How to
Promote, Deliver, and Evaluate
Hybrid Programming
in Your Library

Presented by:
Jeff Zeh
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Port Washington Public Library
New York

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

Jeff Zeh

Adult Program Coordinator
Port Washington Public Library

James Hutter

Assistant Director
Port Washington Public Library

Our Library

Port Washington Public Library
Long Island, NY
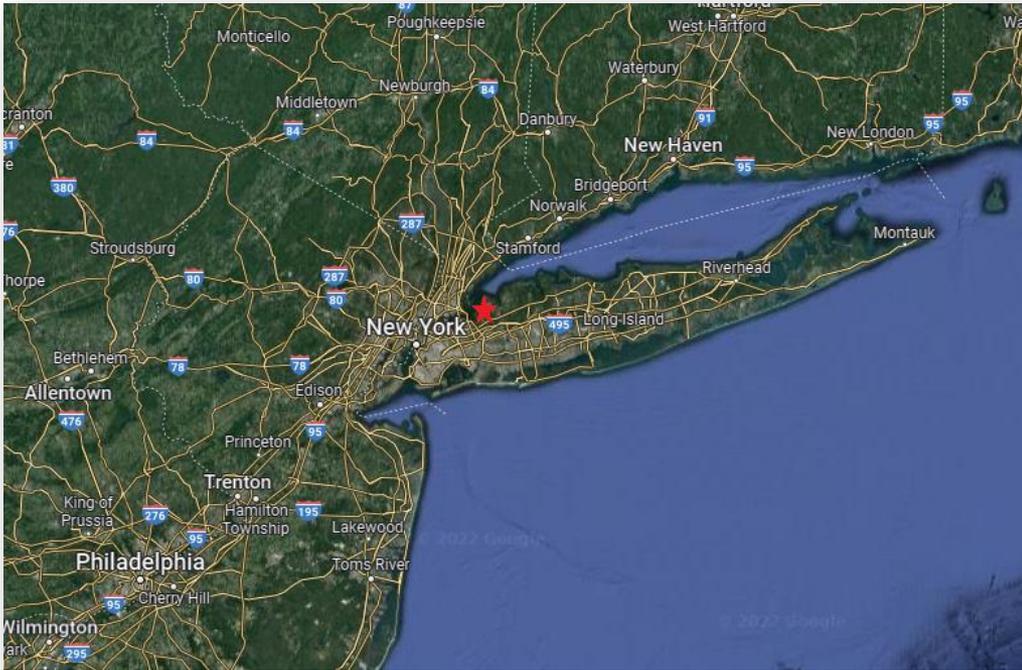
- Operating Budget: $7,688,549
- Service Area Population: 31,070
- Independently managed, but part of library consortium for resource sharing

Our Hybrid Events

2022 - Hybrid Program Attendance

PWPL — port washington public library

- ● In Person Attendance
- ● Virtual Attendance

Totals
In Person: 1344
37%
Virtual: 2303
63%
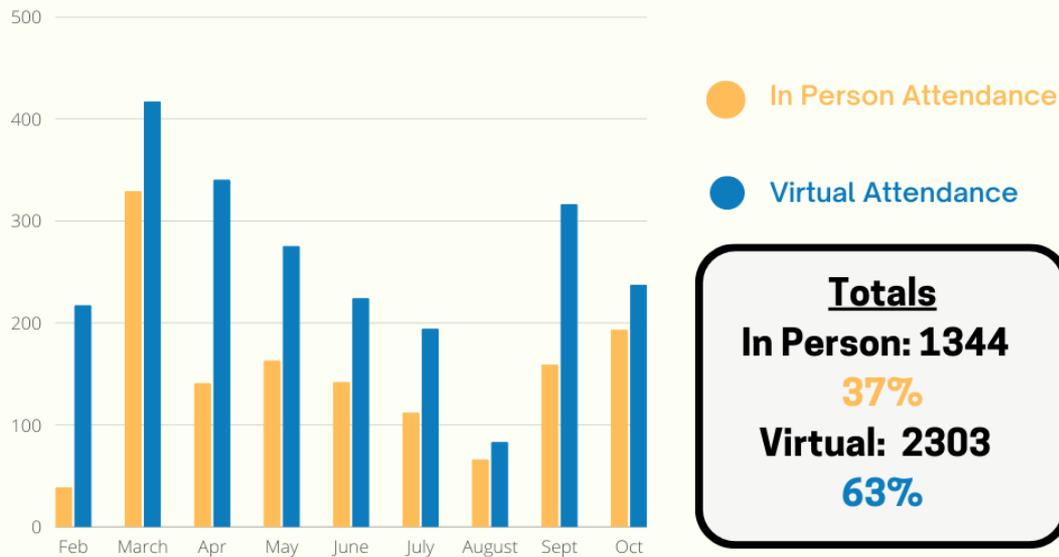
From Feb. 2022 through Oct. 2022:

77 hybrid events out of an approximate total of 114 events.

Let's Dive In!

Promoting Hybrid Events

As with any type of library event, whether in-person, virtual, or hybrid, it is vital to get the word out to as many people as possible.

Promoting Hybrid Events

Printed Materials – *with language indicating whether an event is in-person, virtual only, or hybrid*

- Signage
- Monthly newsletter
- Weekly event listing eblast going to an audience of thousands (Mailchimp)

Promoting Hybrid Events

Social Media

- Posting / Promoting events on Facebook and Instagram (note: we use the Facebook Events feature).

- Having presenters and bands share our events on their own social media presence or their website.

Promoting Hybrid Events

Library's Website Event Calendar

- Each event is listed and clearly denotes In-Person, Virtual, or Hybrid.

- Each event has registration links for In-Person or Zoom *(Zoom is our preferred online platform).*

Promoting Hybrid Events

Staff announce upcoming events when "Intro'ing" events that are about to start.

- The staff verbally denote if an upcoming program will be In-person, Virtual, or Hybrid.

- This gives our promotions a bit of a personal touch.

Promoting Hybrid Events

Word of
mouth promotion
between library patrons

- Participants who had a good experience talked up our upcoming events with others.

- They relayed that virtual audiences would have a high-quality, engaging experience.

Delivering Hybrid Events

When it came time to pursue Hybrid programming…

- We had performed a few live-streamed events pre-pandemic.

- Some of our programs had been recorded and posted on YouTube (and we continue to record as many as we can).

Delivering Hybrid Events
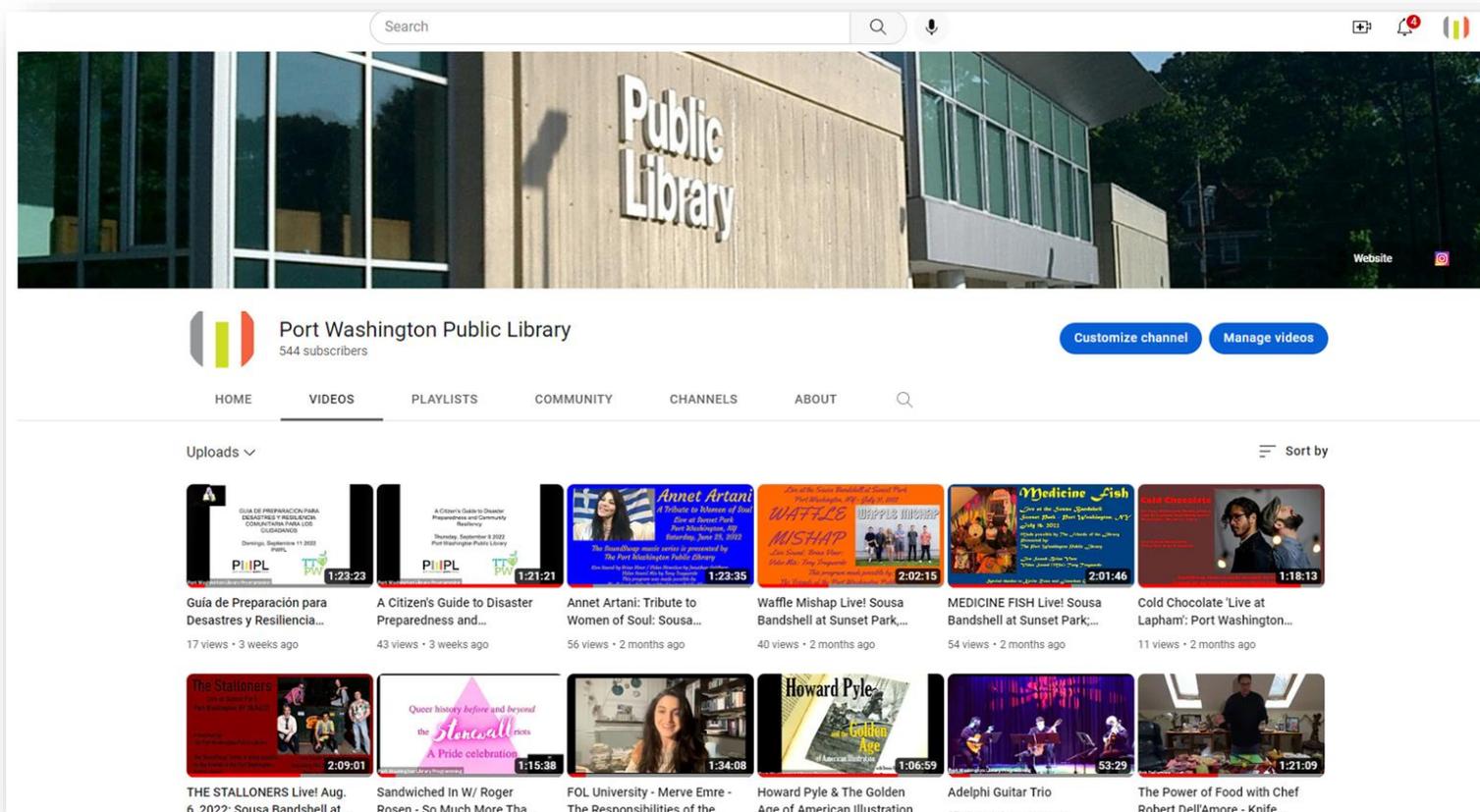
We average 40 – 50 additional views of a recorded program posted to our YouTube page.

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Delivering Hybrid Events

From the start of the pandemic, we displayed a commitment to our audience. *We would work to meet people where they are.*

Once people felt safer about entering libraries to attend events, this meant offering Hybrid Programming to accommodate both audiences (those that felt safe, those that had concerns).
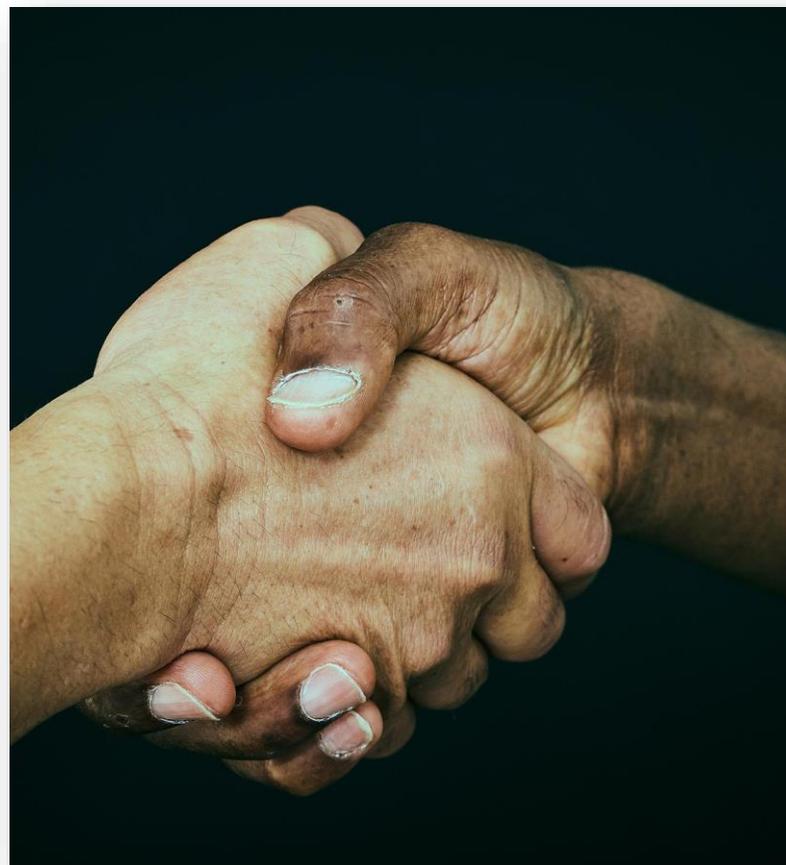
Delivering Hybrid Events

Our first rule for delivering Hybrid events:

- Separating the presenter from managing the Zoom livestream and other technical aspects was critical to delivering a high-quality event for both audiences.

Let's Share a Brief Equipment Listing…

Delivering Hybrid Events

ATEM Mini Extreme ISO by Black Magic Design
www.blackmagicdesign.com - $1,295
(Lower-tier products in this line are available)

Delivering Hybrid Events
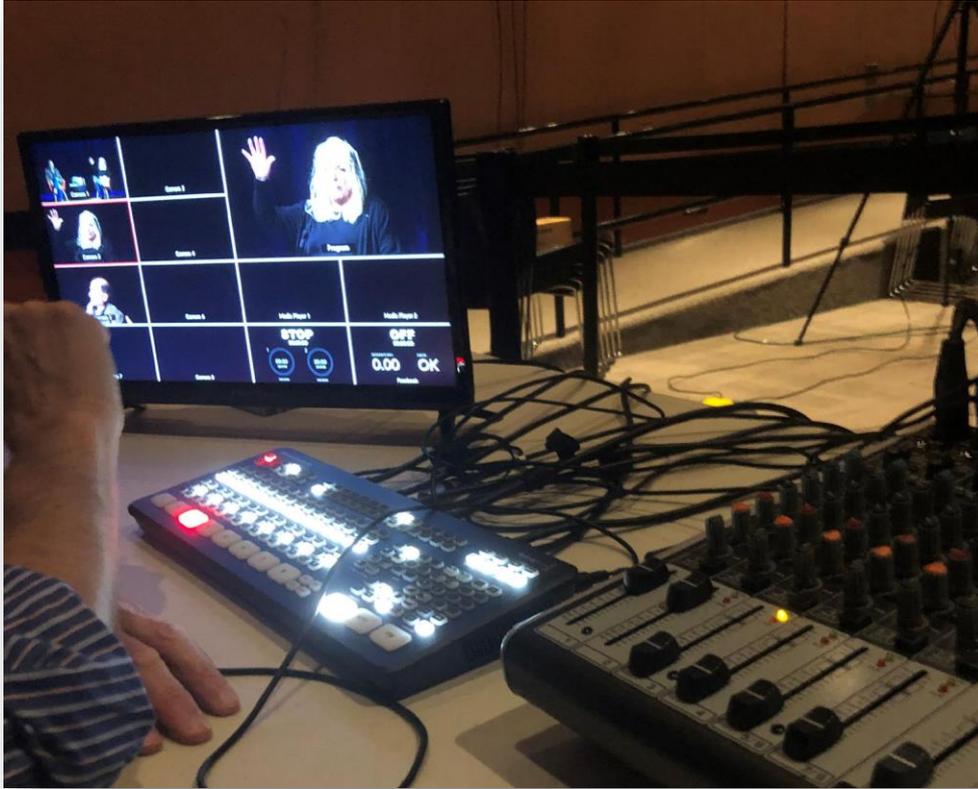
- ATEM Mini with 8 camera (HDMI) inputs
- 8-channel sound mixer
- TV monitor
- Laptop to run Zoom meeting (not pictured)

(3 camera Hybrid set up on display here)

Delivering Hybrid Events
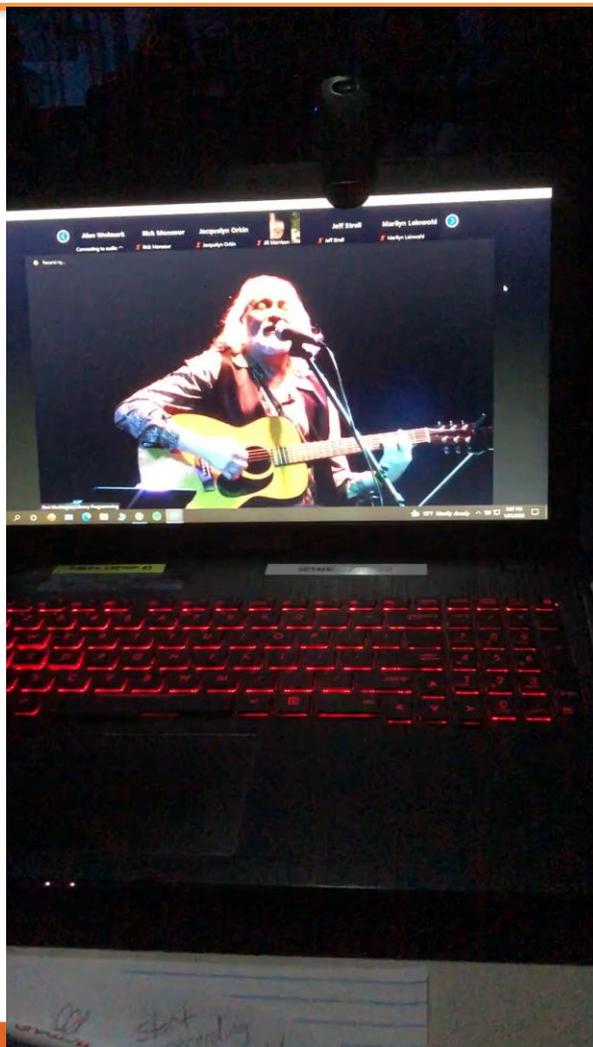
Delivering Hybrid Events

Early Sunday Morning, 1930

Port Washington Library Programming

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Delivering Hybrid Events

Unique Requirements

- Staffing needs

- Equipment needs

- Retrain audience
(especially in Q & A portion)

- Include virtual audience as much as possible

- Reaching the goal of offering 3 ways for people to enjoy a program

Program Accessibility

- 1. In-person

- 2. Virtually over Zoom

- 3. On-Demand via YouTube
(if program was recorded)

Evaluating Hybrid Events

We are our own worst critics...

- Our staff looked at the quality of video and audio and explored ways to improve it.

- We had high hopes for technology, such as the Meeting Owl, which didn't work in our spaces.

- Loved that we could simulcast with other venues, such as bars on Saint Patrick's Day.

Evaluating Hybrid Events

Feedback from our presenters...

- Did they have a good experience?
- Did our hybrid setup work for them?
  - Did it add another layer of stress or did it seem invisible to them?
- Program didn't always have to be canceled by presenter if there was a last minute issue.

Evaluating Hybrid Events

Audience Feedback

- Technical and device hurdles

- Feedback about our audio and video, via Zoom Chat or after the event

- Immediate feedback from our Zoom audience via Chat with our Zoom Moderator.

- Many seniors expressed thanks for offering programs in hybrid format.

Evaluating Hybrid Events

Statistics

- We keep both Virtual and In-person attendance stats.
- Attendance is still trending towards more people attending Virtually than In-person (for humanities lectures).
- It's been harder to deliver music or live theater performances virtually (there are steeper technology requirements). We see strong in-person attendance for those types of events - there's something to be said about "being there" for a musical or theater performance.

We are happy to answer any questions you may have…

Thank You!

*Thank you to ALA
and everyone who attended today's session!*

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Check out the other videos in this series!

Although this is the last session, catch up on the other recordings by visiting our YouTube channel: https://bit.ly/PPOhybrid

Thank you for attending!

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