Virtual Programming during Covid:

What We Wished We Had Known in Advance & What We Learned During the Process.

Stephen Boss, Michelle Green, Yolanda Hood, Cynthia Hughes, Susan Schulz, Kathi Wilhelm

LIFT EVERY VOICE:
WHY AFRICAN AMERICAN POETRY MATTERS

This October, the UW Libraries is partnering with the Albany County Public Library to offer a series of programs to foster an appreciation of African American poetry. UW Libraries received two grants to celebrate African American poetry and culture from the Library of America's Lift Every Voice project and a Wyoming Humanities Council Spark grant. The events provided by the UW Libraries will all be virtual, free, and available to residents throughout Wyoming and the region.

MONDAY, OCTOBER 5 AT 2 P.M.
THE HISTORICAL AND CULTURAL SIGNIFICANCE OF THE FAMOUS SONG: LIFT EVERY VOICE AND SING

Dr. Timothy Askew will discuss the song by James Weldon Johnson and John Rosamond Johnson. African American educational, political, and cultural leaders have contributed to the reception of this song. He will explore the issue of how the song offers a window in understanding the political and social consciousness of African Americans in each decade of the twentieth and early twenty-first centuries — historically and culturally.

UW Black Studies Center

FRIDAY, OCTOBER 9 AT 7 P.M.
FIND YOUR VOICE: YOUTH POETRY SLAM

Presented by the UW Black Studies Center. Come tell your story in verse! Enjoy an evening of poetry written by students. Prizes will be available for 1st, 2nd and 3rd place -- 1st prize of $25 Amazon gift card, 2nd prize of $15 Amazon gift card, and 3rd prize of $10 Amazon gift card. Sign-ups limited to youth: middle school, high school and college students. To sign up to participate, please visit bit.ly/UWyoLEV or scan the QR code. A recording of this event will be available on UW Libraries Facebook Page (@uwyolibraries) following the program date.

SUNDAY, OCTOBER 11 – SATURDAY, OCTOBER 17
LIFT EVERY VOICE CHILDREN AND YOUNG ADULT PROGRAMS

Albany County Public Library (ACPL) will host additional programs in line with our Lift Every Voice: Why African American Poetry Matters programs. ACPL will be hosting children's story-times featuring books and songs of African American verse and music. The teen book club will also be reading the graphic novel March by John Lewis. More information available at Albany County Public Library website: http://events.acplwy.org/

THURSDAY, OCTOBER 15 AT 2 P.M.
CAFÉ OF POETRY READINGS

This is a family-friendly event that hearkens to the intellectual salons of the Harlem Renaissance as well as the musical soirées of the 1920s. There will be readings of African American poetry, the 1700s to contemporary, along with cultural and historical contextualizing of the poems. Musical performance by the Laramie High School Jazz Choir will accompany us throughout the event that will be hosted by Dr. Frederick Douglass Dixon. A recording of this event will be available on UW Libraries Facebook Page (@uwyolibraries) following the program date.

TUESDAY, OCTOBER 20 AT 4:30 P.M.
POETRY SUCKS PANEL DISCUSSION

Dr. Frederick Douglass Dixon, Dr. Caskey Russell, and graduate student Nicole Foss will serve as panel members with moderator Dr. Scott Henkel. This panel will provide a fun, yet educational response to those who believe poetry is hard to read and hard to understand. Panelists will share their experiences and show audiences who already love poetry an opportunity to share their experiences as well. This event will contextualize the history of African American poetry and foster a better understanding of this genre.

TUESDAY, OCTOBER 27 AT 6:30 P.M.
CAMILLE T. DUNGY POETRY READING

Award-winning poet, Camille T. Dungy will share her work in a reading. Dungy, who edited the first anthology of nature poetry by well-known African American poets, is noted for her own breath-taking poetry that explores nature, love, and African American survival and is an African American poet in the Rocky Mountain region. Photo credit: Rachel Eliza Griffiths

Scan QR code or visit site to access all virtual programs
bit.ly/UWyoLEV

https://www.uwyo.edu/libraries/about/news-events/2020/09/lift-every-voice.html

C

Some Comments From Participants

- This was fascinating and interesting! So happy this is available to us.
- I loved how Camille Dungy incorporated current topics. So valuable framing of what many of us (and our students) likely see as a barrier!
- This has been so restorative and inspiring. We are rapt.

Benefits of Virtual Programming

- Accessibility
- Diversity
- Expertise

Y

Project Timeline 2020

JAN

Begin Brainstorming

Write Lift Every Voice Grant

MAR

Grant Application Due

Start Programming Planning Sessions

JULY

Apply for Wyoming Humanities Council Grant

Begin Publicity Planning

SEPT

Transition to Zoom

Begin Recording Readings in Studio for Cafe of Poetry Readings

OCT

Hold Programming Series

Collect Information for Final Reports for Grant Agencies due by December

M

Tips for Academic Librarians

- Librarian liaison program
- RSOs or other student orgs
- Relevant deparments around campus
- Personal and professional connections

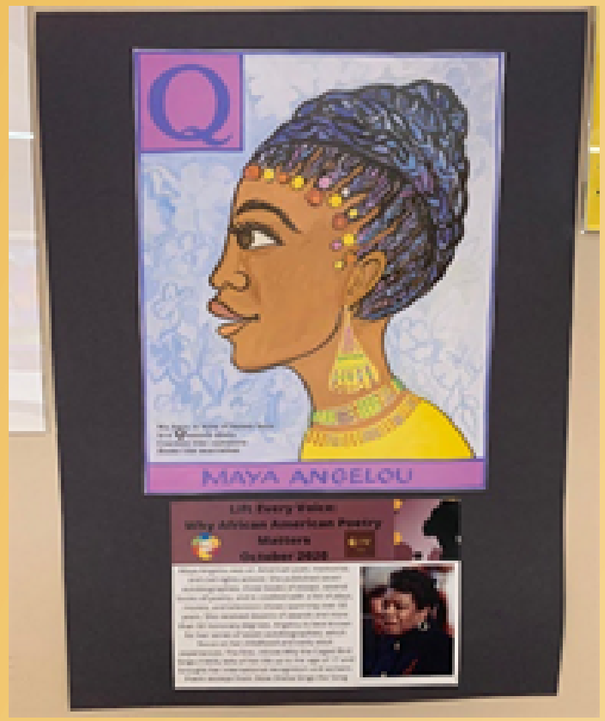
Tips for Public Librarians

- Staff expertise
- Personal and professional connections
- Local academic partner such as VoTech, community college, or university
- State and federal resources
- Local businesses
- City or tribal governments and orgs

Virtual Programming at the Public Library

- Take-home Kits
- Storywalks®
- Virtual Storytimes
- Teen Book Club via Zoom
- Displays

LIBRARIES ARE FOR EVERYONE
WOKE
ONE TODAY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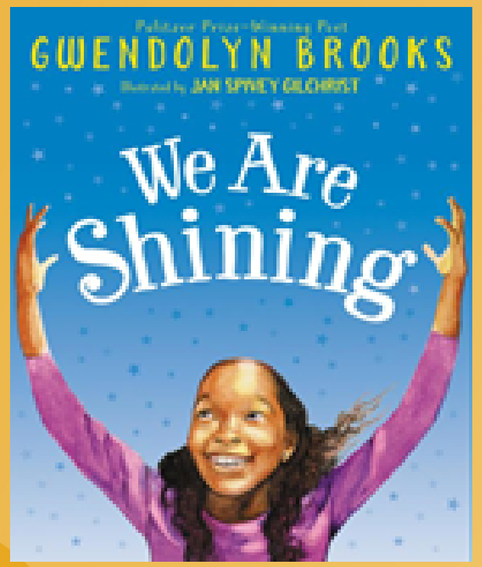
MAYA ANGELOU
Lift Every Voice:
Why African American Poetry
Matters
October 2020

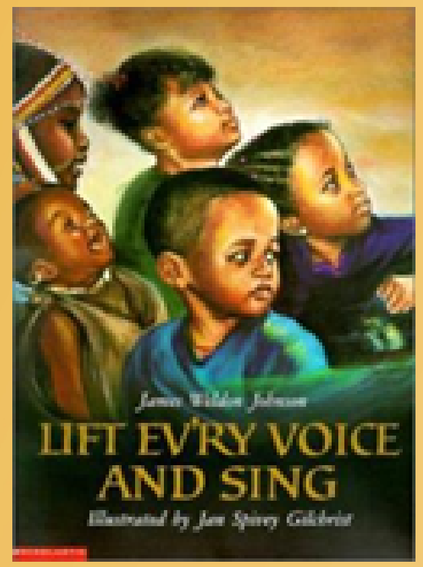
LIFT EVERY VOICE!
MAGICAL NEGRO
MORGAN PARKER
NIKKI

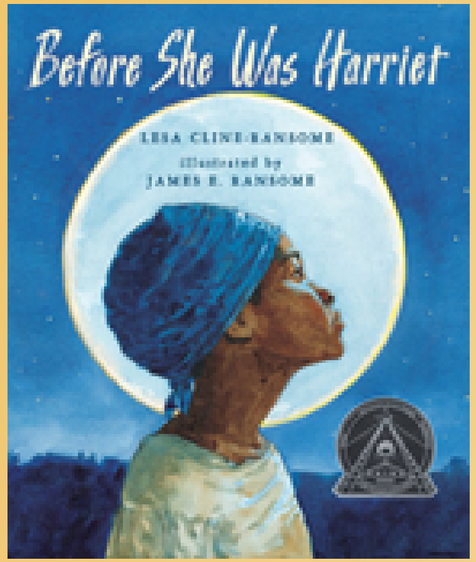
K

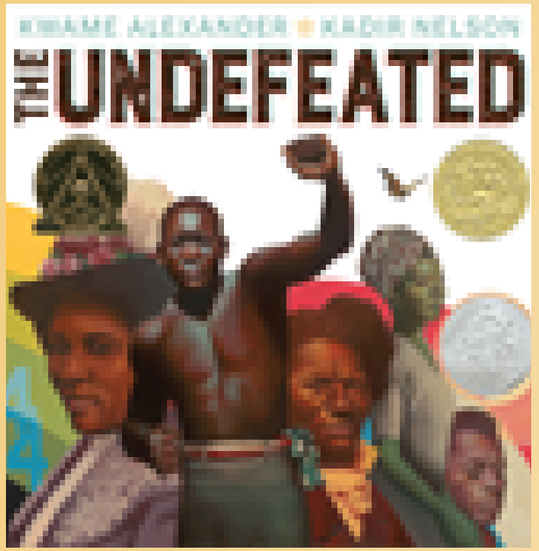
Storywalks®

- Learn more at www.kellogghubbard.org/storywalk





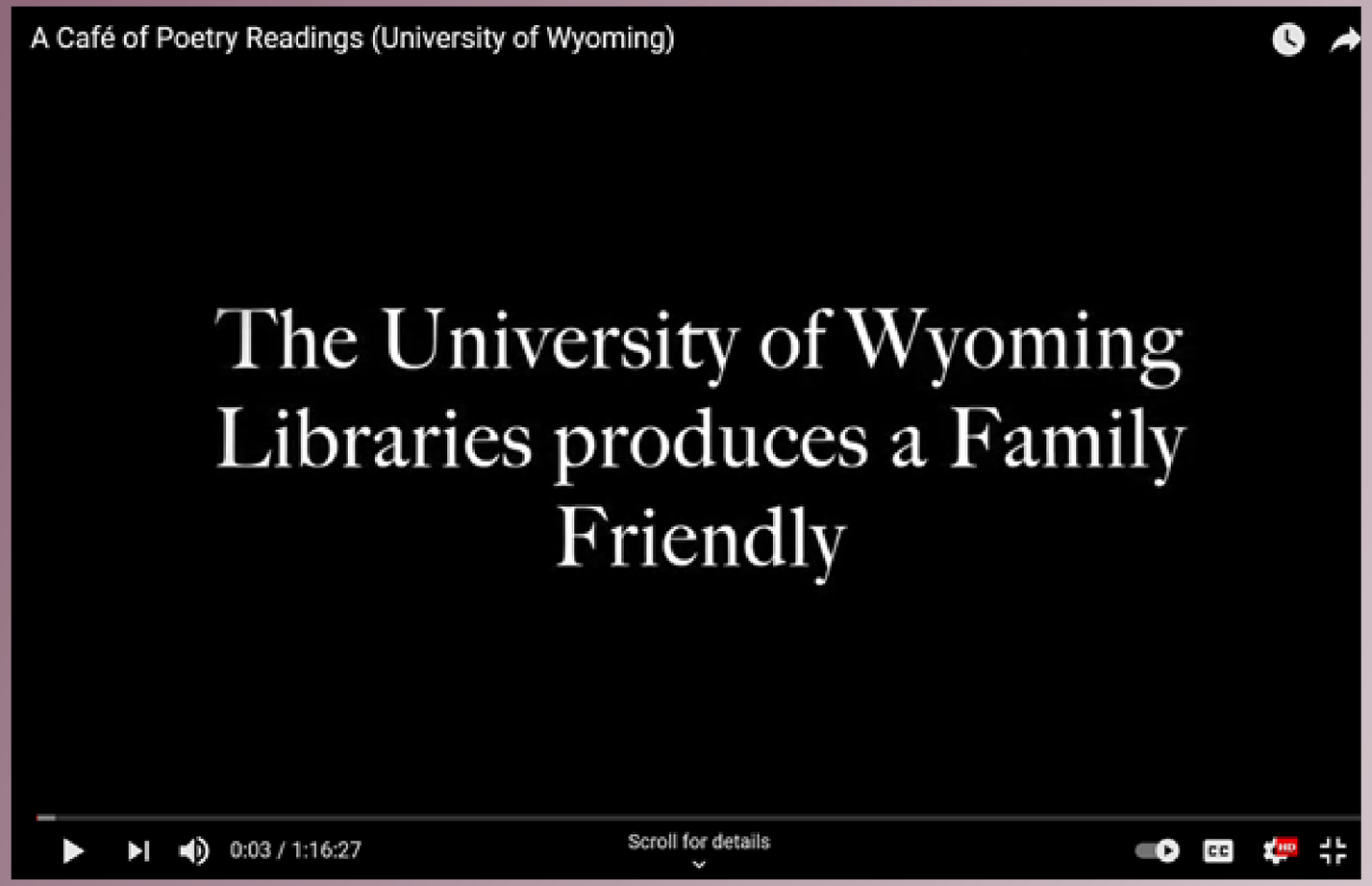




Best Practices for Public Libraries

- Copyright considerations
- Engaging your patrons with virtual programming

Cafe of Poetry Reading



https://www.youtube.com/watch?v=QAGZaVTlWgI

Poetry Slam

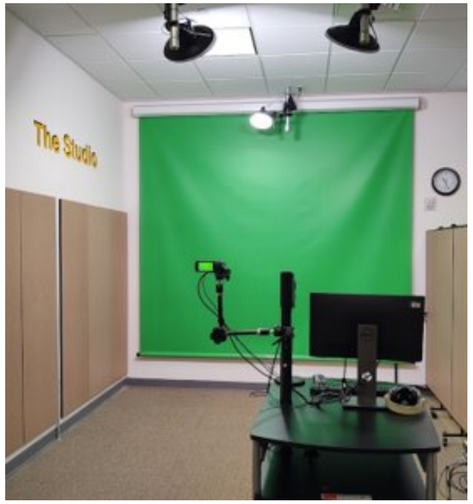
- What is it
- Recruiting Participants
- Ways to Increase Participation

Video Capture - Large & Small Scale

The Studio - Overview and/or Video Capture via Laptop

Video Capture (Exclusive of Zoom)

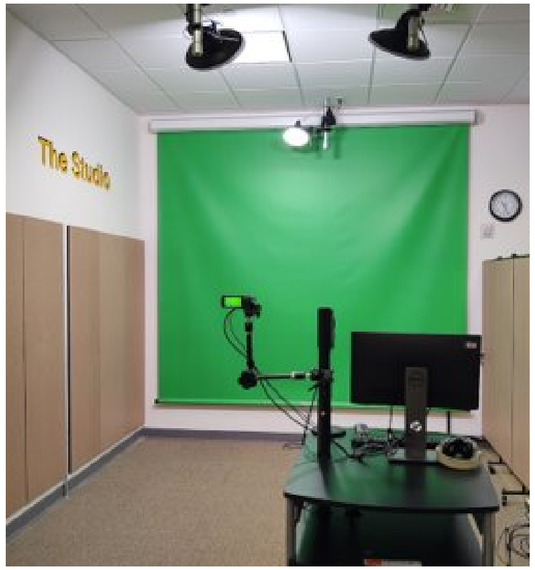
Depending on budget - video capture - large-scale vs. small(er) scale.



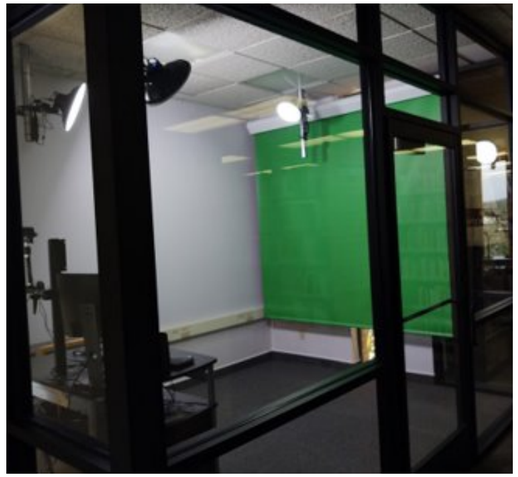
Video/Audio Recording - Studio

Record with Phone or a Video/Audio Studio

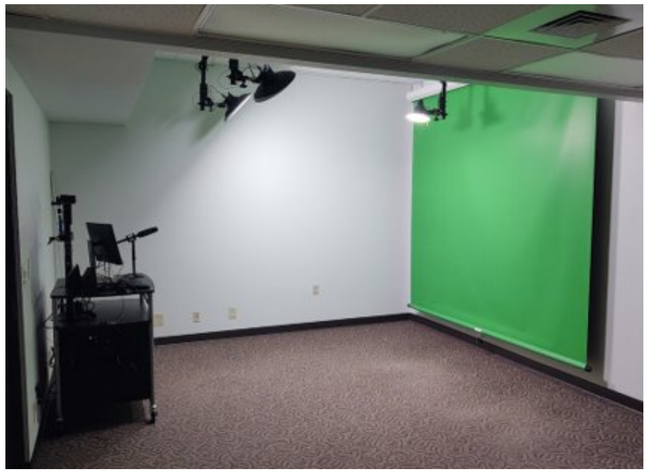
Laramie



Cheyenne



Casper

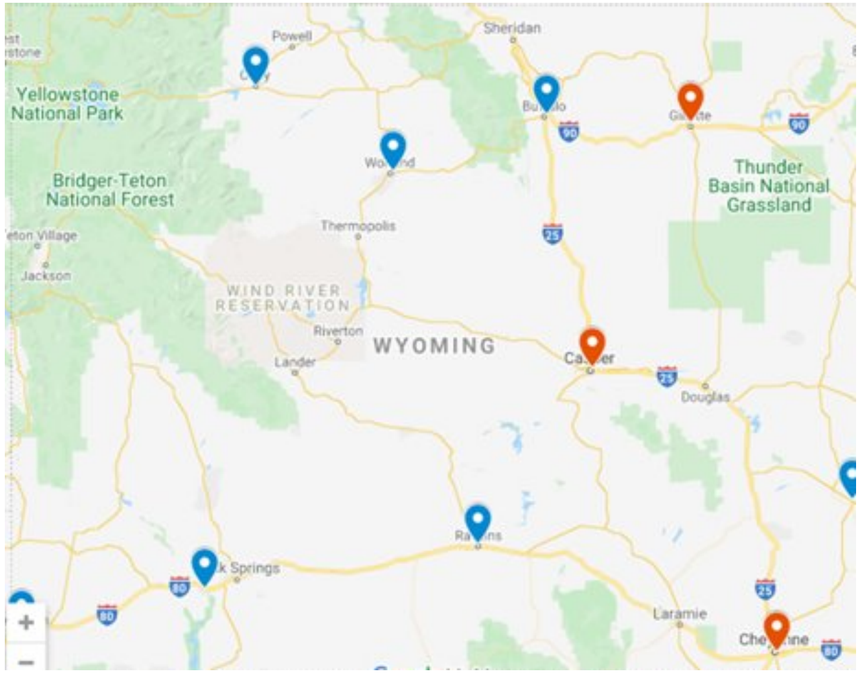


Gillette

Video/Audio Recording - Budget

Equipment Overview

- Cart
- Laptop with camera
- Mouse and mouse tray
- Optional USB LogiTech camera/mic
- Projector
- Audio Headphones with Mic
- Optional Speakers



Zoom Center

Overview

- Stable Host Zoom Tech Environment
- Lecturer/Speaker or Host/Organizer & Technician
- Laptop or desk machine
- Video conferencing equipment -
- Wired network connection

Zoom - Inexpensive Options

Overview

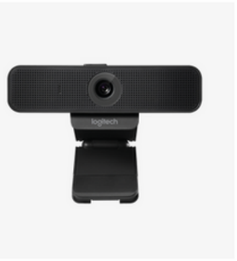
- LogiTech - MeetUp or Owl or Group OR
- LogiTech Webcam with a laptop
- LogiTech webcams - high quality/not very expensive

Logitech 4K Pro Webcam
$ 199.99

4K PRO MAGNETIC WEBCAM
$ 199.99

BRIO ULTRA HD PRO BUSINESS WEBCAM
$ 199.00

C930e BUSINESS WEBCAM
$ 129.99



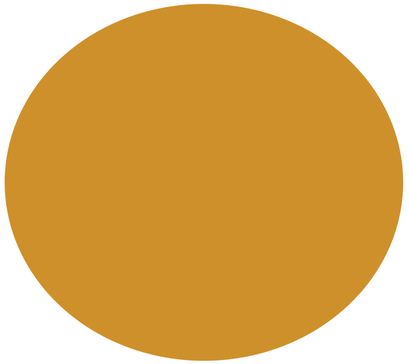
C925e Business Webcam
$ 99.99

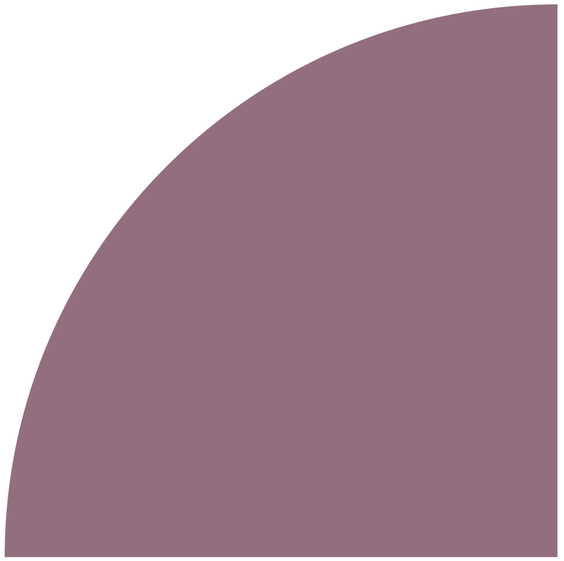
C922 PRO HD STREAM WEBCAM
$ 99.99

Zoom Licensing Options

Zoom Tips

- Zoom Pro vs. Zoom Webinar license
- Used the Zoom Pro open license
- Webinar license - restrictive & regulated
- One Webinar 500 seat license and one Webinar 100 seat license available.
- License could not be assigned - no more than 3 days prior to the scheduled Webinar.
- Trial runs impossible with the Webinar license





Accessibility - Closed Captions

Zoom Closed Captioning

- Zoom has a closed-captioning option
- Captions are typed in as the event occurs
- Third Party applications can be integrated
- Ran into permission issues

Outsourced Closed Captioning

- UW Disability Support Services - Transcriber
- CART - Transcriber did live transcriptions
- Typewell - App Used
- Link to Typewell in the Zoom Chat

Virtual Conference Logistics

Before your session

- TEST network connection in advance
- Avoid wireless
- TEST Zoom client with audio/video
- Check audio on your computer
- Disable notifications (Slack, Outlook etc.)
- SAVE a local copy of your presentation - Do not rely on the cloud
- TEST/PRACTICE live sessions in advance with your team - speaker, moderator, tech support

Virtual Conference Logistics

Session Start & End

- 15 minutes before session - Start the session.
- Use Zoom Rooms to control entry into the session
- Speaker shares session slide
- Record session
- Give warnings towards the end of the session in Chat
- Close the session on time.
- Communicate
- Who will advance the slides?
- Cue the speakers & presenters
- Watch the technology -- adjust
- Enable co-host if necessary
- Moderate Q & A in CHAT
- Keep track of timings

Virtual Conference Logistics

Network - Best Practices

- Make sure the network connection is strong - TEST in advance
- If slowness occurs in Zoom - Have certain people turn off their video
- Ask attendees to NOT stream other media during the event - this will impact bandwidth.

Lessons Learned

- Be flexible and adaptable -
  things can and will go wrong!
- Pre-record sessions and speakers in advance if possible. Edit and polish the pre-recorded media.
- Setup Zoom sessions featuring speakers in a controlled environment. Good video, audio and network connectivity
- Video recording can be done on a shoestring or with a full video studio. Editing capabilities and talent are important.

A Graphic made for the Cafe of Poetry Reading Video.

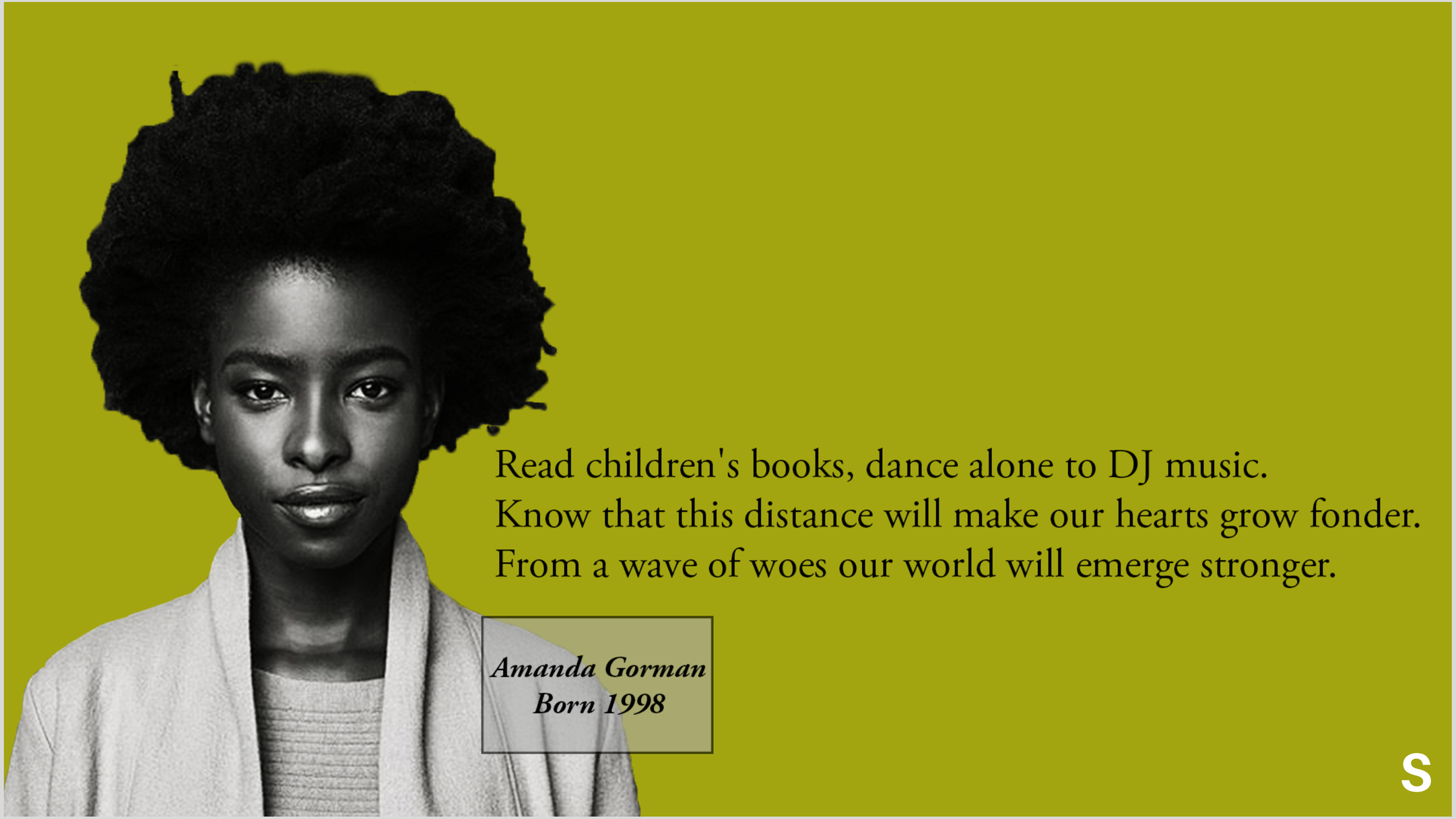


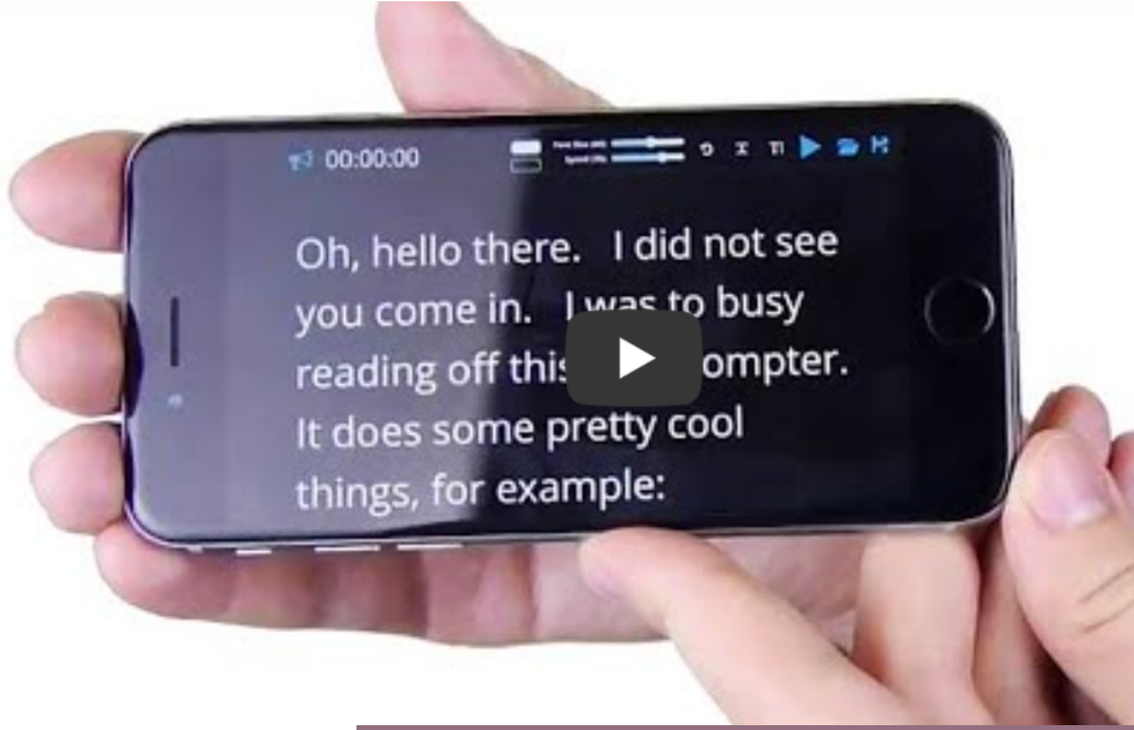
Photo by George Milton from Pexels

Recording Your Video

- Horizontal or landscape orientation
- Inexpensive smartphone tripod
- Well-lit location with natural light

Audio Quality is Important!

- Avoid background noises
- Capture 3 seconds of just background noise
- Immediately re-record footage that has loud noises

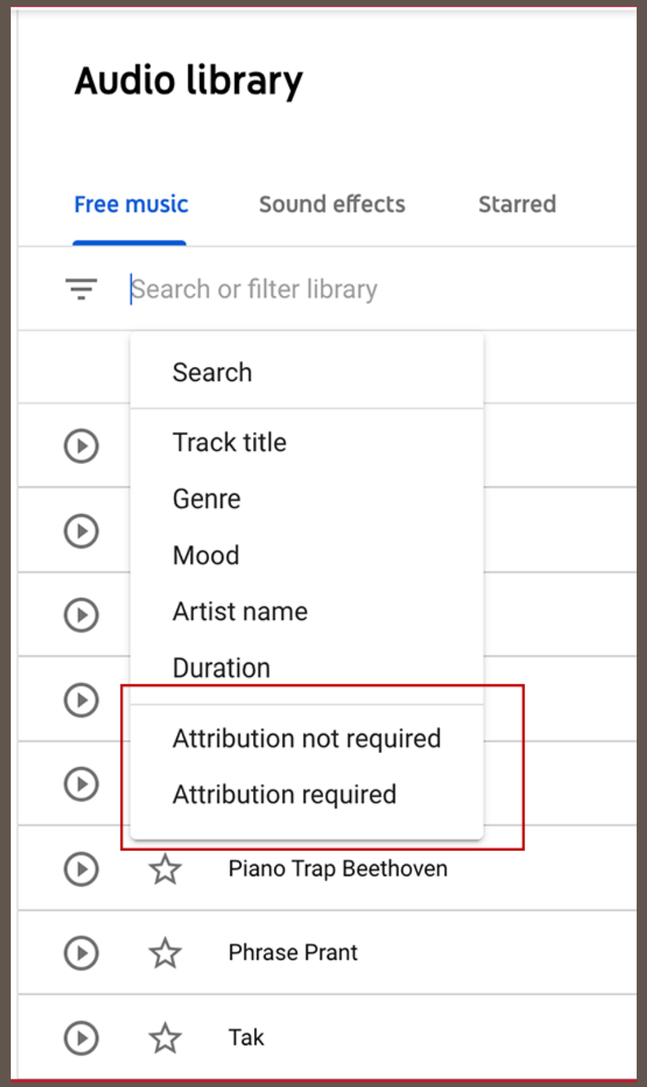


Audio Quality is Important!

- Free Teleprompter Software: https://teleprompttermirror.com/teleprompttersoftware.htm

- Audacity https://www.audacityteam.org/

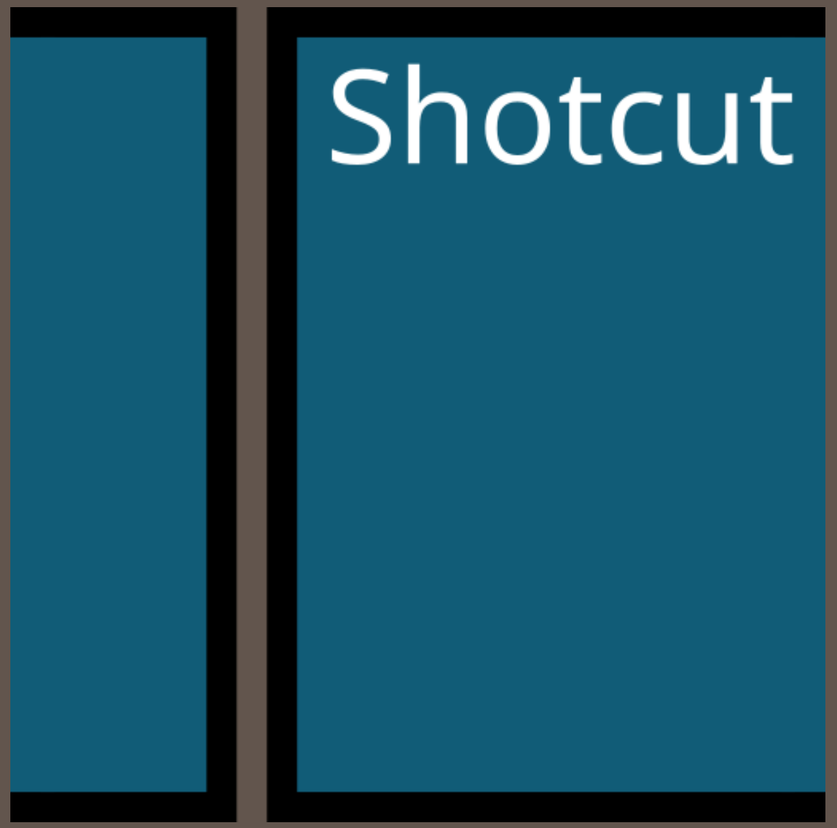
Image from Teleprompttermirror.com



Music & Images

- YouTube audio library
  https://www.youtube.com/audiolibrary/

- Images
  https://www.pexels.com



Editing Your Video

- FREE **ShotCut** software for PC or Mac
  https://shotcut.org/
- Create a folder on your hard drive.
- **VidGrid** and **YouTube** auto-generate subtitles

Resources

https://tinyurl.com/NicheOct6

QUESTIONS?

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