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
Julianne Cheng, jcheng@azhumanities.org, implementation support
María Álvarez, malvarez@azhumanities.org, community engagement support

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SCHEDULING AZ SPEAKS VIRTUAL PROGRAMS

VIRTUAL PROGRAMS
Virtual AZ Speaks programs are live interactive webinars hosted by both the **Speaker** and the **Host Site**. 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 will need to cancel any old programs and schedule new topics only. We cannot process payment for programs outside the catalog. New topics may be added in the future. We will alert you to any new editions.

WHEN
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.**

HOW
1. 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.
2. Call the speaker and select the date and time for your program.
3. Complete and submit the online application form.

REGISTRATION

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

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

VIRTUAL PROGRAM 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 (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. 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 e 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. 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 (REGISTRATION) LINKS

Once Arizona Humanities has created the registration 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. 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). Maria will provide you with a unique registration link that you will use to disseminate to the public. She will also include contact information, so that both the **Speaker** and the **Host Site** can prepare for the upcoming program. You will receive this email within **7-10 business days** from the date you scheduled your virtual program in Foundant.

3. Once you receive your registration link, you may begin to market and promote your scheduled program. **Please do not create your own registration link. Please do not collect a list of emails to later register. It is imperative that you follow our instructions/process to avoid confusion and delays.**

4. If you have not received your program registration link after ten business days, please contact Julianne at (jcheng@azhumanities.org).

PROGRAM DAY

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.

The Host Site and Speaker can open the webinar before the scheduled program time. A banner at the top of the screen will indicate that you are in a **practice session**. Only select the blue button, "start the webinar," when you are ready to stream live and allow participants to join. Zoom webinars do not have a waiting room function.

Below are suggestions that will help delineate roles in anticipation of a scheduled program.

FOR SPEAKERS

The role of the **Speaker** is to start and end the webinar, assist with admitting guests into the webinar, present the scheduled topic, answer participant questions, and engage with the audience.

1. Maintain a system that alerts you of any scheduled programs of which you are the presenter.

2. Test your audio and visual settings well before the scheduled event.

3. Communicate with the **Host Site** (Julianne will provide you with contact information for the accompanying host site).

4. Meet with the **Host Site** at least 30 minutes before the start of the webinar. Arizona Humanities will enable the *Practice Session* function for all scheduled webinars.

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, welcoming guests, monitoring the chat, and reading questions from the chat to the **Speaker**.

1. Please maintain a system that alerts you of any scheduled programs of which you are the **Host Site**.

2. Please test your audio and visual settings well before the scheduled event.

3. Please be ready to start or end the webinar if the **Speaker** is unable to do so. All **Alternative Hosts** have the power to start and end webinars.

4. Please meet with the **Host Site** at least 30 minutes before the start of the webinar. Arizona Humanities will enable the *Practice Session* function for all scheduled webinars.

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 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 ask questions at the end of the program and feel safe doing so. 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. 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 disrupting the presentation.

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 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 licensing under our account. You must complete this step in order to be able to conduct an AZ Speaks program.

MANAGING THE PROGRAM

When your meeting is scheduled and approved, AH staff will designate you as the **Alternative Host** for the program. This title is specific to the Zoom platform. All Speakers will be designated the role of Alternative Host when they accept the licensed user invitation from AZ Humanities. Alternative Hosts are responsible for beginning, ending, and facilitating the virtual program. Additionally, Alternative Hosts can admit or remove participants, share their screen, and facilitate the live exchange or manage the Chat box 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.

- Speakers will also use the ***ShareScreen*** feature in ZOOM to share presentation slides.

- Speakers must start the meeting by clicking on the Zoom meeting link sent by Julianne Cheng as part of your program packet. Expect this link within 7-10 business days.

- 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 image below.

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

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 lobbing, 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.

MANAGING THE PROGRAM

When the program is scheduled and approved, AH staff will assign **Alternative Host** roles for both the **Speaker** and the **Host Site**. Both the **Speaker** and the **Host Site** are responsible for coordinating how the program will run. The **Speaker** is expected to launch

the webinar, present the program, and answer participant questions. The **Host Site** is expected to introduce the **Speaker**, facilitate the chat, and provide support in the case of technical difficulties. Every webinar will be set up with a practice session. We expect the **Speaker** and the **Host Site** to meet *at least 30 minutes* prior to the program to test audio/visual settings and to coordinate facilitation of the program.

WELCOME
- Please welcome guests as they enter the webinar.
- Audience audio and video will be muted in the webinar format. Please direct them to use the chat if they have any questions.

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. Participants will also receive an email from ZOOM reminding them to complete the survey 24 hours after the program. The purpose of the survey is to obtain general feedback on the program and to ask participants for permission to contact them about future programs.

YOUR FEEDBACK
Hosting virtual programs is still fairly new to us and to many of you. We are still 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.