

A Step-By-Step Guide to Hybrid Programming

ALA's Public Programs Office

June 2022

PROGRAMMING
Librarian

An initiative of the American Library Association Public Programs Office

Welcome

- Today's webinar is presented by ALA's Public Programs Office, with funding provided by the National Endowment for the Humanities as part of the American Rescue Plan: Humanities Organizations grant. Any views, findings, conclusions, or recommendations expressed in this webinar do not necessarily represent those of the NEH or ALA.

About the Classroom



Microphones

Only our presenter has microphone access during the presentation.



Questions?

Save your questions for the end! We will be reopening the chat at the end of the presentation.



Tech Issues?

Send a message through Q&A.

Today's Presenters

Kristin Motte

(she/her)

Adult Programs
Librarian

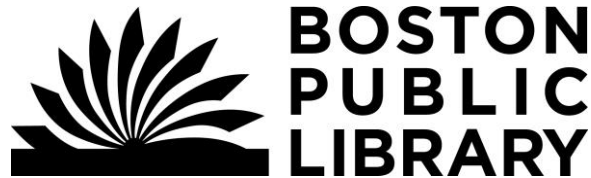
Boston Public Library

Gianna Gifford

(she/her)

Chief of Adult Library
Services

Boston Public Library



PROGRAMMING
Librarian

An initiative of the American Library Association Public Programs Office

Boston Public Library

- 26 Locations
- 400 – 500 employees
- ~4,500 programs per year
- Thank you, AV, Events, Communications, and Facilities Teams
- BPL Fund





Program Staff Structure

- Program staffing is divided into Adult Services & Youth Services across the system
- 1 small (but **MIGHTY**) AV Tech Team = 2 staff
- Adult Programs Team = 1 Librarian for Central, 1 System-wide Block Programs Librarian, and 1 Support Administrator (BLA)
- 3 person Events Team

Boston Public Library: During COVID Lockdown

- The COVID-19 Pandemic introduced us to the pros and cons of **virtual** programming
- Tried out **live-streaming** and **Zoom** webinars
- Adapted our **registration** process for this new virtual space
- Program partnerships were crucial for success and reach
- Introduced **moderated conversations** between guest speakers & conversation partners, including BPL President, David Leonard, in order to avoid one long “talking head” and Zoom fatigue



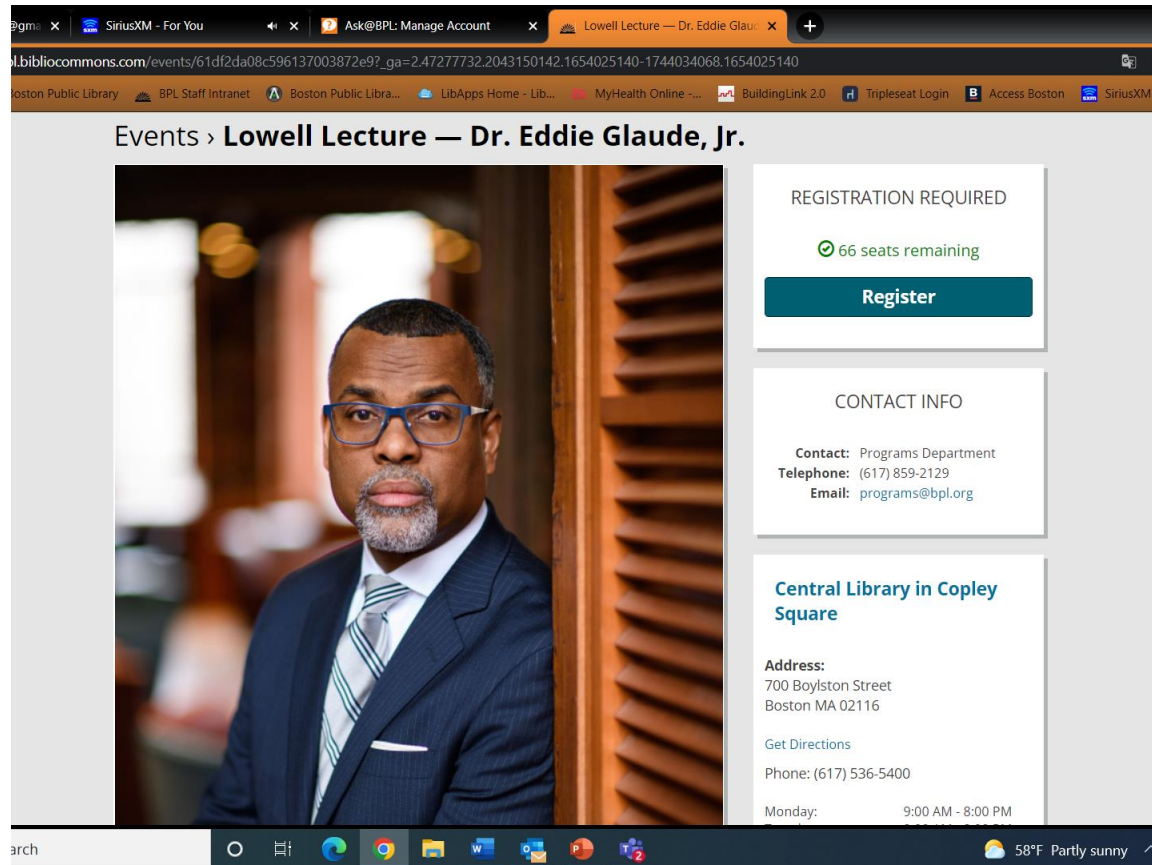
Hello Hybrid Programs!

- Trial and error at first – experiment!
- In-person audience sizes vary
- 3 major aspects of programming:
 - Run of show or flow
 - Cameras and audio
 - Effectively engaging the in-person and virtual audiences

2 Case Examples of Hybrid Programs

- 1 Marquee Program at Central Library
- Part of our signature series
- Moderated conversation with BPL President and guest
- GBH Forum Network is production partner
- 1 Branch Program
- Music/discussion with program partner
- Part of adult block programming series at several branch libraries
- Used portable streaming media kit

Case Example: Hybrid Lowell Institute Lecture



The screenshot shows a web browser window with the following content:

- Browser Tabs:** SiriusXM - For You, Ask@BPL: Manage Account, Lowell Lecture — Dr. Eddie Glaude, Jr.
- Address Bar:** www.bibliocommons.com/events/61df2da08c596137003872e9?_ga=2.47277732.2043150142.1654025140-1744034068.1654025140
- Navigation:** Boston Public Library, BPL Staff Intranet, Boston Public Libr..., LibApps Home - Lib..., MyHealth Online ..., BuildingLink 2.0, Tripleseat Login, Access Boston, SiriusXM R
- Event Title:** Events > Lowell Lecture — Dr. Eddie Glaude, Jr.
- Image:** A portrait of Dr. Eddie Glaude, Jr., a man with glasses and a beard, wearing a suit and tie.
- REGISTRATION REQUIRED**
 - 66 seats remaining
 - [Register](#)
- CONTACT INFO**
 - Contact:** Programs Department
 - Telephone:** (617) 859-2129
 - Email:** programs@bpl.org
- Central Library in Copley Square**
 - Address:** 700 Boylston Street, Boston MA 02116
 - [Get Directions](#)
 - Phone:** (617) 536-5400
 - Monday:** 9:00 AM - 8:00 PM

The bottom of the screenshot shows a Windows taskbar with various application icons and a system tray displaying the date and weather (58°F Partly sunny).

PROGRAMMING Librarian

An initiative of the American Library Association Public Programs Office

Consider These Questions & Logistics

- Do you need to do a walk-through of the space with your speaker or plan a Zoom call to discuss details?
- Create Zoom registration page and link, embed into online event calendar listing
- Update social media/PR
- Prepare chat links ahead of time for the virtual audience; build basic welcome, closing, & preview slides
- Coordinate book sale with partner bookseller for both online and in-person audiences
- Check in with the team for the program to make sure everyone knows the final plan



Case Example: Run of Show

- **A Run of show looks like this:**
 - *5:30pm: Arrival at the Library (a member of programs staff will meet Dr. Glaude in the Boylston Building lobby and escort to Abbey Room)*
 - *5:30pm-6pm: Dr. Glaude meets with BPL program & AV staff, including moderator David Leonard, BPL President*
 - *6pm-7pm: Main program*
 - *Welcome and introduction: David Leonard*
 - *Moderated conversation: 30 – 35 minutes*
 - *Audience Q&A (both in-person & Zoom): 15- 20 minutes*
 - *Dr. Glaude & David close and David invites people to meet Dr. Glaude at book-signing table (Zoom webinar closes)*
 - *7:00pm – 7:30pm: Book-signing with Trident Booksellers (in-person & online)*
 - *7:30pm: Dr. Glaude departs the Library*

Hybrid Logistics

- AV setup:
 - Check equipment (cameras, mics, computers, etc.)
 - Send out panelist links from Zoom to staff working on virtual side
 - Cue up welcome slide, chat links collected, post-program survey link embedded



Hybrid Logistics: Program Starts



- Moderator welcomes both audiences, offers house-keeping details, etc.
- Staff add relevant links into Chat box & encourage questions in Q&A box in Zoom
- Presentation slides run concurrently in Zoom for online viewers
- Q&A process follows
- “Upcoming Programs” preview slide displayed at close of program
- Zoom portion ends here

Case Example of a Branch Hybrid Program

- “Con Salsa” series with guest speaker
- Used branch library community rooms & portable technology
 - 2 laptops with OBS software downloaded; Laptop 1 is for the presentation via OBS software, Laptop 2 is for the Director of the Zoom Webinar
 - Ipad on a tripod (serves as microphone)
- Zoom Webinar with panelist links
- Zoom webinar link for online registration and BiblioEvents/Eventbrite for in-person
- Always do a pre-show tech check!

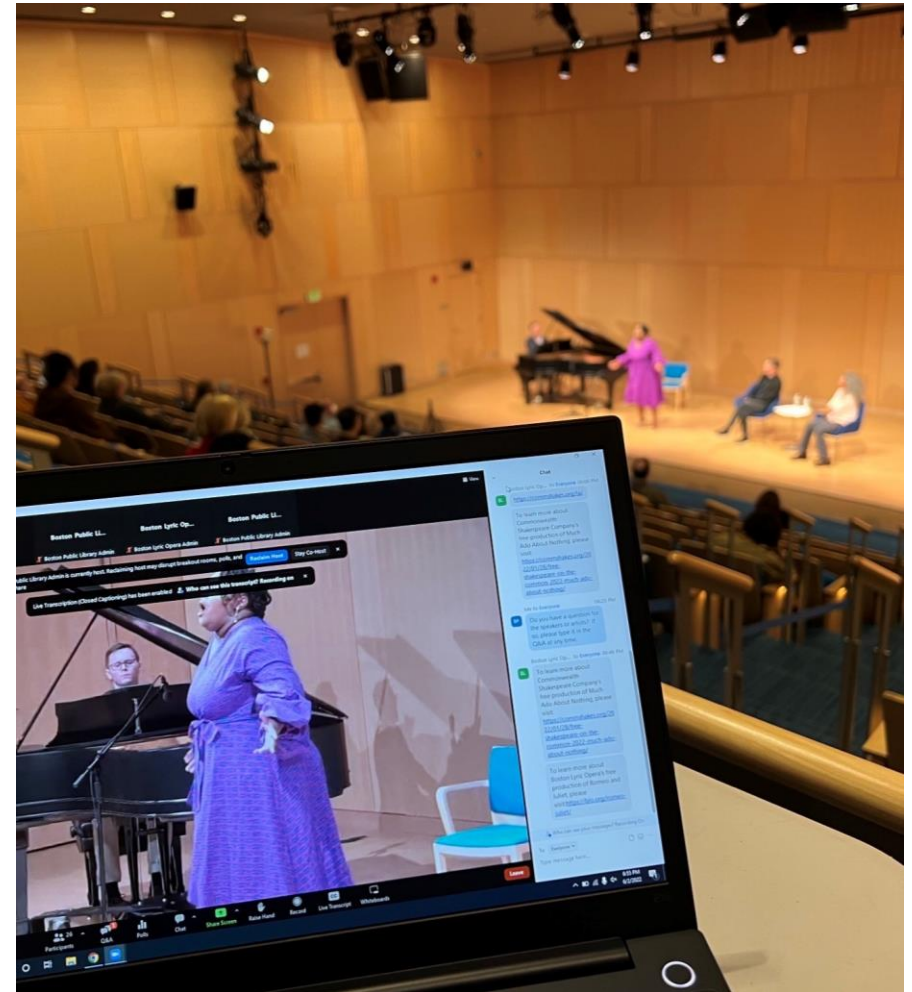


Tech Tips to Consider

- **Lighting**
 - Use video lights & LED bricks
 - Ideally, focus light in front of presenters and limit light coming from behind them
- **Audio**
 - Mics from laptops are not ideal
 - Use USB mics (i.e. Snowballs/Blue Yeti)
- **Video**
 - Laptop cameras are fine; consider the best location and angle for the laptop
 - Elevate laptop on a stand or pile of books
 - Consider USB webcams like a GoPro
 - Cameras with HDMI output connected to a laptop with a capture card; we use an Elgato HD60 S+
- **OBS (Open Broadcaster Software)**
 - Free, downloadable, open-source program that can help you get a little bit fancy!
 - Add video sources (cameras, application windows, your desktop, etc.) to a “canvas”
 - Send your OBS canvas to Zoom or other video-conferencing platforms by hitting “start virtual camera” in OBS and then selecting “OBS virtual camera” as your video in Zoom (MS Teams/Google Meet/etc.)
 - You can have multiple canvases by creating new “scenes” in OBS and then transitioning between them

Lessons Learned...

- The landscape is different now than pre-March 2020 and our audiences are, too
- Find the tools and processes that work for you (your patrons and library) – this will likely take some experimentation
- Partnering with other organizations can expand reach and opportunities – you don't have to go it alone!
- Going forward? No common thread right now
- Patrons continue to ask for hybrid – feedback suggests demand is still high for online program options



Questions for Us?

- Kristin Motte: kmotte@bpl.org
- Gianna Gifford: ggifford@bpl.org

Next Session!

Best Practices for Hybrid Programming

August 10th, 2022

1:00 – 1:30 PM CDT

Presented by Alyssa Denneler,
Scholars' Commons Librarian, Herman B. Wells
Library, Indiana University Bloomington