my absolute best to slow down although I have just as much to cover in the same amount of time but it is my hope that if I am able to achieve that I will have even more time that I did in the first session for questions.

A quick overview of what I will be discussing today.

We will be talking about different content types when we talk about multisource contents and the different types of content that we might be referring to.

We will be talking about the management of that content and the use of various platforms to manage that content.

All of the information I will be sharing today is relevant to the production of any type of virtual event be it a talk or panel discussion, presentation, performance, a gala, film screening although today I am going to focus my examples by talking about presenting virtual tours.

I think up front, it is important to confess that I didn't know any of what I'm going to share with you today just 15 months ago.

All of this is new to me and I learned it because I had to, trial by fire, since the start of the pandemic.

It has been a lot of learning and researching and experimenting to lead us to what we believe works absolutely best for us.

But that comes with the note that this could all change tomorrow.

Over the last 15 months what I have realized is because there is so much content available to us a lot of cell phone videos, news clips, all kinds of content of varying

quality, that we have come to accept a rather low quality of video as a standard and we don't really question it.

What I hope today is to talk about some tools that will allow you to increase your production values and increasing those production values just a little bit can really allow you to stand out from the pack.

If you could share my red presentation, please. That would be great. That should be popping up here on the screen. Here is a list of familiar types of live virtual content. Let's go back to here. A list of familiar types of live virtual content.

This would not necessarily be pre-existing content but content that we discussed in the first and second session.

Those could be the introductions or the land acknowledgment or the housekeeping or tech instructions like you just heard from Dan.

Live speakers are presenters or performers like myself, a live Q&A like we will get to at the end of this presentation, slideshows, video clips, and the ASL interpretation.

All of what you are seeing now and all of which is being shared live.

In the first session we talked about how to easily incorporate those into Zoom and Streamyard and many of you are familiar with seeing or presenting or sharing those things utilizing Zoom.

Today what we are going to focus on is how to add layers to these presentations incorporating pre-existing and prerecorded content.

As I said with these layers you will be able to create more robust, dynamic, and professional online experiences.

Now when I refer to pre-existing content what I am referring to is anything that is not live. Existing media that can be shared during your virtual event.

One way to incorporate this is to do what I am doing today. I have edited together two short videos, one of which you are now seeing and I am talking over it.

So, I have a silent video.

Here I am, live, talking over it.

This would require you to edit your content into a single or multiple video pieces and although this takes extra time in some cases such as today when I am dealing with a lot of different elements it can be the easiest way to handle a presentation while still maintaining a live feel but having total control of what is on the screen.

What you're saying right now is an example of the pre-existing content that we use which is a video slideshow of the Peale building throughout its 200 plus year history.

This is an example of what we would use prior to the start of a presentation.

So, this would be for guests who login early and it just gets them into the pattern of being excited about the Peale and its incredible history.

The slideshow you just saw I created a PowerPoint and I exported a video file, so I did not need video editing software.

By playing a video I also have the ability to pause as I have done right now or to rewind as you saw me do at the beginning and the black screen you are seeing right now is actually built into the video but I just have it paused and it is waiting for me to hit play which I will do right now.

Now I mentioned the welcome video, what people might see as they arrive.

This is something similar to what you saw when you logged in just a few minutes early today.

You see that I have the event image up and across the bottom is a ticker that says the presentation will start at 2:00 p.m.

Other examples of pre-existing content you might use are photos such as you are seeing now, short film clips such as you are seeing here, or even a prerecorded video of presentations or performances.

This is a performance that I do for the Jewish Museum of Maryland about Harry Houdini.

If you are worried about how to record prerecorded video content, it is really great to remember that Zoom or Streamyard or even just your WebCam can be used to record the video that can then become your pre-existing content that you will share during the presentation.

We will talk about this much more in just a bit but other types of content that you might be able to share during a virtual tour or presentation is pieces from a 3-D tour such as you are seeing here.

You can also utilize a full pre-existing content. This is an example.

We partnered with the Baltimore National heritage area and they delivered us a full presentation and we re-broadcast that.

I share that also with a note with an ability to share content is something that we should all explore as museums as we're generating content that may also be beneficial to our museum partners such as those of you who are here with us today.

Now there are four main types of virtual live events that, to simplify matters that I have come up with.

There is all live, meaning there is nothing that is prerecorded.

There is all prerecorded meaning there is nothing that is live.

There is prerecorded video with a live voiceover such as you are seeing today.

And then there can be a hybrid of any of the above.

Which truthfully is much more like what you're seeing today.

We will go live at the end for the Q&A but currently you are viewing a prerecorded video with live voiceover.

As I mentioned I'm going to focus today on virtual tours, and I am going to talk about a lot of tour assets that you may not have, but I want to start with an overview of simple tour assets.

I want to start that with a comment that even though you might not have some of the assets that I will be sharing in just a moment, you can start if you just have images such as we are seeing here.

We will talk about how to manage your images but just a live tour utilizing pictures that you have can be incredibly beneficial.

This may be the second easiest way to present a tour.

We had somebody go into the gallery during an exhibition and just do pans of the space.

By sharing that content, you can get a little bit more dynamic presentation than just sharing your still images and this could even be captured on a cell phone for example if you don't have access to a higher-quality digital camera.

Again, keep in mind as we go into these events, tour assets, even if you don't have some of these yet you can utilize whatever assets you have available to you and incorporating these assets will create a more dynamic tour.

The first example of a 3D tour that I am going to show you was done by a professional company who worked with us, direct dimensions, and I believe they will be sharing that information for Direct Dimensions in the chat now.

They came in, they did a 360 tour of an exhibition and I am able to share that during a live tour to create a dynamic presentation.

Here we are back entering into the Peale building.

This is a Google 360 Street view tour.

This cost us about \$600 for somebody to come in and document all the spaces.

This lives on our website and while giving a virtual tour I can simply open the page on the website, share my screen, and allow people to move around the space with me.

What you are about to see as an example of a 360 video. This lives on YouTube.

This is a durational video.

It is just a minute long. It is playing video but I am able to move around it using YouTube's 360 viewer. This is another asset that you might consider that can be done for a fairly low cost.

There's also many people out there who offer similar 360 tours using Matter Port and other technology.

Also during the pandemic, we launched the virtual Peale in Second Life, we partnered with Linden Labs and virtual ability to create a replica of the Peale.

During a virtual tour I can open up Second Life, I can go to the Peale, and I can use our virtual Peale to take people into the virtual building to support our tour effort.

I will let you know if you are considering this is a much bigger lift, here we are at an exhibition that we have on display at the virtual Peale. This is a much bigger lift than a 360 video but the advantage of having assets like these or any of the others I've discussed is that they are also accessible at any time for your online museum visitors.

I also want to mention another type of asset you can use and that is pre-existing assets.

There is out of UMBC, the image resource center, the University of Maryland Baltimore County and on their own, prior to the existence of the new Peale, they created this website which is Visualizing early Baltimore. I believe that link is being put in the Chat as well.

What they created is a view of Baltimore in the year 1816 which would've just been two years after the Peale opened.

I am simply here navigating their website and we are very fortunate because the Peale is a button on their website.

Utilizing this pre-existing resource that was created by a third party is another asset that we can use to enhance our virtual tours.

Those are just some examples of the simple and the advanced methods or assets that you can use to present virtual tours.

Now we are going to shift our focus to managing your content.

We have already talked about in session one utilizing your Zoom and I will talk about this a little bit more or StreamYard to manage your content.

I do want to mention the greatest asset you can use to manage your content is analog.

You have to look over to this screen here, but this is my run of show for today's presentation and it lets me know what is coming up in the video and it lets me know when I need to pause.

Once again, as I said in the first session, treating your live virtual events as performances and creating a run of show and a flow doesn't just have to be your script and what you're going to say but it can also remind you of how you need to move through your content during your presentation.

Here I am pulling up a folder on my desktop. This one is called Peale Tour Museum Hub. I 100 percent recommend when you are managing your assets to create a new folder on your desktop for all of your content.

This will also make it much easier when you do another presentation to locate and identify all of your content.

I am going to quickly go over how you might manage your content in Zoom. You might remember last time I talked about how to use virtual backgrounds. You see me on the right scrolling through all the images and media that I have loaded into Zoom.

This is a really effective and simple tool to manage a background meaning you would be up here in front of it. I also mentioned in the first presentation how in Zoom you can now choose to use a PowerPoint presentation to overlay yourself on top of.

Of course, we have all seen or shared our own PowerPoints during various Zoom meetings. You know how you can share your content that way.

You are also able to share your content directly if you are using StreamYard as we talked about in the first session. You can upload video files and manage your content in that way.

You will hear me at several points during today's presentation say if you could start the red presentation or the green presentation. Since these are video clips, I started them with little color-coded segments. That way for the person who is running today's presentation I can very easily tell them to end the red presentation and start the green presentation, which I am requesting right now. So if you want to end the red and start the green, we will continue on from there.

Now in a moment I will talk about utilizing technology to manage your content. But before we do, I thought we could all take a moment to take a deep breath and again I want to reiterate that a virtual tour can use whatever content you have available to you and it can grow and build over time as you continue to add new assets to your collection.

What you are going to see here in a moment is a television production studio. This is what it used to take to manage content from many sources. Although obviously that is not available to me.

Where I have landed after many months of research is to utilize the program that you currently see on the screen which is known as ManyCam. I believe a link to ManyCam is being put into the Chat right now. ManyCam is a virtual production studio that allows for live mixing of content.

I am going to give you a rundown of what you see from the backend. This is what I see.

I have preloaded all my content into the bottom here and as I hover over each piece of media all I need to do is click the button that says transition or cut and it will move along to the series of images that I have loaded into ManyCam.

This is a much easier way to control the content if you have guest speakers, for example, you might not know exactly what they're going to say when and so you can have all your content at hand and ready to go.

Here I am showing you how simple it is to add content.

I simply right click and click add media and choose a new piece of media that I want to add to my desktop.

This allows me if I need to to work in real time and if somebody mentions something I don't have preloaded I can pull it up in real time and be able to show that.

I am pulling up here a video from the escapement time travel agency that was installed at the Peale.

I am able to control that video and I am showing you an example here. I can pause and rewind and restart the content.

I am in total control over what it is that participants in the virtual tour or live event are able to see.

I am going to add one more piece of media here just so you can see that again.

You will see it appear in the bottom of the screen and this is just a close-up of the back of our time machine over here.

Now in just a moment I am going to move into the front-end view.

I've been showing you what it looks like from the backend. In other words I've been showing you what it is that I see but I do want to give you a little glimpse as to what the public sees.

I guess we are going to stay here for one more second. I am going to show you a few other of the backend features.

You can control the sound, so if you want to adjust the sound coming from your computer or from your microphone.

Here I am pretending to be a weather caster and drawing circles on the screen in case there is anything that I wish to highlight.

That is the circle tool and I also have the standard webcaster tool where I can just draw on the screen. A lot less clean but perhaps a little bit more fun.

I am going to change my image here and circle something else.

This is a feature that is not available on any other platform that I have been able to locate, and it has been a really nice way to be able to highlight specific parts of specific

pictures. I am showing you here that you can change the size of the circle to be able to draw more clearly.

There's a bunch of features I am clicking through now on the right that I do not use. This is one that I never use but I did want to show you. This is a clock feature that can either go forwards or backwards. You can change the time, you can choose whether it is a countdown or counting forward.

I have yet to come up with any specific use case for this but it might excite some of you as a possibility. This next feature is something that I do use quite often.

You will recognize that it is something that is similarly available if you are using StreamYard directly and it is what is called a lower third so as I introduce guests or in this case myself, I am able to pull up my name and my title.

This is a built-in feature of ManyCam.

Here I am. I was just a few seconds behind jumping into the front-end view.

So the public doesn't see any of that. They only see me moving through the content itself.

It is a really clean way to be able to handle the content and what the public sees is only the cut or the fade from one piece of content to another.

We're getting another view of the time travel agency here outside of the view we were previously in.

I jumped back to the backend view just to show you where we are.

It is also possible in the backend view to add yourself to the video as I am doing here.

Perhaps at the end if we have time, I can show you what that looks like live.

There is another great feature which I have yet to also locate on any other platform which is picture in picture. I can add myself as a small picture inside of a frame. I can make it bigger or larger or move it around to various locations.

Which could be used for accessibility features or could be used here is the front end view of that if I wanted to have a video playing and have me secondary but small on top of it.

This was all prerecorded, which is why you don't see me talking in that specific video.

Here I am once again showing you the front-end view of how the content is displayed.

I showed you what the tour video looks like playing from our website.

I want to show you now what that would look like being shared in ManyCam.

Here I am sharing the video tour from our website panning around on the website itself but sharing that screen to ManyCam.

If you look down at the bottom left, the second thumbnail from the left, you will see that is where this view lies.

Once I arrive at a specific piece of art, I can transfer over and show you the individual close-up of that piece of art.

Now we are going to flip back to the front-end view and show you what this would look like if you were simply watching this tour and you can see it fills the entirety of the screen.

If we use a similar setup like this, I would be on the left talking giving a live tour while our ASL interpreter was providing those services.

Now we talked last week about how StreamYard can be used to broadcast to a variety of sources.

ManyCam can also be used to broadcast to a variety of sources. It can easily integrate into Facebook, YouTube, Twitch. It can also send to a custom server and connect to a wide variety of other platforms.

It is a multi-streaming platform meaning it can go to many at once which is another advantage over Zoom.

I have been comparing this platform, here is just a listing of other technologies that ManyCam integrates with.

I have been talking about how this technology compares to Zoom but I also want to show you how this technology can integrate with Zoom.

Here I am in Zoom and I am just going to rewind for a second so I can show you what I have done here.

What you are about to see is me in Zoom changing my camera.

Currently in Zoom my camera is set to the HD user-facing camera but I'm about to switch it to the ManyCam virtual camera. And this is really the secret to how ManyCam works.

It tricks your computer or the platform that you are using, be it Zoom or Microsoft Teams or StreamYard into thinking that the data that is coming out of ManyCam is in fact your webcam.

You will see again when I hit play again, that I am going to change it over to the ManyCam and it just takes over my screen.

Which means if I am using this for a Zoom presentation, I am not sharing my screen. It simply replaced me, the presenter view, with the content that is coming out of ManyCam.

And so the host or if you are the host could pin this and that way everyone would see this as the primary piece of content.

This is a really important point because although many virtual tours or events that we host may be proprietary meaning we may be the host oftentimes as a museum we get calls to see if we can give a virtual tour for another organization.

At which point we are joining their Zoom meeting.

And so the ability to have the level of control I want even if I don't have the ability to use StreamYard is of great value.

And once again we are achieving that goal by tricking Zoom into thinking the information coming out of ManyCam is in fact my webcam.

Here I am switching it back to my webcam itself and giving you another glimpse of what that looks like from the backend.

I am going to take another deep breath here.

And we will jump along to there.

If you want to end this presentation.

I am going to attempt now live for you all to change my camera to the ManyCam camera to give you a live example of what it is that I am talking about.

Here in ManyCam I am changing my camera to the, I'm sorry here in Streamyard I am changing to the ManyCam camera.

Though it looks like it did just a moment ago, now anything I do in ManyCam is being broadcast to you all as if I am the actual presenter.

I am going to pull myself back up from ManyCam here and add myself back in.

I am going to go back to this camera.

(Silence).

(Standing by for presenter).

Now we are going to add me back in and thank you so much. Sorry I don't know what happened there.

It will replace you in whatever platform you are using.

Whether you are using Zoom and this is also a great tool if you're using Facebook Live so that you can trick Facebook Live into thinking what is coming out of ManyCam is the same as your webcam which allows you to use any platform that utilizes a webcam can then integrate with ManyCam itself.

I want to take another deep breath and review with you all a couple of things.

Most importantly if you are able to create pre-existing, prerecorded content you can utilize Zoom, you can utilize ManyCam org, you can utilize your own webcam to edit together different segments. You can create a presentation like the one I gave you today.

That might be the easiest way to present a virtual tour or virtual program.

I will caution once again when I say the easiest way, it is definitely not the least time-consuming way.

I found that it takes three times longer to edit together your content then it would be to present it live.

But what you end up with is a program that is completely prerecorded and completely as you want it to be.

And you are able to utilize pre-recorded sound or as I've been doing today you are able to talk over it to provide a live tour.

I will also let you know that we have on occasion utilized a prerecorded live tour, turned off the volume, and talked live over it.

If you present one live tour and you are very happy with the production quality, you are able to take that video, share that video as pre-existing content and like we have been doing today have yourself on the screen talking live next to it.

That is an effective way to utilize a live recorded tour but have those live aspects integrated into it.

If you are able to develop a suite of assets to support your live tour, whether it be video or still photographs or pans of video or even walk-through of your museum you might find that utilizing that type of content will give you a little more stability than trying to do a live walk-through of your museum.

I know in the Peale building itself because it is so old that various rooms have much better Internet than the other.

We have successfully on occasion presented live tours where the tour guide was live in the building, to avoid Internet connectivity issues, we will often prerecord these segments on a cell phone or on a camera or even on a laptop itself.

Then we can replay that content as prerecorded content.

If you have enough content or if you feel comfortable tackling ManyCam which I will say is not as much of a heavy lift as it may look like from the front end, then you can preload all of your content and be a little bit more fluid in your presentations.

The reason I like a tool like ManyCam is I don't have to remain on script as much as I would during a presentation such as this.

When you are talking over prerecorded video there is a chance that you will talk too long or forget where you are going next as you saw at the beginning of the presentation.

But if you are, but if it is being shared through ManyCam you are able to pull up content based on what is being talked about as opposed to talking over prerecorded content.

I am now at 2:35 p.m. and I have a little bit more I can share and I would like to be able to show you a little more of ManyCam.

I did get a second piece of feedback which was last week, people desired more time for questions so what I would like to do now is open it up for questions and if we have time after the questions I can come back and show you a little bit more.

Once again, today is not designed to be a full-fledged teaching session of how to use this technology but rather an overview of the different types of media that you might consider using and the overview of the available technologies that you might use to manage those assets.

I am going to see if Dan wants to come back in and hit me with some questions.

If we have time, then I will show a few more examples but if we don't have time I would rather have as much time to be able to have questions and feedback from those who are joining me today.

Hopefully, I talked a little bit slower than I did last time.

>>DAN: You did fine.

To remind everybody if you have questions, please drop them into the chat on whatever platform you are using and we will assemble them and feed them to David.

In the meantime, David, you kind of blew my mind here with ManyCam. It's a little bit meta.

I want to really understand and help our audience understand exactly what it is used for.

It is not as though you are using video editing software to assemble your content and then present the recorded video on this.

This offers you some flexibility and improvisational capability, right?

So that you can pull things as needed as people are perhaps asking questions you can mix and match.

>>DAVID: You brought up the two perfect examples.

One of the ways to handle something like this as I mentioned is to edit a piece together.

ManyCam I would consider to be a live production studio which is why I started with that picture of the TV production studio because it is a way of having all of your assets at hand to be able to pull up at any time during the presentation.

Obviously, with any presentation you know the general flow that it is going to go.

You have 24 spots for media within ManyCam, which can be 24 videos or 24 pictures or any combination thereof.

That said, on presentations where I had more content, once I got through the first 24 I swapped out an earlier one for a new one so I was able to keep going beyond the 24.

It is a way of doing live video mixing. It is a way of seamlessly moving from content in a live fashion so that is exactly correct.

I do want to give one tip before I forget it because I meant to say it during the presentation which is I typically if I am sharing a lot of virtual tour content whether it be a 360 video or matterport scan or a Google street view video, I open all of those in a

single web viewer. Then in ManyCam, I just tell it to share that one browser and then I am using the browser and tabs in the browser to move between it.

That way I'm not overloading ManyCam with telling it to go to eight different browser windows.

I just tell it to go to one window and I control the content from the browser window if that makes sense.

>>DAN: So, in terms of ManyCam this is clearly an important role for you.

Is this part of a genre of tools, are there competitors to this or is it pretty much the only thing?

How do you access it? Is it a free program? Does it cost? Does it have a monthly charge?

>>DAVID: I have yet to be able to find anything that has the same level of control that ManyCam offers which is why I landed on there.

I don't represent ManyCam. This is not a formal endorsement of ManyCam. This is only where I've landed.

I am certain that there are probably higher-end products out there that would let you do similar things but ManyCam I found to be incredibly intuitive and easy to use which is why I settled on it as the right platform for certain scenarios.

But like most things there is a free version and if you want to unlock all of the features there is a subscription.

I will tell you that since the pandemic started the subscription has dropped almost to half-price and now it could be down to a hundred dollars per year.

Which if you do 10 virtual presentations in a year is \$10 per presentation.

Ultimately it is pretty affordable for the allowances that it offers for managing that content.

>>DAN: Switching gears a little, you mentioned the live tour of a person in a gallery.

What I am thinking of is a typical docent tour or something. People gather at a museum and they go in there and they're led around a gallery by a docent.

Another example would be an exhibit opening where very frequently you've got a bunch of people there.

>>DAVID: Oops, Dan froze for me. Dan, you froze for one second.

Can you repeat?

You said there's a curator and then you cut out.

>>DAN: Yeah, so like, the live opening of an exhibit, where you have a docent talking to people and explaining their take on the exhibit that is there.

I know some folks in museums have replicated that experience to some degree.

They have a videocam or an iPhone or whatever, there's lavalier mikes. And you did mention there is a liability of maybe not enough Internet connection, depending on your house.

What is the difference between that experience and trying to replicate that virtually, where you've got the curator doing something, which is perhaps interacting with the audience, and the ManyCam set up?

>>DAVID: I will pull from an example we recently did which was a tour of an exhibition where we had the curator on-site moving throughout the building.

We also have the artist since we are still in COVID and we weren't gathering together at all, we had the artist at home, remotely.

And so it sort of looked similar to this set up.

We had one person in the building by themselves with the camera moving around the building and showing different spaces.

We had the artist at home who was able to provide feedback.

I still in that case utilize ManyCam because the experience you get when you are at a live tour whether it is docent-led or curator-led is the ability to lean in and look at a

picture where somebody walking around with an iPad or a computer or their phone they might not get the steadiest view or the widest view of a particular piece of artwork.

And that scenario I was still feeding them through ManyCam and I had the individual artworks loaded in so as they arrived at a piece I was able to go to the approved photograph and give a solid, steady shot of the artwork they were talking about.

I've still integrated even when we had a live person walking around a physical building. I still integrated ManyCam to be able to show show detailed shots or wide shots of specific pieces of artwork.

Now I did say two weeks ago that I was going to talk about a hybrid event and I do want to mention that shortly because this could be a really good time.

I think we have all learned during the pandemic the ability to offer virtual tours has allowed us to reach entirely new audiences around the entire world.

We are no longer limited to audiences who are able to join us within a physical space.

So I have been doing a lot of thinking, although I will confess that I have not yet executed it because we have not yet gathered in person as to how we will do a live tour with physical people in the building and simulcast that out into the world for a simulcast virtual tour.

I think that for all of our events I'm not sure we will ever go back to just doing live events or just, we will not just go back to doing live events. I will do my absolute best moving forward for all live events to also be broadcasting those out simultaneously.

I mentioned Internet quality and I think this is a really important thing to note, whether we are at home giving presentations or whether we are in our museums. Our connectivity is essential to the success of those programs.

Something for us and other museums to consider if Internet is not great is recording a live tour and thinking about that as pre-existing content and broadcasting that out at a later date.

If you are not able to do a full walking tour because of connectivity issues you may consider recording a tour and maybe doing a live tour one week and a live broadcast of the live tour the following week.

I think for all of us it is really important for us to think about anything in-person being sure that we've captured digital assets that can either be shared live or shared at a future date.

>>DAN: Can you talk for a minute about copywriting and issues about perhaps even cybersecurity and the like with the content you are providing, presumably stuff in your museum. It's yours to use and so forth, but there are issues potentially with that even in terms of just the content, especially with the traveling exhibition that is there or whatever.

How do you deal with that and is Creative Commons a source for more generic content that you can bring in?

What are some of the tips that you have for that?

>>DAVID: We are really fortunate to have great partners who have provided us high-quality digital assets we use when we are sharing still pictures.

It is known for any artist that comes through for a traveling exhibit that we have been doing a virtual component to their program.

They agree that we will be able to showcase their material outwardly.

For example, the early Baltimore website where I talked about sharing pre-existing content UMBC is aware we utilize that content and as an educational organization are happy for that content to be utilized.

You know, It is obviously not legal to share film that you do not have permission to share.

Any content you are sharing you do want to make sure it is either out of copyright which for us we are fortunate for because a lot of the Peale history has taken place prior to 1926 which I believe is the cutoff, it might be 1920, for things to be copyright-free.

So, we do have a lot of copyright-free material.

But also, from our visitors or our friends or our collaborators when they come through and take pictures we always ask if they share them with us at that time if they would be okay with us sharing those and we have an ever-growing library of digital assets that have been visitor- or collaborator-generated.

Depending on the type of content you're sharing, obviously you'll need to investigate the legalities of it. For us, at least, it has not been a problem or a major consideration.

One consideration that I think is important for example we did a live broadcast of a film. We had the film playing here, we had the ASL interpreter and at the end of the film we had a Q&A with the filmmaker.

But that filmmaker requested that the recording not be made available publicly, that it was a one-time show for people to see it and even though it is available, even though it is archived on our YouTube page it is set to private so no one can see it.

I think that is a conversation with every content generator to make sure you have the right permissions that you need in order to represent them out in the digital world.

>>DAN: So in terms of hybrid events, we are seeing a time and I think this is already been done to some degree which is you have a virtual event that is being produced by the museum and then you have sort of home viewing parties, so to speak. You have other sort of distance learning types of models where you have a group of people watching the content and interacting in different nodes together.

Is this ManyCam and the like able to handle all these different components?

Perhaps you have a live feed from Arlington, Massachusetts and you are in Baltimore and whatever and we are all sort of interacting together with your content.

>>DAVID: Sure. ManyCam for example, it depends on what platform you're going to use for that.

ManyCam is not a viewing platform, it is a broadcasting platform.

What you're describing as a viewing party, you could utilize ManyCam to broadcast to Zoom for example but you would have to use another piece of technology to actually host the viewing party itself.

And so, depending on the size of the viewing party you could theoretically use Streamyard but Zoom might be better for that.

There are a few other technologies we are exploring.

There is a program called their story which is more about story collection but has a nice display for multiple people on the screen at once and you can share a piece of content.

ManyCam is not the solution to be able to host a viewing party and if you are hosting a viewing party but you're just playing a film or something you don't even need ManyCam.

ManyCam is not something I utilize for every live presentation that we do because for example for something like this I don't need ManyCam at all.

I am just using Streamyard and I'm sharing my pre-existing video clip.

ManyCam is a great solution for live tours specifically but it is not the solution if I am doing a live screening or if I'm doing just a group hangout or if I am playing a prerecorded conversation.

>>DAN: What other departments of the museum is this germane to?

We had a question in the chat asking specifically about have museum shops used technology to provide artisan talks or demos or author readings or that type of thing or shopping?

Does this have an application beyond the docent tour kind of thing?

>>DAVID: Sure.

We have never used it in a retail component.

Again, ManyCam is a great solution if you need to manage a whole bunch of content.

If your artisan wanted to be on-screen and talk about their products but they wanted to be able to show specific close-ups at various times then you could get those images

from them in advance and when they say oh, I make these bags you know to pull up a picture of the bags and show that.

It is a great resource to explore something like that if you had a bunch of content that you needed to be able to manage smoothly during any type of presentation with any specific goal.

>>DAN: You could effectively do the same thing in Streamyard without ManyCam, right? As long as it was more representing this and not interacting with the audience.

>>DAVID: The trick with Streamyard I would say is it is not easy to load 15 pictures into Streamyard and move through them fluidly.

It is easy as we are doing here today to load a video or to share a slideshow so if you are sharing a single piece of media, Streamyard is a great solution.

If you are trying to manage many pieces of media live, then ManyCam is the only solution I have come up with that allows me to achieve that.

But you are totally right.

Some of the features such as the lower thirds when people are introduced or sharing a specific video or PowerPoint could absolutely be done just through Streamyard.

But if you want that ability to move through content live based on what is being said or talked about at any given moment you need one other piece of technology layered on top of that.

>>DAN: Got it. So, you can still use Streamyard to broadcast it but you have a lot more flexibility on the backend to create the content.

>>DAVID: For sure, yeah.

I was experimenting earlier and what I was experimenting with was being both on-screen talking but also sharing my presentation from ManyCam.

You can do that with ManyCam if it seems right.

I think that Streamyard offers some things that ManyCam does not, in terms of ease of control and placement of speakers and such.

Really, what we have done today which is sort of, even though I faked it with a prerecorded video I could have done everything I was doing through ManyCam in which case the combination of ManyCam and Streamyard is really effective.

ManyCam is always going to require, in most cases require that secondary piece of technology to create this type of conversation.

But again, I will mention from Streamyard I can just broadcast directly to Facebook or directly to YouTube if I want to if the way I was able to manage content in ManyCam was suitable to the type of presentation I was trying to put out.

>>DAN: So, being mindful --

>>DAVID: you froze again, Dan.

>>DAN: Am I cutting out here, David?

>>DAVID: You cut out but you are back now, I believe.

>>DAN: So do you want to continue with some kind of content on your presentation or do you just want to keep going with the Q&A?

>>DAVID: I just want to give you a quick, since we are talking about it now, I just want to show you here and perhaps our technical host for the day, I believe Averie, if you want to make my screen bigger here.

You don't need to take Dan out but if you could make me bigger.

Is that an option?

If not, that is okay.

But I would love to have Dan back in if possible.

Perfect.

We don't need to worry about it but -- perfect.

I want to show you and sorry our interpreter has moved to the right for a second.

This is a function of Streamyard.

I want to show you what it would look like in Streamyard just so you can understand what I was saying.

Now I have replaced my webcam with ManyCam and as I am working within ManyCam I am able to replace the screen that was previously showing me with this content coming out of ManyCam.

So you can imagine I am giving a tour, I'm talking about the time the building was City Hall and I can bring that on and I can also bring myself into the video here or I can add a new layer to this and add myself here.

I want to show you what this looks like if you are incorporating Streamyard and ManyCam.

This is a different way of thinking about it but since I was showing you all prerecorded video you didn't fully get to experience what it is like to take over your web camera.

So that is what I wanted to show.

>>DAN: And I am here, too, still.

>>DAVID: You are here, too which is cool. So I am going to switch back to my, um, unless anybody was to see anything specific in ManyCam, I will switch back here. I'm still utilizing and you can switch back to the three shared screens, Averie.

I am running out of ManyCam at this moment so if anybody has any questions or wants to see another example of a lower third or anything I've talked about today I am happy to show you now.

Otherwise, we can keep taking questions for the next four minutes that we have here.

>>DAN: I am looking at a couple of questions in the chat that are really not so much the technology but the project management and teaching people on their staff how to use this.

So the one question is how? It seems complex, is it something that once you get the hang of it, it is pretty good?

And how do you, especially if you have a small staff and no one is assigned as the technology person, how do you loop people into the production mix so it is not just one person responsible for all of these things and you can sort of train up and the like.

>>DAVID: For the most part I find ManyCam to be incredibly intuitive.

It is literally right clicking to add content from your computer.

It can take about five or 10 minutes to add 24 pictures or to link it to a website.

Really, aside from the lower thirds which I will just show you again which will display with, underneath the title we have here coming from Streamyard.

That is really the main feature I use. So for the most part, let me see if I can share this.

Let's see if this will work. ManyCam.

Hopefully, you can see -- Averie if you can add the shared screen in now, if that's possible?

For the most part when you are actually running a presentation once your content is added here at the bottom during the presentation all you are doing is clicking on what you want to add into the presentation.

As you can see there is the 24 spots.

I don't have them all filled right now.

But the actual production of a live event is the easiest part of it.

The work is done in setting up the live event.

It is done in -- let me go back here and hopefully this doesn't, the major work is in finding the content, managing the content and adding the content in, which is done prior to the event.

The actual management of the event is literally as simple as clicking on whatever it is you want to be seen at any given time.

I think like any new technology it requires -- you can take the ManyCam screen out.

Thank you.

Like any new technology, it requires a little practice and integration but just like Streamyard and everybody who has been working in Streamyard for this project has discovered it is quite intuitive and is really simple.

I think that is the biggest thing that has attracted me to these two platforms is that even though I have some experience in video editing and a little bit of production is that none of these require any of that experience. It really is as simple as clicking what you want to be seen.

The work comes in determining what those things are and putting them into place so it is really easy to click and manage your live event.

>>DAN: Well, that's terrific. I think we are out of time.

This is a lot.

I think I was just going to segue in pointing out this is now the museum learning hub the community forum is going to be a place to continue to dive in and explore and we will be there, all the team members, and we are bringing in David and Casey if there are other questions, and just help answer some of these details.

As we go deeper into the technical training, it will get a little more murky and people will need a little more help. Be thinking about logging into the community forum aspect.

>>DAVID: I will just add one thing Dan. I know we are out of time.

ManyCam and Streamyard have great help pages with really detailed information which is how I learned this.

Once again, I learned all of these things in 15 months and I learned them through watching their videos and looking over their training.

If you do have basic questions there's a lot of great resources out there already.

>>DAN: Thank you so much, David for helping us out today.

It was really terrific.

So before I go I have a couple of final housekeeping items.

If you missed any of this session or just want to watch it again you can access the recording on the museum learning hub website which is once again museum-hub.org and also to remind you to please complete the post-event survey that has been in the chat stream and for those of you who preregistered you will receive it via e-mail as well.

Visit the forum as I mentioned on the museum learning hub website and finally please join us on Tuesday, June 8th which is our next time together when we move on to module three: managing digitization projects.

Thanks everybody for attending today's workshop, may you be safe, may you be well and have a superior day.

Thank you.