

UNC-TV's Tips for Improving Your Virtual Events

- 1. Test your device**—Before the event, make sure your device is in working order. Clean the lens, check the battery, check the microphone. Record about 10 seconds of video just to make sure everything is working.
- 2. Be Happy, Be Excited, Smile-** Remember you are taking folks somewhere they might not have been, showing them something they might not have seen, and teaching them something new. That's very cool, be excited about it. And if you smile, your voice sounds happy.
- 3. Set the Stage- When the event starts,** welcome everyone, introduce yourself, tell viewers what you are going to show them and what is unique about it.
- 4. Lead the Viewer-** As the event moves from place to place, be in front of the camera and lead viewers from place to place. Putting the camera in front of you and walking is difficult to watch. Hold the camera behind you and be in front, as if you were leading a real guest (in a sense, you are, just doing it virtually). This is a good time to explain more of what they are going to see.
- 5. Move Slowly and Hold-** Think about how you look at something. You don't move your head all over the place to look around. Your head moves slowly and then stops while your eyes take a few seconds to focus on something and take it in. That's how you need to move your device. SLOWLY and HOLD (stay on something for 6-7 seconds) Remember the viewer is looking at a small screen, they need time to look around. **Bottom line- you need to move slower than what you think is slow, otherwise your viewers get seasick.**

6. **Move In to the Object-** When you want to show something significant (a rare flower, animal, artifact) remind viewers what it is they are seeing and then move out of the picture (remember you've been leading viewers) and move the device in for a closer look. NOT TOO CLOSE, but closer than when you arrived. It's good to point out significant items. Either you point it out or have a colleague point it out.
7. **Stay Longer if Something is Happening-** If something is happening; the animal is eating or acting cute, the engineer is building, the fossil is suddenly waking up (call us if that happens) don't be afraid to hold the close up shot longer. Remember to someone looking on a small screen, close up movement is good.
8. **Don't Forget the Microphone-** As you move the device in for a closer look, remember the microphone is in the front and it is very directional. That means it will only pick up what is right in front of it. It can be difficult to hear somebody describe an object if they are off to the side. It's better to hold the object up in front of the person doing the description. If that's impossible, see if the person can move down to the object and both can be in the shot while the description is happening. Otherwise, stay wide with the object and the person as they point out significant points of interest. They will need to talk louder if they are not right in front of the mic.
9. **When It's Over-** Thank everyone and remind them where you are in the state. You've gotten folks excited about where you are, invite them to come by.

Tips for Zoom/Skype/Teams On-Line Meetings

- 1. Check your Background-** look behind where you are sitting to make sure there's nothing too distracting/embarrassing behind you.
- 2. Lighting is Important-** The light needs to be on you, not in back of you. Sit near a window so the sun is coming in on your face, or, have a lamp nearby to light your face. The light coming in to light your face makes you visible. Light in back of you, whether it's a window or a lamp, makes you a silhouette.
- 3. Look at the Laptop/Device-** Remember the microphone and camera are located on the front of the device. You need to be DIRECTLY in front of it, even leaning towards it a little bit, to be heard. Leaning back makes it hard to hear you.
- 4. Double Check Your WiFi/Bandwidth-** If you don't have strong WiFi/bandwidth, being on a conference call may be difficult. It may require other family members to shut down their devices while you are on the call.

***If you have any questions, feel free to send me an email.

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