



historycouncilnsw

Zoom Webinar Protocols

for Interviewers/Panellists & Chairs

Preamble

The History Council of New South Wales (HCNSW) has moved many of its events online in 2020 due to COVID-19 restrictions. We, along with other cultural institutions, have seen this as an opportunity to extend the reach of our programs and events, and thank Historians for their assistance in this endeavour and our audiences for engaging with us in this new manner.

These protocols are designed to explain the relevant technology and ensure a clear and straightforward process for presenters and a consistent and professional experience for our audience.

Webinar/Meeting platform used by HCNSW

HCNSW uses Zoom as its webinar platform and YouTube for other streaming. We may use a combination of both platforms simultaneously. **Tip:** Zoom has an excellent [Help](#) facility which includes a [Quick Start Guide for New Users](#).

Two different types of Zoom

The Meeting and Webinar platforms offer similar features and functionality but have some key differences.

- **Meetings** are designed to be a collaborative event with all participants being able to screen share, turn on their video and audio, and see who else is in attendance. (**Tip:** there is a free version of Zoom, but it has limitations, one of which is that it cuts out after 40 mins)
- **Webinars** are designed so that the host and any designated panelists can share their video, audio and screen. Webinars allow view-only attendees. They have the ability to interact via Q&A, Chat, and answering polling questions. The host can also unmute the attendees. Attendees in webinars, can not rename themselves as well.

Further information:

<https://support.zoom.us/hc/en-us/articles/115005474943-Meeting-and-webinar-comparison>

Tip: Meetings and Webinars differently priced in Zoom. Check out the [pricing](#) of plans that will suit your organisation, as you may only need a Meetings Subscription for one person for one year (we started with the free version, then moved to the Meetings Pro version, then the Webinar version, as the latter gave us what we need in the larger events. We still use the Meetings as well as the Webinar version within our subscription).

Technical

Computer & recording environment needs

You will need the following to participate in an online webinar:

- A computer with webcam and microphone enabled
- A quiet room with no distractions or background noise

Lighting

It is essential that we can see your face and that your image is not distracting to the audience. Examples of bad lighting are:

- lighting that leaves your face in shadow whilst the background is bright
- Is only from one source in the ceiling over the top of your head
- Is predominantly side-lit so that only half your face shows

The best lighting is warm, soft light and this can be achieved by placing a lamp beside your computer screen that lights your whole face. This shouldn't be so bright that it causes you discomfort, or squinting (use a 40w or equivalent bulb).

Be conscious of the colour temperature of the lamp that you use. Many office lamps have a blue colour temperature, lounge room lamps have a yellow (warm) colour temperature. Movie stars are usually lit with warm coloured lights, and current affairs shows use a lot of yellow lighting to fill out spaces and make people trust the presenter. Action movies use blue. Horror movies use a lot of dark colours, side lighting and shadows.

Don't forget that the audience is used to these subconscious cues, and the aim is to make the event "seamless" (ie, no rough patches that break the flow).

Height of camera

The best height for a camera is at your eye level. Cameras that are too high or too low not only distort your face, but they won't match the angles or eyelines of other people on the

interview panel. This is an important part of setting up a video production. Eye lines and eye levels are fussed over extensively in TV Studios.

Tips for adjusting the camera are:

- If using a laptop with camera inbuilt, place the laptop on top of two shoe boxes or books of an equivalent height
- The camera should be at least one arm's length from your face
- Look directly at the camera - don't sit sideways and look out of screen
- Upload a photo of yourself or a logo (in the back end of Zoom) to use if you don't want to be seen in a meeting. In addition, if bandwidth suddenly narrows, your image may freeze.
- **TIP:** if bandwidth is an issue and the images freezes, turn off your camera (your image or logo will then appear) and your audio should still remain.

Background

- Background is your staging - it says something about you, so think about what is in the background of your shot and remove any objects that you don't want there, or move yourself around the room so that the background suits you and what you want the world to think of you. You can check this by activating your camera settings in advance of the meeting.
- **Tip:** not all computers can cope with [Virtual Backgrounds](#) which can be used to mask your actual background., so don't feel that you need to do this - it can be problematic. Check the recommendations for the ideal computer in Zoom.

Audio

Audio can be problematic with web meetings because no one person has the same computer or laptop as another. Bad audio can be very distracting for the audience and presenters alike, so we seek your cooperation in assisting us to improve the quality of output and recording.

- Ensure that you are in a quiet environment, with no distractions or extraneous noise such as music, conversations, crying children or lawn mowing
- **TIP:** Please be aware that bandwidth or your computer's microphone may not be very good. Where deemed necessary, use a professional microphone, plugged into your computer.
- To enable an external mic input (if using one), select your audio input from the Zoom screen (lower left hand corner, where the icon of the microphone is) and ensure that it selected to the microphone we have supplied you with, or your own professional microphone
- [Check your audio levels](#) (input and output) prior to the meeting and make sure that you are happy with your level and that you can hear others.

Presentation/Recording

Bookings - Panellists

We contact Interviewers/Panellists & Chairs to set a time for the interview, then send them a calendar invitation containing the Zoom link to the webinar (in the case of a Meeting), or, in the case of Zoom Webinar bookings we book them directly from the Webinar back-end.

Rehearsals

- It is important that you log into the Zoom meeting at least 15-30 minutes before the designated meeting time, and ask your panellists to do so as well
- We take our panellists through sound and vision checks as well as a quick briefing as to what is going to happen during the webinar

(**Tip:** if you are running a Meeting, you will need to make the Panellists Co-hosts of the meeting to allow them to share their screen. If running a Webinar, check all your settings in the back end to ensure that they have been given permission to share their screen)

Powerpoint presentations or other resources

- Presentation of PPTs or other resources (spreadsheets, documents, photos, videos) will be done by the presenter/panellists sharing their screen on Zoom, which needs to be rehearsed in advance. ([Help article](#)) (**Tip:** for your privacy, ensure you only have the screens open in the background that you want to share)
- Presentation script - **Tip:** if using a script/essay, please time it in advance to ensure that it is the agreed duration

Duration of presentation

This will vary, depending on the format of the panel/presentation. Please liaise with the HCNSW staff or the session facilitator about this.

Types of presentation

1. Panel - this will be an agreed number of people (2-3 usually) with a Chair. This is called a 1+2 or 1+3 presentation
2. Interview - this is a 1+1 presentation
3. Speaker Connect or Author Talk - this is a singular presentation by an Historian, introduced by a member of the HCNSW

Production - Presentation and streaming of events

- Panellists invitations: The host of a Zoom needs to send an invitation to the panellists containing the Zoom link.

- In the case of a Meeting, this can be done via a calendar invitation containing the link (we have integrated our Google calendar with Zoom, so it shows up as an option in the appointment).
- In the case of a Webinar, panellists should be invited via the back end of the Zoom webinar site, which avoids the need for them to register to attend the event.
- Audience invitations: select the registration link from the back end of the Zoom Meeting or Webinar site, and put that into your publicity. We usually embed the registration link into a button on our website, Social Media feeds or newsletters.

Using Zoom as a host or an attendee

- If you haven't used Zoom before, you will initially need to download a small piece of software onto your computer, so do leave time to do that. (**Tip:** refer to the [Quick Start Guide for New Users](#))
- Once you have clicked on the Zoom link and you are in the meeting space, the audience be queued in the Waiting Room (ensure that that is enabled in the back-end).

Admission to Meetings and Webinars

Meetings:

- The Host/Co-host (Admin) staff, will admit the Panellists and audience to the meeting. This is a security measure that stops unwanted people from "Zoom Bombing" the meeting
- The Host will be able to select Mute or Unmute of the audience microphone and camera (do select that all are muted, with camera switched off in the back end initially).

Webinars

- Panellists and Hosts will be able to enter the site before the allotted broadcast time for a rehearsal
- When you are ready to admit the audience and "go live", the Host will press the Broadcast button at the top of the screen
- **Tip:** you will not see how many are in the audience, or if there is anyone there at all until you admit them

Recordings

- **Meetings & Webinars:** The Zoom broadcast can then either be recorded for later streaming, or live-streamed via YouTube/Facebook/Vimeo (**Tip:** you need to establish accounts for these and do a test run well in advance of the event)
- **Tip:** when you commence recording, you will be asked if you want to save a copy to the Cloud or your local PC. Select your local PC. Following the recording, it will take up to 15 mins to convert a copy of the recording for your computer, then it will automatically file it in a folder called Zoom on your computer. Do not turn off your

computer whilst this is happening. It won't need your intervention to file it in the right place, along with previous recordings.

- **Tip:** Make a Safety Copy! Copy and paste the entire folder containing the session recording across to another drive for safety

Administrative

Appearance agreement

To ensure good business governance and to avoid future misunderstandings about the usage of the final product, send the panellists an appearance agreement form in advance of the recording for their signature (a week in advance, minimum), asking for it to be returned prior to the recording.

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