Cornell Cooperative Extension
Ulster County

CORNELL COOPERATIVE EXTENSION

Digital Media Guide

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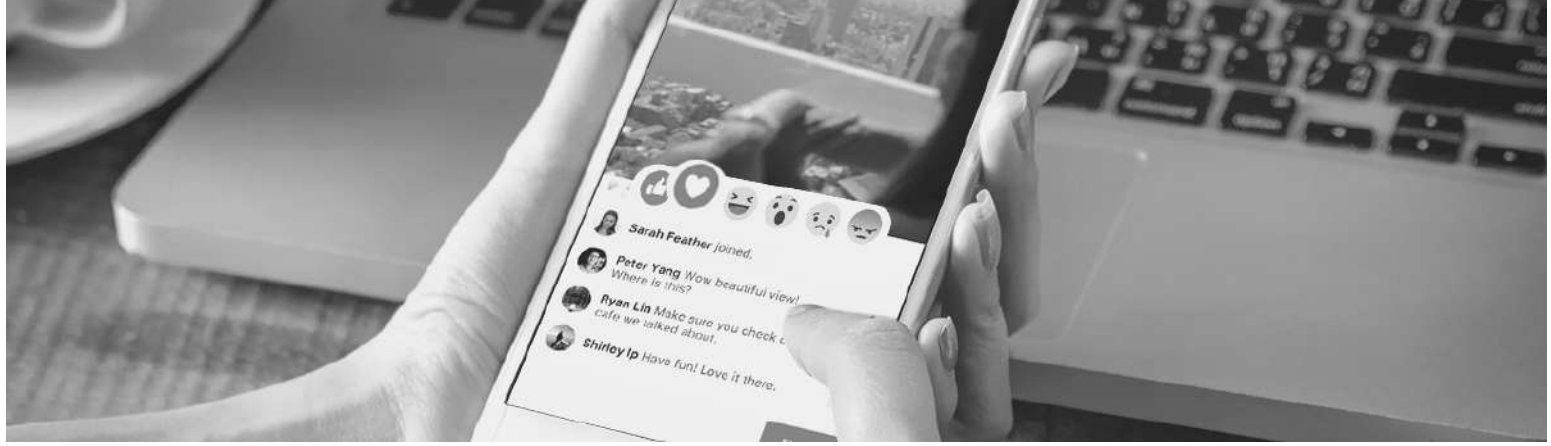
Table of Contents

CORNELL COOPERATIVE EXTENSION

A Goal-Driven Approach

Whether creating an online video, a live stream on Facebook, or webinar, media content requires time and commitment. Therefore, it is invaluable to set goals for any piece of media you are creating ahead of time to maximize the impact of your content.

By implementing a goals-first approach, you will create content that works *for* you. This is especially important with projects that require more human and financial resource so you can maximize your return on investment.

Goal Setting and Choosing Your Media

- What do you want to inspire people to do? (join and email list, sign up for an event, become a member or volunteer?)
- What resources do you have to create this content? (actors/talent, video expertise, teaching ability, equipment)
- Who is the audience you are trying to reach and what is the best way to reach that audience? Watching a short video, for example, does not require a big time commitment, whereas a webinar or live stream might.
- What are the key takeaways for your content and what is the best format to deliver these takeaways?
- What is your internal approval process for each type of content?
- What is your call-to-action? What should people do after watching?
- How will you promote this content? Different mediums require different promotional needs.

Choosing Your Media Platform

Video Content

Creating edited video content gives you the most control over message and content. Videos allow you to mix different types of media - video, audio, stills, graphics, music - to create a compelling story. Most videos require some editing and can take some time to think through and deliver. However, creating compelling video content still pays off as video continues its upward trajectory of online viewing. The video section of this guide will offer instruction and tips for shooting and editing online videos. Many of these tips can be used in live stream and webinar creation as well.

Live Streaming

Live streaming gives users the opportunity to interact instantly with your content. When viewers join your live stream, they can participate in the running commentary about whatever they're seeing, so there's immediate interaction. Live stream viewers can also communicate with other users, which can generate debate about products, services and other key content that you want them to engage with. Facebook Live is a user friendly way to start live streaming and growing your audience. Though live streams can take less time to produce, not all content works best in a live format.

Webinars

A webinar is an online meeting or presentation held via the Internet in real time. To put it simply, it is an online event, which connects individuals with viewers across the world. The main feature of live webinars is interactivity, or the ability to discuss, send and receive information in real time. Webinars are convenient for both presenters and attendees. This is why the format is becoming more and more popular every year.

Webinars make holding conferences and meetings possible at any time and place. Anyone can participate in a webinar without leaving work or just while staying at home, on a business trip or vacation.

Creating Impact-Driven Online Videos

As stated earlier, setting goals at the onset of a video project will help ensure that the video is an effective tool for audience engagement. Collaboration is a useful tool when brainstorming goal-based video ideas. Get a group together and brainstorm!

Questions to Consider:

- What do you want people to do after viewing this video?
- How can you best tell the story in the simplest way?
- What resources do you have? (equipment, talent, video experience)
- What are the key takeaways of the video?
- Who is your audience? Your video should be customized to your target audience(s). Plan your target audiences before you make the video. What type of story would best reach this audience?
- Where will you distribute? YouTube, Social Channels, Website? Consider different formats for each. Make sure to monitor your analytics.
- What is your call to action? Do you want someone to sign up for an email list, come to an event, share with others? Think through your call to action so your content works for you.

Video Length

The most common rule is to keep your video as short as you can. Wistia reports that for a video of 4-5 minutes, fewer than 60% of your viewers will still be watching–against 75% for a 1-2 minute video. Consider breaking longer video content up into shorter segments or episodes. These segments can be released at one time or can be rolled-out in a campaign to create repeat visits. There are some cases where the content should dictate the length. A great speech is one such example. If the content is compelling throughout, let it play. Before you post your video online, view it with others and get their feedback. Where did they lose interested?

Common Types of Videos

- **Interview/Q&A**: Sit down with an expert, a well-known community member, someone you serve, or a team member. Prepare for your interview! There are a lot of resources online to assist in interview preparation like this: https://www.desktop-documentaries.com/interviewing-tips.html
- **Behind the Scenes**: Everyone loves a sneak peak at how things happen "behind the curtain". Go backstage at an event, take people on a tour, show how things are planned, etc.
- **Tutorials/How To's**: Share your skills. How-to's are one of the most commonly searched for types online. Make sure to plan in advance: what materials are needed, what are the steps, etc. Keep it simple!
- **Culture Videos**: Give your audience a taste of your organization's culture. Content that shows fun and positive culture are a great way to show prospective employees, volunteers, and members what your organization is all about.
- **Giveaways & Contests:** Who doesn't like free stuff! Does your organization have free tickets, products, or other free services to offer? Consider creating a contest and announcing the winners on air. You might even choose to pair your video with a live stream to announce the winners.

Storyboarding & Scripting

Before the ease and affordability of current video technology was invented, filmmakers were forced to think through what they were going to shoot ahead of time. The process of storyboarding or creating an outline is an invaluable tool to save you time in production and post production of your video. Consider the following:

- What do you need to capture to tell this story?
- Are you including interviews? If so, what do you want to ask your subjects? Prepare!
- What action do you want to capture?
- What audio do you want to capture?
- What B-Roll (imagery) do you want to include?
- Write your outline, script, or storyboard before you start shooting. Whether you are shooting a scripted or documentary video, advance planning will pay off in the end.

Resources
- Inbound Video Marketing: https://inboundvideomarketing.com/write-video-script-4-script-formats-choose-free-template/
- Storyboard That: https://www.storyboardthat.com/blog/e/what-is-a-storyboard
- The 5 Part YouTube video outline: https://www.youtube.com/watch?v=jGqsTOtGLDo
- Studiobinder.com: https://www.studiobinder.com/blog/downloads/storyboard-template/?ref=resources

Releases

If you are including others in a video that will appear online the best practice is to get a video release from your subject. This is especially important when you are creating a video for exploitative purposes. Exploitative purposes are commercial or for your organization's benefit. So if you are making a film to promote an event and featuring another person in your video, you want to get a release form.

If the situation prohibits obtaining a written release have your subject give an on camera release and their email address. Follow up with a written release. If CCE's form is to generic for what you are doing, checking with your HR SBN lead is a good first step for necessary revisions.
See back of guide for CCE's photo release form.

Mobile Video Shooting Tips

Before you begin:

- **Clean your lens!:** Use a lens cloth or a soft non-scratch cloth. A dirty lens is not your friend.
- **Available space:** Check the available memory on your phone. Can you clear space?
- **Battery life**: Is your phone fully charged? Will you be in a location where you can charge?
- **Check your settings**: This New York Times article has a lot of great tips. Especially a simple overview of video settings: https://www.nytimes.com/2018/04/17/smarter-living/beginners-guide-phone-video.html
- **Use maximum resolution**: Check you video settings and, again, make sure you have enough space on your device.
- **Determine your orientation**: Most professional videos shoot landscape/horizontal. Some videos, like vlogs work well in portrait/upright. For the most professional looking video, landscape is highly recommended.
- **Pick your location**: Try to determine a visually compelling, quiet location to shoot your video. This is especially important when shooting interviews. We'll cover this more in the audio sections.
- **Look around**: If you are capturing events as they are unfolding, look around you. Are you in the way of something that is about to happen? Are you blocking someone else from seeing? Great videographers get great shots without interrupting the action.
- **Ensure the steadiest shot**: Always keep both hands on your phone, keep your elbows tucked to your sides, use a tripod or monopod, place your camera on something steady.
- **Remember to hold your shot**: If you are capturing scenes as they happen, count from 7 to 10 seconds while holding your shot. This will help ensure you have the footage needed in your edit.
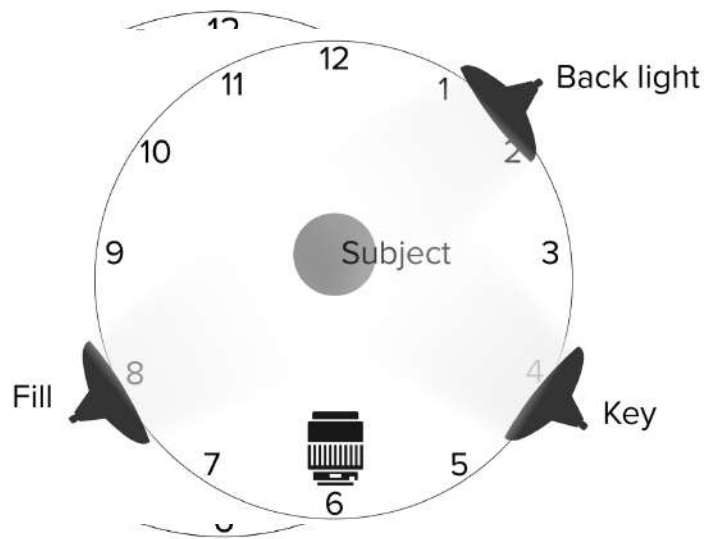
Framing/Composition

Like photography, composition is a critical element of creating compelling video content. These are some basic composition principles to help you frame the best shots.

- **The Rule of Thirds**: Divide your screen into thirds horizontally and vertically - much like a tic-tac-toe board. Most video apps have a grid you can turn on to assist. Objects of interest - people, objects, landscape features - should fall at the intersection of two of these lines.
  - https://www.premiumbeat.com/blog/rule-of-thirds-filmmaking/
  - https://www.desktop-documentaries.com/rule-of-thirds.html
- **Background**: Context is interesting but can be distracting. What is in the background of your interview or main point of action? Is the background action taking away from your focal point? Try different positions, angles, heights to find the best shot.

Lighting

Natural Lighting

- **Sun**: Look at where sunlight is coming from and position your camera or subject with the sunlight illuminating your focal point. Position people so the sunlight is not directly in their eyes. Experiment with different positions of your subject and camera.
- **Don't backlight your subject/shot**: Backlighting is positioning the light is behind your focal point. This will create a dark foreground. Unless you are trying to achieve look for a particular aesthetic, stay away from this.
- **Change it up**: Try changing positions and angles until it looks best.
- **Balance**: Try to find a position where light is even on subject.
- **Bounce**: White foam core can aid you in bouncing light. Use the board to direct sunlight in a different directions to illuminate without forcing your subject to look at the sun. Note: you will need a way to keep the board in place so bring a friend, clamp, stand, etc..

Diagram showing a clock-face arrangement for 3-point lighting. The Subject is at the center with a camera at the 6 o'clock position. Back light is positioned near 1 o'clock, Key light near 4-5 o'clock, and Fill light near 8 o'clock.

Lighting Cont.

Indoor Lighting

- **Prep**: Leave time to set up lighting before the shoot.

- **Sources**: Use lamps or affordable lights to illuminate subjects or focal points. China Balls (Ikea has them), clip lamps, and home lamps can all do the trick.

- **Placement**: 3 point lighting (see above) is the industry standard but use what you have easily at hand. If using one light source avoid interrogation room lighting where you are shining a light in someone's face. Position light source to one side of your subject. Resource: https://www.techsmith.com/blog/get-perfect-lighting-video/

- **Play until it works**: This is why you leave ample time for set up. Move light sources until you are happy with what you see in camera. Take a test clip and play it back.

- **Use overhead lighting when needed**: Overhead lighting is not ideal but is preferable to no lighting. Note that many florescent lights create a flicker on camera. This may be seen in the footage so, if it is possible, pick a different location.

- **Windows are great too**: Position your subject close to a window using daylight as your light source. Or, consider using a bounce board to direct the light. Note: if you are doing a long interview or shot, the light will change and may not be reliable as your main source.

- **Exposure**: It's better to be slightly underexposed than overexposed for editing. Most editing applications include color correction functionality.This will allow you to brighten a shot. However, if there is too much light, the footage will "blow out" and you will not be able to correct for this. You can adjust your exposure in your camera or, simply, experiment with different lighting positions.

COMPLEMENT YOUR MASTER SHOT

Think about shots that will add to your story.
- B-Roll footage is typically used over voice over and interviews to help tell the story. Establishing shots, action shot, imagery, etc.
- Cutaways are much like b-roll. Consider your edit. If want to cut something out of an interview, what can you cut to avoid chopping cuts (jump cuts)?. Examples include: Close ups of eyes, hands, feet, etc.
- Shoot subject at close up and far away so you can use different perspectives.
- Consider having someone repeat an action and shoot from different angles.

Advanced Tips

If you want to dive into further research on shooting like a pro, here are a few additional tips:

- **Exposure**: Your video app will automatically use auto exposure. Many apps will let you set your exposure manually. Check your mobile app for instructions on manual exposure. Auto exposure lock is not recommended as it will change the exposure as you go.

- **Digital Zoom**: If possible try not to use your phone's zoom to get closer to your shot as it will degrade the footage. When possible, move the camera instead of relying on your digital zoom.

- **Depth of Field**: A shallow depth-of-field creates a bokeh effect, where the foreground is in focus but the background is out of focus. Most iPhones and Androids allow you to use autofocus to select if you want the foreground or background in focus by tapping the area you want to focus on. Placing your subject far away from the background you are shooting again is the "in-camera", or natural, way to do this. Leave time to work with setups to find the most appealing shot.

- Here are some tips for shooting bokeh and other effects on your iPhone:
  https://vimeo.com/blog/post/master-your-iphone-settings-for-boastfully-beautif/

It Matters!

Capturing clean audio matters as much, if not more, than creating the perfectly shot video.

- Find where mic is on your phone.
- Try and find a quiet-ish spot.
- Get close to person talking and ask them to speak loud enough, clear, slow enough.
- Be careful shooting interviews outside. If it's a perfectly still day, give it a shot but wind creates a lot of very hard to deal with noise in your phones microphone.
- Use an external microphone. There are many affordable external microphones for phones. This will bring a great deal of production value to your audio.
  https://learnaboutfilm.com/making-a-film/equipment-for-low-budget-filmmaking/sound-equipment-for-film/
- Record separate audio on a different phone or recorder.
  - Create an Audible Slate - "Clapping"
    - Describe who you're shooting
    - Name rolling camera and time of day
    - Name file
  - Start recording sound, then video, state the details above, then literally clap into frame so you know where the audio and video start in post.

Video Editing

Hopefully, by the time you are ready to edit your video, you have created an outline or storyboard so you have a general sense of your story. Remember, that it is possible to create a video with very little editing depending on the story you are telling. Editing a complicated story is an art but there are plenty of stories to tell with basic editing skills.

Keeping it simple:

There are plenty of video ideas that take very little editing. Some examples include:

- A conversational interview between two people.
- A training video that is rehearsed ahead of time that is shot in one take.
- A simple one-take action oriented clip. Think of all those adorable animal videos out there!
- An full presentation, speech, or live event or an easily extracted clip.

Offloading Video Files to Your Computer or Harddrive

The method you choose will depend on your number of videos, size(s), internet connection, and available resources.

- **Name Your Files**: Some options to consider are:
    a. **Name files on phone**: This is ideal if you have a lot of photos and videos on your phone. Naming your files will allow you to easily find them when you are bringing onto your computer. This method is advised if you have multiple shots that you want to edit together. Note: it is much easier to name files when information is fresh. Consider naming conventions like date/shot number. When you are in your gallery click on video and edit details to change the name of the file.
    b. **Shot log**: You can also keep a separate shot log where you note the name of clip, what is shot, and any notes you want to remember like "best take".
    c. **Name files on computer/hard drive**: If it is easy to locate your video file(s), you can also name clips after you transfer onto your computer or hard drive. Once you rename a clip it will not match the clip on your phone so it will be harder to match if you need to re-transfer the file.
- **Plug your phone in to a computer**: Use a cable to connect your phone to your laptop. If using a hard drive (recommended), connect your hard drive to your computer.
    ○ If your are using an Android phone with an Apple computer, you can download an app like Android File Transfer to access your phone:
    ○ https://www.android.com/filetransfer/
    ○ If you are using an iPhone with a PC computer, normally you can do this through a windows version of iTunes.
- **Cloud transfer**: The easiest way to get files onto your computer, especially if you are not staying on the same platform (Mac/PC), is to use a cloud storage service. Some common options are: Dropbox, Google Drive, iCloud photo.
- **Organize your footage**: Once all your files are onto your computer or hard drive. Create a folder and organize your videos. This will help when setting up your edit!

Video Editing Tips & Techniques

- **Choose the right software**: There are plenty of editing applications for Mac and PC desktops as well as smartphones. If you are starting out choose a simple editing platform like iMovie (Mac) or Media Maker (Windows). There are more advanced tools for sale out there like Adobe Premiere Pro, Final Cut, DaVinci's Resolve. These all come at different price points and there are many online resources to learn these platforms. However, many of the pro-level features they offer are not needed for basic editing. There are prosumer apps like Lightworks that offer some added functionality but are easier to master. See what works for you.

- **Computer speed and storage**: The faster the computer processor speed, the faster the edit. Storage can also become an issue depending on the amount of video you have. A good best practice is to always back up your work to a hard drive and if possible work off of a second hard drive.

- **Master basic techniques**: Premium Beat's article lays out basic video techniques: https://www.premiumbeat.com/blog/8-essential-cuts-every-editor-should-know/. By using these basic techniques, you can create almost any story.

- **Online tutorials**: Every editing application has written and video tutorials to guide you through each technique depending on the platform you are using.

- **Music**: Music can be a valuable storytelling tool. If you are hosting your video online you must use creative commons or royalty free music. This article is a great source for free, creative commons, music: https://creativecommons.org/about/program-areas/arts-culture/arts-culture-resources/legalmusicforvideos/. You can also find free, royalty free music on YouTube and other sites. There are many paid royalty free music sites, where you can purchase affordable music and rights for online use.

- **Text and graphics:** Depending on your video, you may have to include more text aside from the opening title, call to action, and credits. You'll usually want to keep it simple, with a clean and white sans-serif font that doesn't grab too much attention. Have your text dissolve in and out, and see how it works for your video.

Export Settings

After you complete your edit, you must export your video to host online. There are different export settings based on different streaming platforms. You can find more details on YouTube, Vimeo or wherever you will host your video.

Export Settings	Youtube	Vimeo	Facebook
Maximum Resolution	2160p (4K)	1080p (HD)	720p
Recommended Codec	H.264	H.264	H.264
Audio Codec	AAC-LC (up to 96kHz)	AAC-LC (up to 48kHz)	N/A
Bit Rate	HD 8mbps at 24fps, 4K 45mbps at 23fps	20mbps	N/A
Supported Frame Rates	24, 25, 30, 48, 50, 60	24, 25, 30	< 30fps

Captions & Transcripts

Using both captions and transcripts ensures that your content is useful even if audio or video is not available to the user. From CCE's Digital Accessbility Guide:

- Captions allow the content of web audio and video to be accessible to those who do not have access to audio
- Transcripts allow anyone that cannot access audio or video content to read a text transcript instead

Visit CCE's site to learn more about how to make your digital media accessible: http://accessibility.cce.cornell.edu/2019/04/25/caption -and-transcribe-my-videoaudio-file/

Live Streaming with Facebook Live

It used to be that live streaming required technical expertise. In 2016, Facebook Live released its user friendly functionality and live video has since seen steady growth and viewership benefits. According to WordStream, Facebook Live receives 3 times higher engagement than non live videos. Facebook Live videos also receive 5 times more than standard photo posts, according to AdWeek. Whether you're trying to raise brand awareness, grow membership, or increase interactions with the people you serve, Facebook Live a tool to be considered.

There are plenty of successful Facebook Live examples out there. Watch a few to draw ideas from and see what might appeal to your audience. Below are a few sites featuring live stream examples:

- Impact's 9 Facebook Live for Business Examples You've Got to See: https://www.impactbnd.com/blog/facebook-live-business-examples
- Hubspot's 7 of the Best Facebook Live Videos We've Ever Seen: https://blog.hubspot.com/marketing/facebook-live-video-examples

Create a Plan

Why are you creating a live video? Live videos are an effective way of engaging your audiences but not every situation is right for streaming.

As with any media project, start by defining your plan and goals. Facebook has insights/analytics tools to help you track your impact. Consider setting your goals based on measurable metrics.

Some common measurable goals include:

- Video views
- Engagement, i.e., reactions or comments on the video
- Clickthroughs on your call to action (which you can append to a live video when it's done)
- Actions taken based on your video and the call to action

Next pair your goals with a marketing strategy. Remember to include a call to action within your livestream - often, placement works best during live streams while your viewers are the most engaged.

Call to Action ideas:

- Join an email list or newsletter
- Prompt a donation for a cause or organizational campaign
- Register for an event or webinar
- Grow your social audience through sharing, likes, etc.

Next, think about ideas for content that will engage your viewers during the livestream. The following can get you started with some examples but take time to look at other successful Facebook Live streams. What would work for your audiences?

Live Stream Content that Works

Different types of content will appeal to different audiences. Consider who you are trying to reach. What would they want to see? It's good to experiment! Try out different formats to see what resonates with your audiences. Remember to use Facebook insights to measure your goals and iterate based on these measurements.

Conference or Event

This is a good place to begin for those who are new to streaming. If you are holding a conference, training, panel, open meeting or any event where you want more people to be able to attend - live streaming is a way to grow your audience. It also lets people at home feel like they are part of the event, even if from behind a screen. If you are streaming a long section of the event, best practice is to get releases but they are often not needed for short snippets of public events. Check with your HR SBN lead if your current release form needs to be amended.

Host a Q&A or Interview

Live streams are perfect for Q&A's. Comments allow you to see incoming questions and presenters can call out specific people as they join to create a personal experience. Consider experts, notable community members, heads of organizations that your audience would want to gain information from. A Q&A can feature one person or the interviewer can be on camera as well. The interviewer can also help moderate questions.

Live Tours & Special Moments

Giving your audience access to places they typically can't go is an effective way to capture viewers. Some examples include: getting ready for a big event, tours of unique locations, or spots in nature that your viewer might not know about. Even showing office outings can be a great way to promote what you do and teach viewers about your organization's values and interests.

Create Your Own Recurring Show

Explore the newest trends, show what's happening in your program area, or regularly teach your audience something. If you have a lot of content, consider a recurring show. Find a specific time each day or week where you can answer questions your viewers might have.

Experiments & Demos

People love to watch experiments. If these are prerecorded, viewers can skip through to see the end result but if it's live they have to wait and see what happens. Consider pausing at points during your experiment to ask viewers what they think might happen next.

Try Things Out

Take time to assess if your content and situation is best for live streaming. And don't be afraid to try things out. Think of opportunities that are happening in the moment that you can show your viewers (like baby animals!) that are easy to capture and draw in viewers. Check out more streaming ideas from Gist: https://getgist.com/10-facebook-live-ideas-for-your-business/.

Tory Hargo
Look at all of them. Amazing.

Sam Evans
These penguins are so cute! I just
want to cuddle one.

Shirly Ip
You must be so cold!

Remember, It's Live!

Many of the ideas presented above can also be created in video format. However, if your content lends itself to real time or if you want to be able to engage your audience as the action is happening, live is the way to go.

Live streaming may allow you to skip the editing process (though you may want to edit your stream once it's complete and repost it) so it can save on final delivery time. But, you need to ensure that your video, audio, and internet remain stable throughout the stream or you will lose viewers due to technical issues.

And remember, you don't have to produce a live stream alone. Grab a colleague and start planning!

FACEBOOK LIVE GUIDES

- **Hootsuite:** A comprehensive guide to using Facebook Live including tips & tricks - https://blog.hootsuite.com/facebook-live-video/
- **Facebook:** Instructions and tips for using Facebook Live from, well, Facebook. They also feature quite a few streams to watch - https://live.fb.com/
- **Wordstream:** As they put it "A Ridiculously Awesome Guide to Facebook Live"- https://www.wordstream.com/blog/ws/2017/07/31/facebook-live-guide
- **Hubspot**: Marketer's Guide - https://blog.hubspot.com/marketing/facebook-live-guide (you must sign up to download the guide but it's free)

Creating Webinars Your Audience Will Watch

A common pitfall in the conception process of webinars is to create a webinar solely for the purpose of lead generation (getting your audience to sign up) and not because the content is offering something useful to the audience. Before you begin planning a webinar, ask yourself "would I take the time to take this webinar?"

Whether you're educating them about a product, service, or important trend in your sector, you need to provide value to attendees by clearly communicating your message and giving them actionable tips and advice.

Webinar Content Examples:

- An example-driven instructional video
- A web-friendly version of a presentation given at a conference or live event.
- An interview with an expert or thought leader.
- A panel discussion on a area of interest to your audience.

Content & Planning

1. **Find a specific idea:** Highly specific topics are far more engaging than general topic areas. Focus on a specific topic and go deep.

2. **Choose the right date and time:** The best time for your organization depends on your target demographic, but a recent WhatCounts poll suggests that Wednesdays and Thursdays are the best days for hosting webinars since Mondays and Fridays are typically filled with catch-up and last-minute tasks. Is you audience available during the day or do should you offer your webinar in the evening? Is your audience all in the same time zone? Experiment with different dates and times to see what works best.

3. **Presenters:** Webinars should be taught by knowledgable experts. Subject matter expertise is a must as well as the ability to dynamically present content that is easily digestible.

4. **Pick a format**: Is the webinar going to feature one presenter? Will it have two speakers in a Q&A style? Will a moderator host a panel? Remember it is ok to keep it simple, especially for your first webinar. One speaker giving a presentation, often using a visual deck, is the most straightforward format. However, if you have the right speakers and feel comfortable, other formats may serve your topic.

5. **Promotion**: This is an often overlooked step in creating highly attended webinars. How are you going to promote your content? Will you email existing members? Will you make your webinar searchable online? Will you use social channels to promote? Can you co-market with another organization to increase your reach?

Content & Planning

6. **Script it**: Any skilled webinar producer or speaker relies on a script for their presentation. Without a script, you are bound to go on a tangent or off-topic, losing the interest of your viewers. Avoid reading directly off script and if reading a script, practice to make it seem natural. Even if moderating a discussion, prepare your questions in advance.

 7. **Practice**: Run through your script ahead of your webinar. Look for redundancies and areas you stumble on. Revise as needed. Time yourself when you have a close-to-final script. If you have a set time already advertised, revise your script or if you prepared your script ahead of promoting, you can set your time to your content.

Setting Up for Your Webinar

- **Use a headset or landline:** Like any media content, good audio is crucial to a deliver a successful experience to your audience. Use a cabled headset connected to your computer's headphone jack if possible. Or, call into the webinar and use a headset with your phone.

- **Dry run**: Plan at least one test webinar days before the event. Make sure all audio and video are working correctly and that you know how to use your platform's functionality.

- **Power**: Use a power cable when possible and make sure you are plugged into a reliable power source. If power is not available make sure your laptop is fully charged and that it will last throughout the duration of the webinar.

- **Create a studio**: Nothing fancy is needed here but make sure you are in a quiet space and that you won't be interrupted during the broadcast. Turn off computer notifications, cell phone, or anything else that might cause a disruption. If you will be appearing on camera, choose a background with the least distractions and that looks appealing on video.

- **Consider tech support**: It can be tricky to host a webinar and address techinical issues if they come up. If you have an extra person available have them be tech support for you and your audience.

- **Early is on time**: Be online at least 10 minutes before the webinar begins.

- **Be flexible:** Things might go wrong during the webinar and that is okay. Try to not give into stress in these moments. Humor is your friend!

Zoom Meetings & Webinars

Cornell Cooperative Extension has Zoom Webinar and Meeting capabilities. We recommend you use Zoom Webinar for webinars if possible, given its range of features.

To request Zoom Webinar for up to 100 anticipated viewers go to: https://it.cornell.edu/zoom/request-large-meeting-webinar-or-premium-audio-zoom. This is a one time request allowing you to use Zoom Webinar unless you have over 100 viewers, at which point you must request another use.

To host or join a Zoom Meeting or Webinar go to : https://cornell.zoom.us/.

Login with NetID. Click "Host a Meeting". Note once you click host you will have to enter your meeting details within a half hour or you the platform will sign you out. If you want to join a prescheduled or existing meeting, enter the meeting ID.
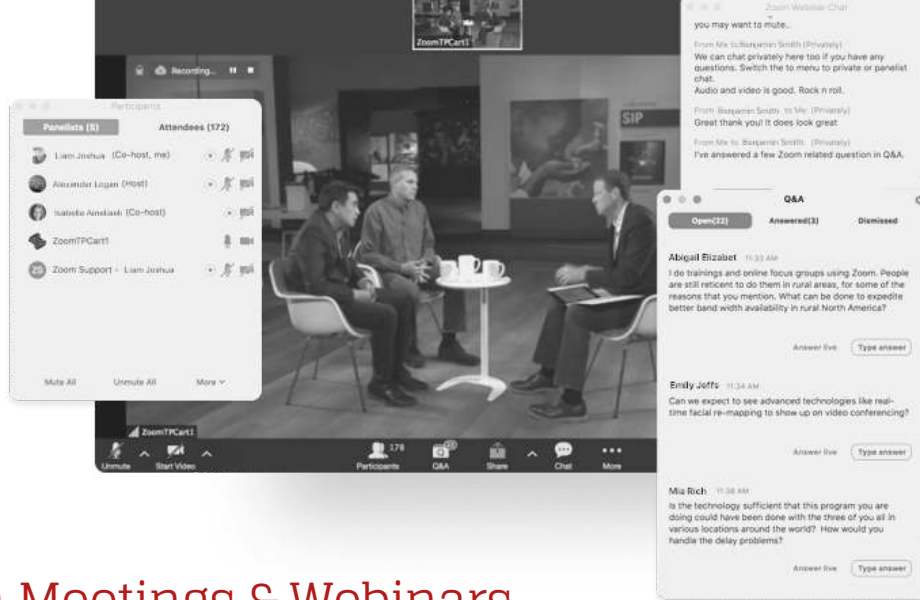
Zoom Meetings & Webinars

Then, choose to host a meeting, schedule for the future, and set all of your webinar settings.

Webinar Registration Approved

Topic   My Webinar

Time   Sep 11, 2018 10:00 AM in Pacific Time (US and Canada)
        Add to calendar ▾

Webinar ID   319-833-382

To Join the Webinar

Zoom Webinar Resources

Zoom has plenty of resources to help you learn the platform. Here are some useful links:

- **Getting Started with Webinar:**
  https://support.zoom.us/hc/en-us/articles/200917029-Getting-Started-With-Webinar
- **Meeting Best Practices & Resources:**
  https://support.zoom.us/hc/en-us/articles/209743263-Meeting-and-Webinar-Best-Practices-and-Resources

Equipment Resources

- **Mobile Microphones**
  - MicReview: https://www.micreviews.com/guides/top-10-best-smartphone-microphones
  - Smart Phone Film Pro: https://www.smartphonefilmpro.com/15-best-microphones-smartphone-filmmaking/
- **Mobile Stands & Mounts**
  - Podcast Insights: https://www.podcastinsights.com/best-smartphone-tripods-mounts/
- **Editing Platforms**
  - Wordstream: https://www.wordstream.com/blog/ws/2017/12/15/best-video-editing-software-for-beginners
  - Tom's Guide: https://www.tomsguide.com/us/best-video-editing-software,review-2167.html
- **Harddrives**
  - Tech Radar: https://www.techradar.com/news/best-external-desktop-and-portable-hard-disk-drives
- **Computer Headsets**
  - Wirecutter: https://thewirecutter.com/reviews/best-usb-office-headset/

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