



VIRTUAL FRANK TALKS PROGRAM GUIDE

Thank you for helping us bring programs to the public during the pandemic. Although it has been a challenge, we are pleased and excited to reach new audiences across Arizona with your help. Please note that we are only offering virtual FRANK Talks. **There will be no live FRANK Talks offered until further notice in the interest of public safety.**

Please refer to these basic directions to get started. We are also available to answer questions if you need help. We are working remotely and can be reached by e-mail, or we can schedule a phone call to speak with you directly. We are currently undergoing staffing changes and ask for your patience. Chris Wells has relocated, and we wish him well. We can assist you via email or phone (602)257-0335.

Missy Shackelford, mshackelford@azhumanities.org, scheduling support
Samantha Anderson, sanderson@azhumanities.org, dashboard technical support
Julianne Cheng, jcheng@azhumanities.org, implementation support
María Álvarez, malvarez@azhumanities.org, community engagement support

SCHEDULING A FRANK TALK

WHEN

You may begin scheduling FRANK Talks **Monday, August 3**. The priority is for scheduling programs through September 30. However, you may book programs through December 2020. We will be updating FRANK Talks every six months depending on demand and resources. 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.

HOW

Please refer to these directions. You can also view brief tutorials located on our website. The process for scheduling is similar.

- Go to www.azhumanities.org and use the online dashboard. As always, you must be registered with an account. Please note that the *Application Requirements*, *Presentation Information*, and *Payment Procedures* forms have all been updated.
- Call the speaker and select the date and time for your program.
- Complete and submit the online application form. **AH staff will schedule the program with our ZOOM account and send you a link to both the meeting and the program recording.** See details below.

REGISTRATION

Once the program has been approved, you will receive a **link** to the meeting. This is new and important. You will use the link when you market and promote the program. The **link** will allow



participants to register for the program in advance. It will require them to enter their name and email address. Following registration, participants will receive an electronic confirmation. They will use this information to participate in the program. This process allows AH to protect the security of the program and reduce hacking, ZOOM bombing, or other program disruptions. You may not use your own ZOOM account or other virtual platform to register participants. This is strictly prohibited.

Please do not register participants through your own platforms.

VIRTUAL PROGRAMS

The virtual FRANK Talks now available are listed on the website. Please see the exciting list of new topics. Topics previously offered are no longer available. You will need to **cancel** any old programs and reschedule new topics only. Please note that the introductions to each of these programs is now pre-recorded. The brief recorded intro is followed by a live interactive program with the Speaker. The same FRANK Talks rules and code of conduct apply. FRANK Talks are a safe space to explore difficult social issues. All opinions are welcome, but participants must model respectful behavior, or they may be removed from the meeting.

PROGRAM DAY

VIRTUAL PLATFORM BASICS

Virtual programs are presented via a web-based video conferencing tool that allows video communication using a reliable cloud platform. 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 start and stop meetings, admit or remove participants, share slides, and facilitate the live exchange, or chat with participants. **Alternative Hosts** can also designate **Co-Hosts** once they have launched the meeting.

BECOMING AN ALTERNATIVE HOST

1. Create a unique email with your distinct entity name, such as: virtualprograms@coolidgelibrary.org or coolidgelibrary@gmail.com. Please ensure you are consistently checking this email's inbox. This email will be designated as the licensed user to which all corresponding meeting links and reminder emails will be sent.
2. Once Arizona Humanities designates licensure to 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 LINKS

For each scheduled virtual program, Arizona Humanities will create a unique registration link that both the Speaker and Host Site can use to market the program to participants. Once Arizona Humanities has created the meeting link for your scheduled program, you will receive two emails:

1. The first email will be an invitation from ZOOM notifying you that Arizona Humanities has added you as an Alternative Host for a scheduled meeting immediately after the meeting has been created. Please save this email and its corresponding link. You will use this link to launch the meeting on the day of the scheduled program.
2. The second email will be from Julianne Cheng (jcheng@azhumanities.org). Julianne will provide you with the link to start the meeting. You will receive this email within 7-10 business days from the date you scheduled your virtual program in Foundant.

INTERNET CONNECTION

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 where 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.

PASSWORD-PROTECTED PROGRAM LINK

In order to protect virtual programs from “Zoom bombers,” each meeting link will require participants to register their names and email addresses in order to access the meeting. Participant registration ensures:

- That the virtual program is protected from being infiltrated by outside parties
- That a post-program survey can be delivered to each registered participant

PRIVACY AND SECURITY

In order 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 speak freely and feel safe. All opinions are welcome, and as such, recording live meetings is not allowed. We ask participants to observe privacy and security as a condition of participation. Please note that when meetings are set-up they restrict the audio and video of the participants. They can join the program, but they cannot speak or be heard unless the Speaker or **Co-Host** unmutes their audio or video. This prevents people from talking over one another.

FOR SPEAKERS

LICENSED USER

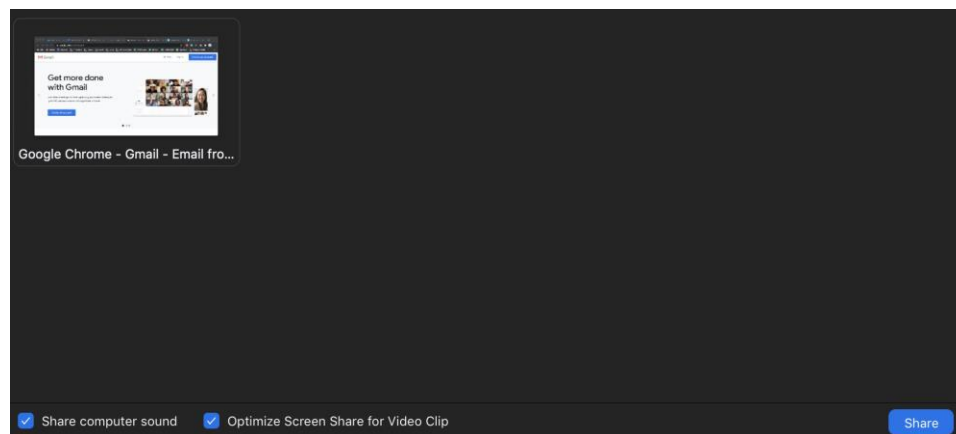
All Speakers must be licensed ZOOM users. Arizona Humanities will be registering each of you as a licensed user. You will receive an e-mail invitation that will ask you to accept this authorization. You must respond to activate your user license with our ZOOM account. We are covering the cost of your licensing under our account. You must complete this step in order to be able to conduct a FRANK Talks program.

MANAGING THE PROGRAM

When your meeting is scheduled and approved, AH staff will designate you as the **Alternative Host** for the program. This means you are responsible for managing the program experience with the library. The **Alternative Host** designation gives a Speaker the ability to fully manage the meeting. The Speaker can start and stop meetings, admit or remove participants, share slides, and facilitate the live exchange or CHAT with participants.

STARTING THE PROGRAM

- Speakers must start the meeting 30 minutes prior to the scheduled start time of the program. If the program starts at 6:30 pm the Speaker should start the meeting at 6:00 pm to allow time to prepare and test the a/v and sound with the Co-Host.
- QUEUE the video. You will be using the **ShareScreen** feature in ZOOM to play the pre-recorded intro. Please go to []. Find the video for your presentation. Highlight your video so that it will be visible and ready to play on your computer screen.
- Start the ZOOM meeting by clicking on the meeting link that was sent to you when you booked the program. 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. See the picture below.





- Be sure to click on the View Ratio settings at the top toolbar and select **Fit to Screen**. If you do not select this feature, the video may get cut off so that you cannot see the speaker's face or slides fully.
- Once you do this you will be able to play the video with the library Co-Host to practice before you invite participants into the meeting. This is not hard, but you should absolutely practice before the day of your program. You may practice at any time. You must test again with your Co-host on the day of the program. This is why you must meet with the Co-Host and start the meeting 30 minutes before the program opens to the public.
- When you have started the meeting, and the library Co-host has joined, you must admit them to the meeting and designate them as a Co-host. This will allow them to manage the meeting with you, interact with participants, and monitor the CHAT. The CHAT is located at the bottom of your screen. You can click on this to see comments.
- It is important to make the library a Co-host in ZOOM. Designate the library as a Co-Host by clicking on the participants on the toolbar at the bottom of your screen. When you scroll across their name you will see a feature that says "**More**". Select **CO-HOST** and click on it. This will allow the library to manage the meeting with you.
- The library will welcome guests to the meeting, and read the opening talking points. He/she will remind guests that the program will begin with a brief pre-recorded introduction followed by a live CHAT with the Speaker.
- Speaker should now play the video. When the video is complete, the Speaker can exit the **ShareScreen** feature. The library will invite the participants to join you for conversation. Guests should click on "Speaker View" for the best viewing experience.
- The library will remind people that their audio/video has been muted. You may call on them if they raise their hand or ask a question in the CHAT, by typing it at the bottom of their screen.

FOR THE BEST ZOOM EXPERIENCE

Select a space that has natural light reflecting directly on your seated position. This way participants can see you clearly as you speak. Select a space without traffic of persons or pets that are not part of the program. These can distract from your remarks and professionalism.

There is no specific dress code. But please remember that you are representing Arizona Humanities. Please refrain from lobbying, advocacy or other messaging which may be deemed political. We are politically neutral; all opinions are welcome. Because we receive federal funds, we are prohibited from advocating for specific laws or candidates. Please help us respect this mandate.



PLEASE mute your microphone when you are not speaking. The ZOOM system is sensitive, and it will pick up a paper rustle, typing on a keyboard, etc. Pick a location that is clear and uncluttered, and free of personal information. This will protect your privacy and safety.

FOR LIBRARY CO-HOSTS

MANAGING THE PROGRAM

When your program is scheduled and approved, AH staff will designate the Speaker as the **Alternative Host** for the program. The Speaker is responsible for managing the program experience with you. The **Alternative Host** designation gives a Speaker the ability to fully manage the meeting. The Speaker must start the meeting and then designate you as the **CO-HOST**. As Co-Host you can admit or remove participants, share slides, and facilitate the live exchange or CHAT with participants. It is important to put this in place *before* the program starts.

You will be meeting and greeting guests with the Speaker when the program begins. Guests will not be able to see or hear you if you have not been established as a CO-HOST.

BEFORE THE PROGRAM

- The Speaker must start the meeting 30 minutes prior to the scheduled start time of the program. If the program starts at 6:30 pm the Speaker should start the meeting at 6:00 pm to allow time to prepare and test the a/v and sound with the Co-Host.
- Click on the program and link and wait for the Speaker to admit you to the meeting. Once you are admitted the Speaker will designate you as a Co-Host.
- Now is the time to test the video and audio. The Speaker will use the **ShareScreen** feature in ZOOM to play the pre-recorded intro. Please test the video with the PRESENTER to be sure that you can see what the guests will see when the program starts.
- Be sure that the Speaker selects the view option "fit to screen" so that images are not cut off. You will then be able to see the video as the guests will see it.
- When the video is done, the Speaker will click off the **ShareScreen** feature. Then guests will only be able to see the Speaker and Co-Host on the screen. You can remind participants to set their computers to *Speaker View*.

WELCOME

- 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 guest 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.
- **Live transcription** can be activated once the meeting is in session by the host or co-host. Click on Live Transcript [CC] > Live Transcription > Enable Auto-Transcription.

TALKING POINTS

- Thank you for joining us today for [program title/speaker]. We will be starting in a few minutes.
- Before we get started there are a few housekeeping directions. The program will start with a brief pre-recorded video. Please stay with us for a live discussion immediately after the video.
- ***Your audio and video is being muted. This is for the best viewing experience for everyone.*** You may ask questions or share comments by typing them in the CHAT box at the bottom of your screen at any time.
- **Following the pre-recorded program**
You may ask a question in the CHAT or you can raise your hand to speak. We will unmute you. We may not get to everyone right away. We will do our best. This feature allows us to hear from you, without everyone talking at the same time. Thanks in advance your patience. Let's begin!
- **Speaker plays video**
- **AFTER the video**
 - Thank you everyone. Let's get started. I am pleased to introduce [Speaker]
 - Speaker begins the live discussion
 - Co-Host monitors questions or comments in the CHAT. Share questions with the Speaker. Helps the Speaker spot raised hands.
 - Co-Host can mute or remove anyone who is not being respectful
 - 5 minutes before the end of the program the Co-Host and Speaker thank the guests.
 - Please remind participants to please complete a brief survey when the program ends.

POST-PROGRAM SURVEY

When the program is over and participants have left the meeting, a link will appear and ask them to complete a brief electronic survey. This survey is to get general feedback on the program and ask participants for permission to contact them about future programs. It is optional.

YOUR FEEDBACK

Hosting virtual programs is still fairly new to us and many of you. We are still learning every day, and appreciate any feedback that you can share. If you have questions or want to practice please contact us. We want to make sure that the virtual programs are a success for Speakers, Co-Hosts 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.*