az speaks

VIRTUAL AZ SPEAKS PROGRAM GUIDE

Thank you for helping us continue to bring AZ Speaks programs to the public. We are pleased and excited to reach new audiences across Arizona with your help. Please note that we are only offering virtual AZ Speaks programs at this time. ***There will be no live AZ Speaks programs offered until further notice in the interest of public safety.***

Please refer to these directions to get started. For questions related to program scheduling, program implementation, or technical support, please call (602) 257-0335 or email the following staff members:

Missy Shackelford, mshackelford@azhumanities.org, scheduling support
Samantha Anderson, sanderson@azhumanities.org, dashboard technical support
María Álvarez, malvarez@azhumanities.org, implementation support

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AZ SPEAKS VIRTUAL PROGRAMS

<u>GETTING STARTED</u>

<u>What is a Virtual Program?</u>
Virtual AZ Speaks programs are live interactive webinars hosted by both the **Speaker** and the **Host Site**. Virtual programs are presented via a web-based video conferencing tool that allows video communication using a cloud platform.

Programs begin with a brief teaser video, followed by a live webinar. The webinar may or may not include slides, short videos, or other display materials. <u>Please note that following a trial period, and based on your feedback, we have opted not to include full-length pre-recorded program videos</u>. The recordings limited interactions between speakers and participants.

The current catalog of virtual AZ Speaks programs is now listed on our website. You can also find the catalog here. Previously scheduled in-person programs are no longer available. You may only schedule program from the catalog. We cannot approve or process payments for programs outside the catalog. New topics may be added in the future. We will alert you to any new programs.

2021 Program Calendar
You may schedule AZ Speaks programs now through **October 31, 2021.** Please note that your program must be approved *before* you begin marketing and promotion. This will help us avoid scheduling the same programs too close together. **Programs must be scheduled 30 days in advance of the program date.**

Signing-Up with AZ Humanities
Visit www.azhumanities.org and use the Grants and Programs Dashboard. As always, you must be registered with an account. Please note: all *Application Requirements*, *Presentation Information*, and *Payment Procedures* forms have been updated.

Contacting Your Speaker
Call the speaker and select the date and time for your program. Then complete and submit the online application form.

AH Program Approval
Once the program has been approved, in addition to the standard application notification emails, you will receive two emails within 7-10 business days. The first email will be from Zoom* and will include an invitation to serve as the program's *Alternative Host*. This email will contain a private webinar link that you will use to launch the program. The second email will come from malvarez@azhumanities.org and will contain the webinar link for public registration. See detailed step-by-step instructions below.

Becoming a Licensed User
All Speakers and Host Sites must be licensed ZOOM users. Arizona Humanities will be registering each of you as a licensed user. You will receive an email with an invitation asking you to accept this authorization. You must respond to activate your user license with our ZOOM account. We are covering the cost of your license. You must complete this step to be able to conduct an AZ Speaks program.

*Please do **not** use your own ZOOM* account or any other virtual hosting site to register participants.* Becoming a licensed user, and an Alternative Host, with AH allows us to secure the program and reduce hacking. Please contact us if your organization is not able to use Zoom, so that we can determine the options available for other virtual platforms such as *Webex*. We will do our best to accommodate you, but unfortunately cannot meet all business needs.

Privacy - No Recording Please
To protect the privacy of participants, and to preserve the integrity of their dialogue, **recording of any kind is strictly prohibited**. This is to ensure participants can ask questions during the program and feel safe doing so. We ask participants to observe privacy and security as a condition of participation.

Security - Audience Protection
Programs are meant to be a safe space to learn and engage civilly. Please note that when meetings are set-up, the audio and video of the participants is muted. When they join the program, they cannot speak or be heard unless the **Speaker** or **Host Site** unmutes their audio or video. This prevents people from talking over one another, or the Speaker. Participants who are not respectful can be muted or dropped from the program.

VIRTUAL PROGRAM BASICS

Who Can Host a Program?
Once a program is scheduled/approved, Arizona Humanities will designate both the Speaker and the Host Site as **Alternative Hosts.** This designation gives both the Speaker and the Host Site the ability to start, end, and manage the meeting. **Alternative Hosts** can admit or remove participants, share slides or videos, and facilitate the live exchange (Q&A or Chat) with participants. **Alternative Hosts** can also designate **Co-Hosts** once they have launched the meeting**.**

How to Become an Alternate Host
1. Create a unique email with your distinct entity name, such as: virtualprograms@coolidgelibrary.org or coolidgelibrary@gmail.com. It is important to create a unique email. If you use an established or existing e-mail, it will cause a conflict, and potentially disrupt communications. Please be sure to consistently check your distinct email inbox. *This email will be designated as the licensed user to which all corresponding meeting links and reminder emails will be sent.*

2. When Arizona Humanities registers your unique email account, you will receive an invitation to accept the role of licensed user. Please accept/verify this invitation and notify us once this step is completed.

3. Once your unique email account has been verified, you will receive invitations to serve as an **Alternative Host** for all of your scheduled programs. Please be sure to check this account frequently to avoid missing any pertinent program information, such as meeting links.

Meeting Registration Links – Private and Public

Once Arizona Humanities has created the registration link for your scheduled program, you will receive two emails:

Private Link

The first email will be an invitation from ZOOM notifying the Host Site and Speaker that Arizona Humanities has added you as hosts for a scheduled meeting. This includes contact information, so that both the **Speaker** and the **Host Site** can prepare for the upcoming program. Please save this email and its corresponding link. *You will use this link to open the program 30 minutes before the scheduled start of the program.*

Public Link

The second email will be from Maria Alvarez (malvarez@azhumanities.org). Maria will provide you with a unique registration link that you will use to market to the public. You will receive this email within **7-10 business days** from the date you scheduled your virtual program online. Once you receive your registration link, you may begin to market and promote the program. **Please do not create your own registration link. Please do not collect a list of emails to later register. It is important that you follow the process detailed here to avoid confusion and delays.** If you have not received your program registration link after ten business days, please contact Maria at (malvarez@azhumanities.org).

PROGRAM DAY

Start early

To ensure the most streamlined virtual program experience, we urge the **Speaker** and the **Host Site** to meet *30 minutes before* the start of the program to test audio, visual, and to review program logistics. Below are suggestions that will help delineate roles in anticipation of a scheduled program.

For Speakers

In general the role of the Speaker is to open the program, present the topic and field questions.

- Calendar the program and send yourself a reminder. This is important so that you do not forget the date and time you are speaking. This happens. We get the panicked calls from Host Sites.

- Make every effort to communicate with the Host Site before the day of the program. Arizona Humanities enables the *Practice Session* function for all webinars in case you want to practice at any time before the day of your program.

- Test your audio and visual settings. It is important to have a strong Wifi connection. Without it you may have diminished audio and video quality, or you could be dropped altogether.

- The Speaker should open and close the webinar (as the virtual platform host). "Open" means click on the private link and monitor the participants in the waiting room. "Close" means click on the link to end the meeting for everyone. "Leave the Meeting."

- Meet with the Host Site at least 30 minutes *before* the scheduled start of the webinar. Decide who is going to welcome guests, make general announcements, and play the two-minute AH teaser video which tells the audience about *AZ Speaks* programs.

- Give the scheduled presentation, field questions, engage with the audience. Thank them for coming and remind them to complete the post-program survey.

- You will need to use the ***ShareScreen*** feature in ZOOM to share presentation slides or video. All materials you wish to share must be open on your computer *before* you use the ***ShareScreen*** feature.

   Click on the green ***ShareScreen*** button found in your tool bar near the bottom of your screen. Before selecting the screen you want to share, please make sure to check " ✓ " the **SHARE COMPUTER SOUND** and the **OPTIMIZE SCREEN SHARE FOR VIDEO CLIP** buttons to optimize view and sync with your computer's audio and video.

For Host Sites

The role of the Host Site is to assist the Speaker. This may include introducing the Speaker, admitting guests into the program from the waiting room, welcoming guests, monitoring the Q&A, and reading questions to the Speaker.

- Calendar the program and send yourself a reminder. This is important so that you don't forget the date and time of the program.

- Make every effort to communicate with the Speaker before the day of the program. Arizona Humanities will enable the *Practice Session* function for all webinars in case you want to practice before the day of your program.

- Test your audio and visual settings at least 30 minutes *before* the start of the webinar.

- Please be ready to start or close the webinar if the Speaker is unable to do so. All Host Sites ("Alternate Hosts") have the power to open and close webinars.

- Please admit guests to the meeting. They will be in a ***Waiting Room*** until the meeting starts. You can click on the ***Waiting Room*** and highlight/click ***Admit All***. You will need to keep checking for guests who join the meeting late. This is a security feature. You may also receive a pop-up that says that guests are waiting to be admitted. They will not be able to see or hear until they are admitted. Their audio and video will be muted even after they are admitted to the program.

- Please remind guests to complete the brief post-program survey that will appear at the end of the program. Finally, provide general announcements about upcoming programs and thank the Speaker.

<u>GENERAL TIPS</u>

<u>Internet Connection</u>
Securing a stable internet connection is imperative to hosting an effective virtual program. We encourage the use of a wired connection, such as an ethernet cable, to ensure live presentations are free of lags and freezes. You may want to consider boosting Wi-fi at the location you are conducting programs, home, or office, for the best viewing experience. Please note that participants may still experience disruptions as we have no control over their personal Wi-fi or cable service.

<u>Background Noise – Mute</u>
Please mute your microphone when you are not speaking. The ZOOM system is sensitive, and it will pick up papers rustling, typing on a keyboard, barking dogs and leaf blowers. Pick a location that is clear and uncluttered, and free of personal information. This will protect your privacy and safety. Some find that headphones help and reduce feedback. Stand alone speakers can also cause feedback.

<u>Lighting and Dress Code</u>
There is no specific dress code, but please remember that you are representing Arizona Humanities. Select a space that has natural light reflecting directly on your seated position. This way participants can see you clearly as you speak. Avoid shadows, poor

overhead lighting, ceiling fans, and blinds that can leave stripes across the room and you.

Your Slides
More does not equal better. Please keep your slides to 30-35. It is exhausting to view 80 slides in an hour-long program. *Decide what is most important to your presentation.* Too many slides can limit audience engagement and conversation. Be sure to pause on each side while you are speaking. People may not read quickly. Please avoid neon colors, busy background patterns and graphics. Keep slides clean, simple, and direct for the best viewing experience. We can assist you if you need help.

Non-Partisan
Please be sure the background is neutral, free of political messages, posters, slogans or personal information. Arizona Humanities is non-Partisan. All opinions are welcome. As a recipient of federal funds, *we are prohibited from advocating for specific laws or candidates.* Please help us respect this mandate.

Password-Protected Program Link
To protect virtual programs from unregistered guests or "Zoom bombers," each meeting link will require participants to register their names and email addresses to access the meeting. Participant pre-registration ensures that the virtual program is protected from disruption by outside parties. It also allows us to share a post-program survey to each registered participant.

Your Feedback
Hosting virtual programs is still new to us and to many of you. We are learning every day, and appreciate any feedback that you can share. If you have specific questions, please contact our Community Engagement Manager, Maria Alvarez at malvarez@azhumanities.org. We want to make sure that the virtual programs are a success for Speakers, Host Sites, and the public.

We know that each meeting is unique, and that guests are eager to learn and share as we face the unusual circumstances before us. As always, the humanities are an important way to connect people to one another, not just for now, but in the future that we make together.

Thank you for helping us!