



Technology Tips #2



NFMC Public Relations / Media Newsletter

September 12, 2020

Dear State and Club Presidents:

Viktor Frankl once said, “When we are no longer able to change a situation, we are challenged to change ourselves.” Hopefully, you are planning for a great season ahead, in spite of having to think a little differently about how you might run things this year. Do you need to plan for all virtual events or maintain the flexibility to be live or virtual? Included in this Technology Tips newsletter, we will give you some ideas on how you can run virtual events such as meetings, conferences, conventions, workshops, recitals and competitions.

Feel free to contact us at any time if we can answer questions or assist you on your journey to a whole new world this year! Let us know what tools you are interested in learning more about!

Julie Watson
NFMC Public Relations Chair
Nfmc.pr@gmail.com

Valerie Harris
NFMC PR Division, Media Chair
nfmcmedia@gmail.com

Virtual Meetings

Meeting purposes: club meetings, executive board meetings, recitals/concerts, workshops, conferences, conventions

There are many platforms available for hosting virtual meetings. Some questions to ask:

Live and interactive? Best bets: Zoom, GotoMeeting, Google Meet or Facebook Messenger Rooms

To set up a Zoom meeting:

- Go to <https://www.zoom.us>
- You can sign up for free, but you will be limited to 40 minute meetings with max 100 participants
 - o If you choose to pay a monthly fee of \$15, you can have unlimited meeting lengths and up to 100 participants. There are other plans for more participants.
- Choose “Host a meeting” to set up your meeting time and place, then send out an invite to participants
- Features:
 - o Can share screen (to show a powerpoint presentation or demonstration) – the host and the attendees can even annotate on the screen for further interaction
 - o Attendees can interact with the host and each other when microphones “unmuted”
 - o Breakout sessions allow for smaller group discussions (this is great for subcommittees or even during a “social hour” to allow for smaller group discussion

- Can run pre-recorded or youtube videos or audio
- Many people are now familiar with this platform – easy to use
- Can display a virtual background (instead of your home office or kitchen)
- Even has a touch-up feature to make you look years younger (I personally like that – find it in the settings menu)

Many other platforms have similar pricing structures. Facebook Messenger Rooms is free but doesn't include as many features as Zoom and is really suited more for casual users that are only trying to communicate, not collaborate. For more information on setting up a meeting via Zoom, see <https://support.zoom.us/hc/en-us/articles/201362613-How-Do-I-Host-A-Video-Meeting->.

Here are more tips for using Zoom:

<https://www.digitaltrends.com/computing/tips-for-using-zoom/>

Livestreaming or On-Demand viewing of pre-recorded program? Best Bets: Youtube Premier (free and most widely used), Facebook (free) or Vimeo (subscription)

These platforms allow you to pre-record and compile your content to broadcast at a scheduled time. This would work great for a recital, pre-recorded workshop or other program. Actual livestreaming of a concert or other event is possible, but requires additional equipment. See <https://www.epiphan.com/blog/live-streaming-events/> for a description. For instructions on streaming through facebook, see <https://www.facebook.com/help/587160588142067>.

To set up a Youtube Premier program:

- Create a youtube account, then create a youtube channel
- Upload your pre-recorded program
- Schedule a time for viewing
- Send out an invite to viewers and post the link on your social media: facebook page, website
- Features:
 - Allows for a more professional pre-recorded look
 - Easy access for viewers
 - Allows you to schedule a time for viewing (although you can also make it available for later viewing as well)
 - Allows viewers to interactively text chat with each other during the program

More information on streaming with youtube, see <https://www.youtube.com/howyoutubeworks/product-features/live/?gclid=aw.ds> and <https://nerdschalk.com/how-to-pre-record-zoom/>.

If you choose to pre-record your event, you do have the flexibility of stitching various clips and recordings together with a video editing program such as Apple iMovie (free), Apple Final Cut Pro X, Pinnacle Davinci Resolve, Wondershare Filmora, or Adobe Premier Rush.

Copyrighted Music – Stream legally!

<https://support.glofox.com/hc/en-us/articles/360007337657-How-to-Stream-Copyrighted-Music-Legally-in-Your-Zoom-or-YouTube-Live-Workouts>

Festivals/Competitions / Auditions

Competitions and Auditions can also be run virtually.

Ideas:

- create a flyer, application, and rules listing
 - o could be created in Google Sheets or Word, then printed to a pdf file (found in printer selection of Word – this avoids a change in formatting), then email out or have it accessible from your webpage or facebook
- receive audio only or video/audio files from the applicants via email, youtube, facebook, dropbox, google drive
- files and applications can be sent electronically to judges
- judges then respond to you via email or into a google doc
- announce winners via email or at a virtual event
- have winners perform at a streamed event as listed above or have their performance and the announcement posted on your facebook or webpage!



Make Your Virtual Meetings Awesome

Know your audience:

- Gear your presentation to your intended audience (students, teachers, all musicians, etc.)
- Attention spans for virtual presentations are shorter – keep your presentation concise and moving
- Vary the structure to keep it interesting
 - o Use the chatroom feature of Zoom for socialization and small group discussion
 - o Encourage attendees to text “chat”, if appropriate
 - o Have a Q&A period
 - o Add audio/visual features i.e. Powerpoint presentation, audio clips, etc.
 - o Use the Zoom whiteboard feature
 - o Send out a “poll” during your meeting for attendee feedback <https://support.zoom.us/hc/en-us/articles/213756303-Polling-for-Meetings>

Equipment:

- Most webcams built into your laptop or computer are fine (unless really old) for video conferencing and even for recording videos to broadcast later. However, for about \$100 you can purchase a really good one. Logitech C930 is a nice choice.
- Most built in microphones are also OK, but you can purchase an external one as well.
- Watch the lighting – simply closing a curtain that causes a glare, moving a lamp, or adjusting where your camera/PC are can make a big difference

Advance Preparation:

- Rehearse your presentation in advance in order to check equipment, learn how to use the platform, and especially to give a polished, well-prepared presentation!
- Prepare a script in advance. There are many free teleprompter apps, but I personally like just scrolling through a Word file in a window on my screen
- Practice your presentation yourself for continuity and flow
- Practice your presentation with a live “attende”

Appearance:

- Look happy!
- Watch where your eyes go – look at the camera, not the box of you talking on the screen
- If using a script (teleprompter or document), try to put the on-screen “window” with the text close to the camera – it is distracting if you are always looking somewhere else to read your words
- Try to sound natural and use inflection in your voice
- Watch your background – a cluttered background is distracting
- Minimize external distractions (i.e. dogs, children, loud air conditioner fans)
- If you opt to show a powerpoint presentation, keep the screen uncluttered and show large pictures. Too many words distract the audience from what you are saying.

