Livestreaming Video in an Emergency

Kerry Shearer

“The Livestream Expert”

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@kerryshearer

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What I'm Covering Today!

- Livestreaming best practices
- How to set up a "studio"
- Using it all in a crisis
- Tips and tech tools

The Challenge You Face In a Crisis

- Being timely, relevant, and establishing your authority as the go-to source for reliable information in a crisis

- You need to be there, quickly, with messaging

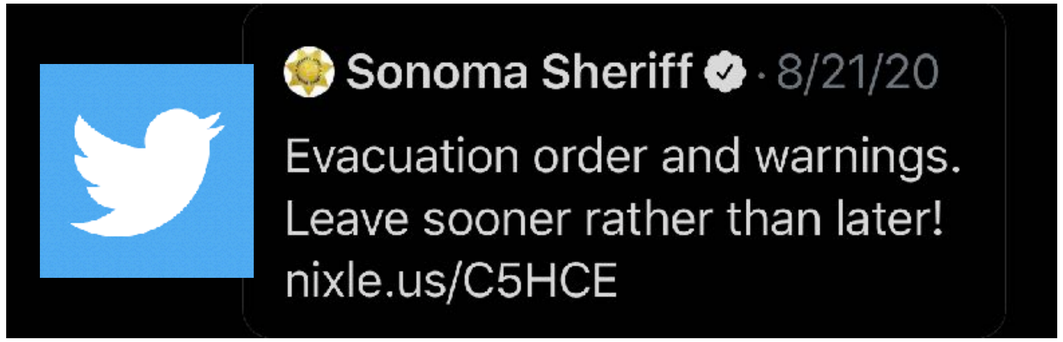
- If you're not there, someone else will fill the void

Sonoma County/Santa Rosa Fires
City of Santa Rosa EOC

The PIO Team at Work
(VIDEO)

CAL FIRE

More Than a Tweet…



- Terse tweets and text posts are NOT enough

- The public needs to know you are in it with them

Why Livestreaming Video?

- It is immediate (just push the button)

- Your message is unfiltered by the media

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Live Video Is a POWERFUL Communications Tool

- Your message has massive potential to be shared

- You can alleviate media pressure when you do video

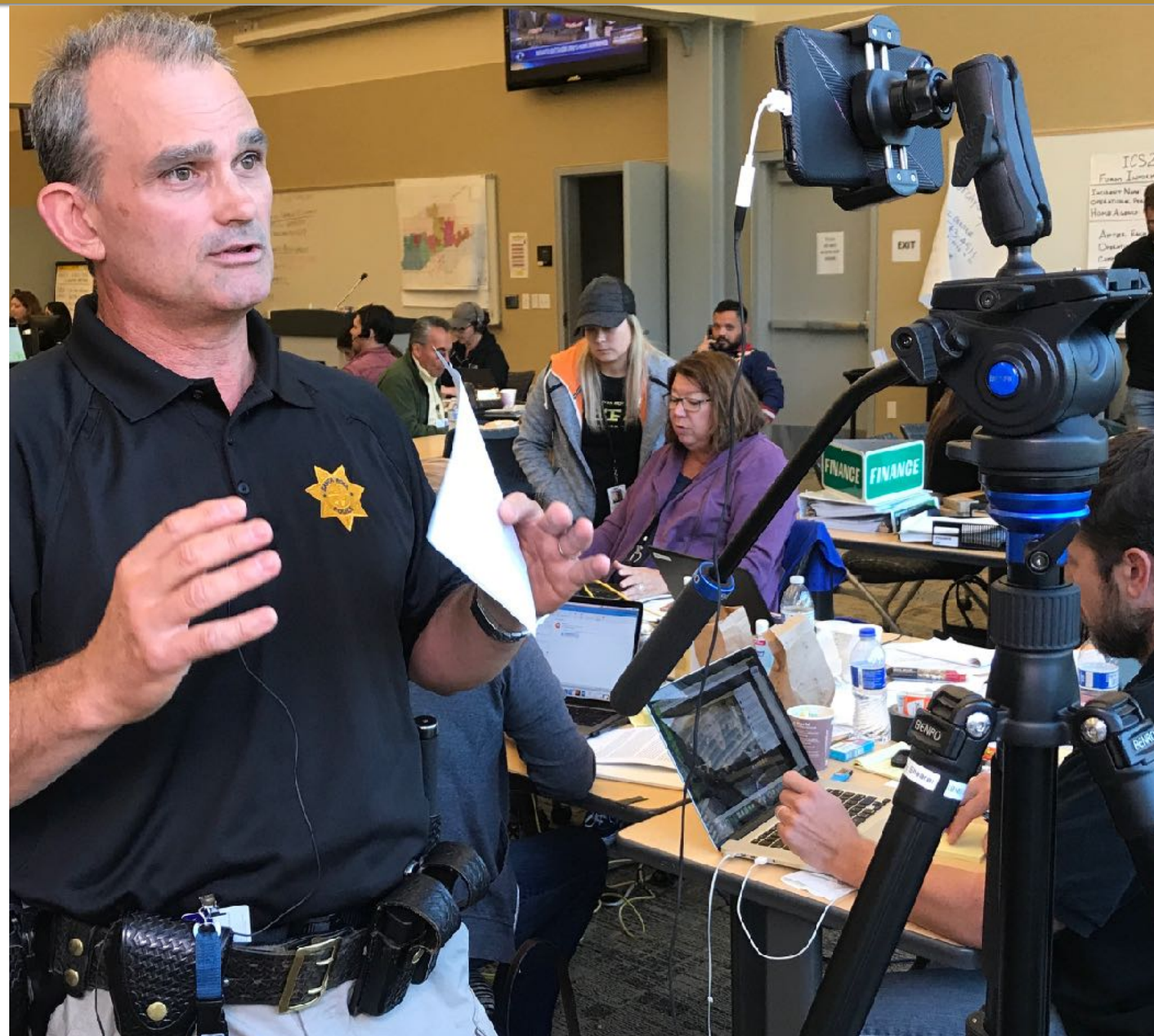
What Live Video Does for You!

- **Positions your agency as an expert and credible information source**

- **Builds connection as viewers come know you**

The Thing About Video on Social Media

- Video helps you make a HUMAN connection and build trust
- It doesn't have to be perfect
- Perfect can actually be perceived as inauthentic



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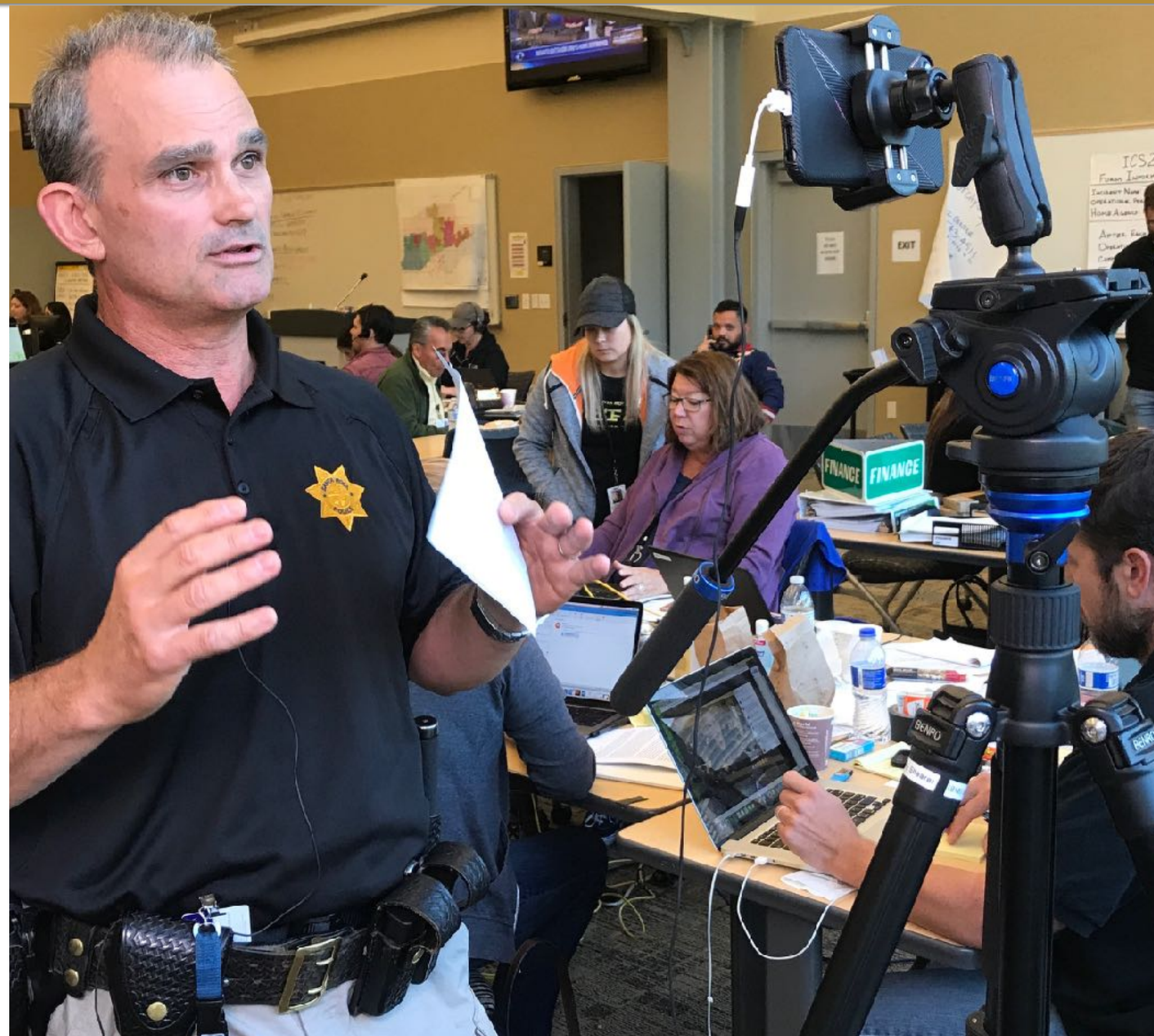
The Thing About Video on Social Media

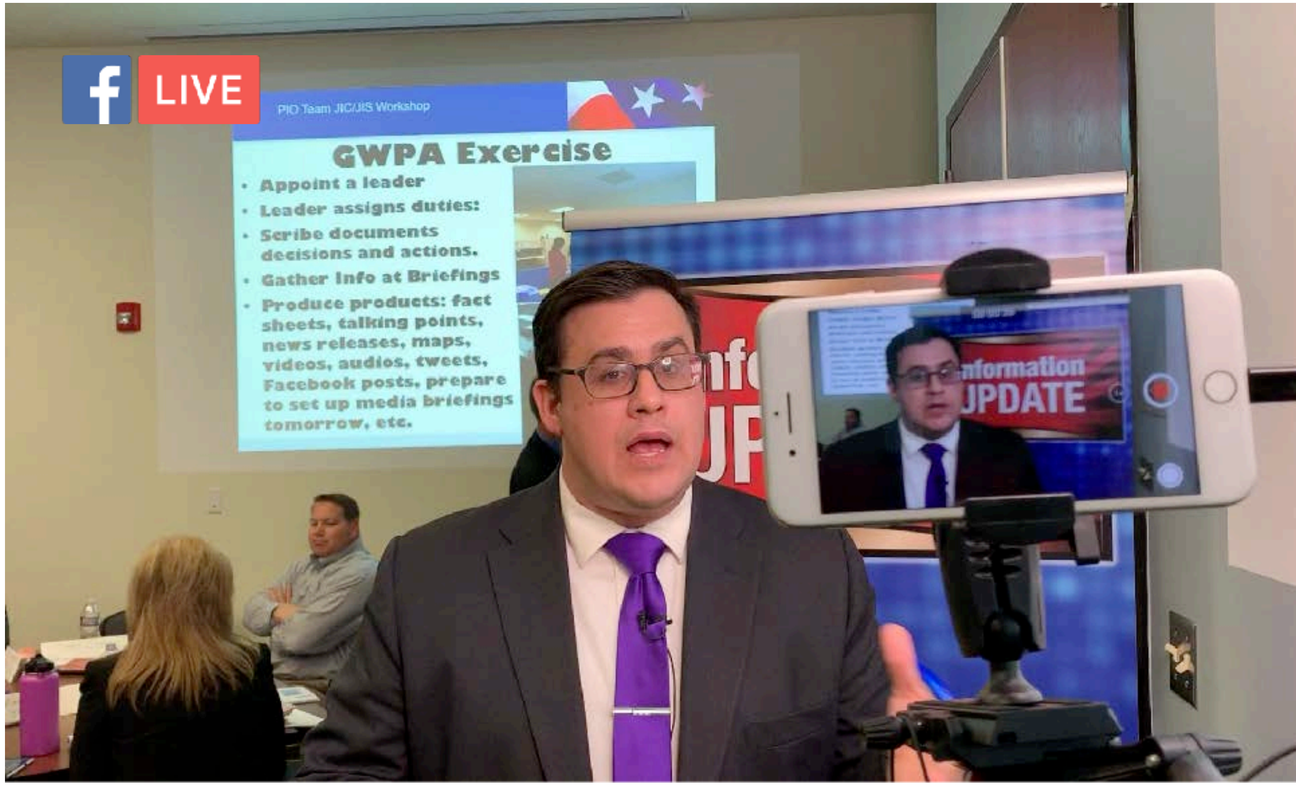
- Slightly imperfect comes across as real and authentic

- Just make sure the technical part is good and doesn't detract from the message



Massive Algorithm Action on Facebook!

- The Facebook algorithm favors live video in the News Feed!



My Approach in a Nutshell…

- Take nearly every bit of crisis and evergreen information you release on Twitter, Facebook and news briefings and turn it into a video product

My Approach in a Nutshell…

- Be there consistently on video throughout the event on your social media and web platforms

- Give out high value information frequently, with heart.

Perspective Change:

YOU become your own global TV network, creating and controlling your own content, and getting your crisis message out

What Live Video is NOT

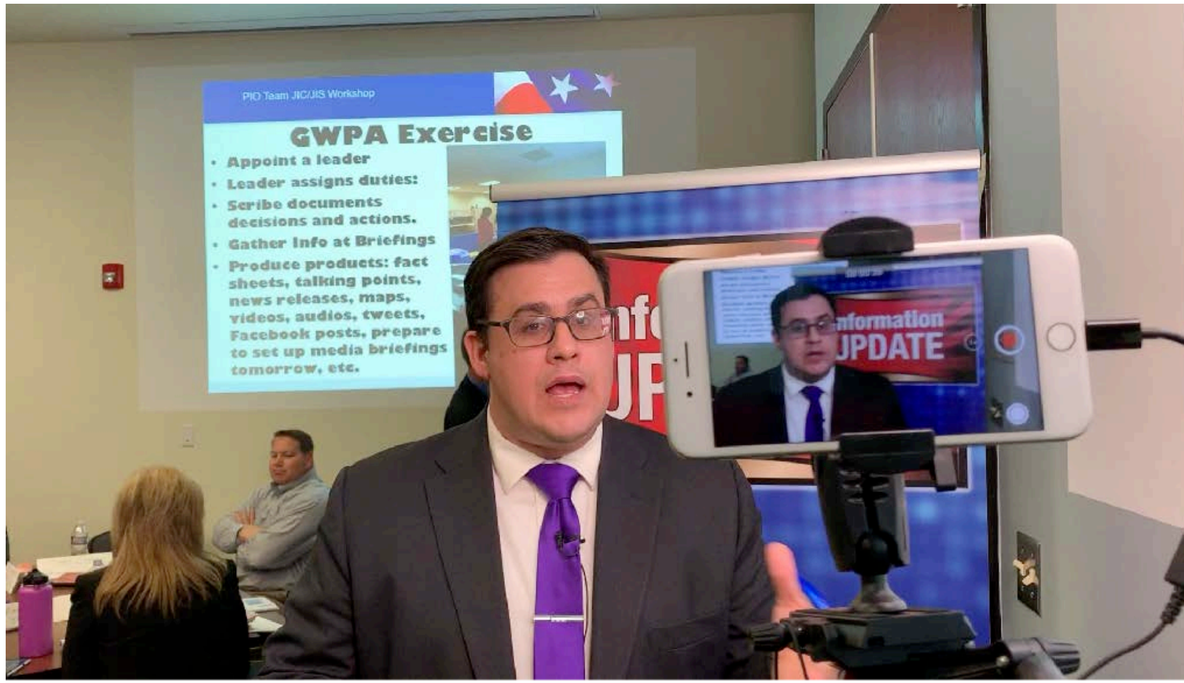
- Teleprompted or rehearsed speeches
- 30 or 60 second PSAs
- Scripted
- Boring
- Less than 4 or 5 minutes long

What The Best Live Video IS

- Authentic and genuine
- High-value content
- Giving
- Helpful
- Educational
- Inspirational
- Human!

When To Do Live Video

- You have something urgent to announce
- You want to show what's happening NOW
- You want to webcast a news conference
- You want viewer interaction



Montecito “Debris Flow”
(AKA: Mudslide)

Anthony Wagner
Santa Barbara Police Dept. PIO
(VIDEO)

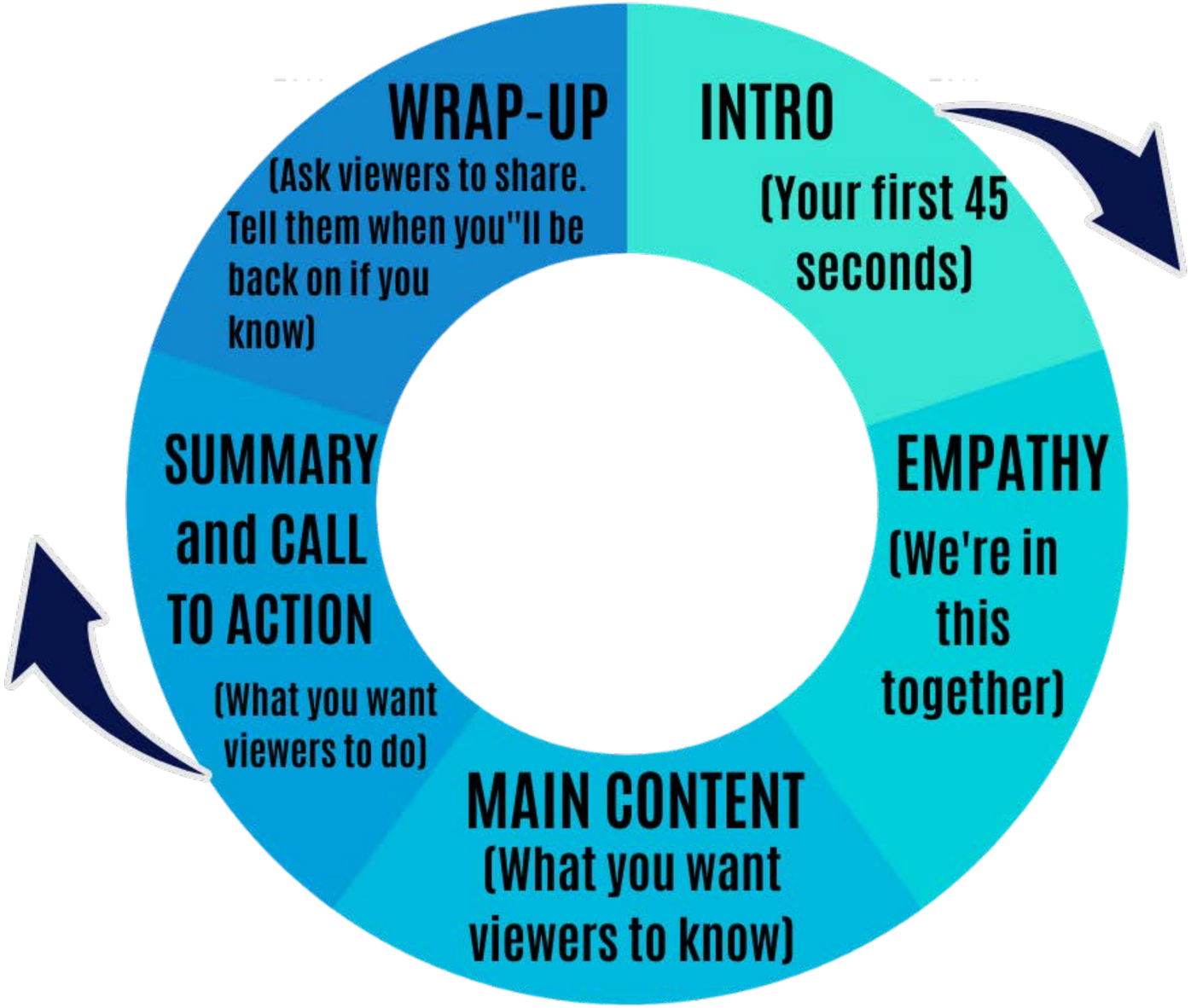
LIVE Sky 9
Video Credit: KCAL 9
BREAKING NEWS
3:59 54°
BREAKING NEWS
Massive Mudslide Damage
MONTECITO
KCAL 9
KCAL9.com

Live Video Best Practices

- Be conversational and likable. You are putting a face on your agency, and it needs to be a likable one

- By conversational, I mean in most instances, the approach is a genuine: “Hey everybody…I’ve got some important new information for you.”

Main Elements of an Effective Crisis Livestream



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INTRO: Your First 45 Seconds

- Intro with Date, Time, Time Zone
- Tease what you'll be talking about
- Introduce yourself and your title
- Tell viewers where you are
- Invite them to "Hit the Share button so their extended family and friends can watch the latest information"

EMPATHY

- Include some sort of an empathy statement that is heartfelt

- “Our area has been hit hard, and we know there are so many in our community who are being affected. We are here with you, and our responders are doing everything possible to make the area safe and protect lives.”

MAIN CONTENT

- Focus on important, lifesaving information up top
- Keep it simple and easy to understand. Repeat points for emphasis.
- Avoid jargon and explain any acronyms you use
- Enhance your presentation with on-screen graphics if you can

SUMMARY and CALL TO ACTION

- "If you just clicked into our livestream, here's a quick summary of what we just discussed…"

- (Repeat empathy) "We know this has impacted so many people in our community."

- (Call to Action) "Here's what we ask you to do right now in case we need to order further evacuations."

WRAP-UP

- “If you’re watching on Facebook and haven’t yet followed our Page, please Like the Page and turn on notifications so you’ll be notified when we go LIVE.”

- “If you’re watching on Periscope or Twitter, you’ve got notification options there too!”

- “Though our next big news conference won’t be until 6PM, we’ll be back on in an hour with a mini update”

WRAP-UP

- “Thanks for sharing the broadcast with family and friends. Please stay safe and well and we’ll talk to you soon. This is Tommy Trouble’ from the County Emergency Operations Center.”

POST-BROADCAST

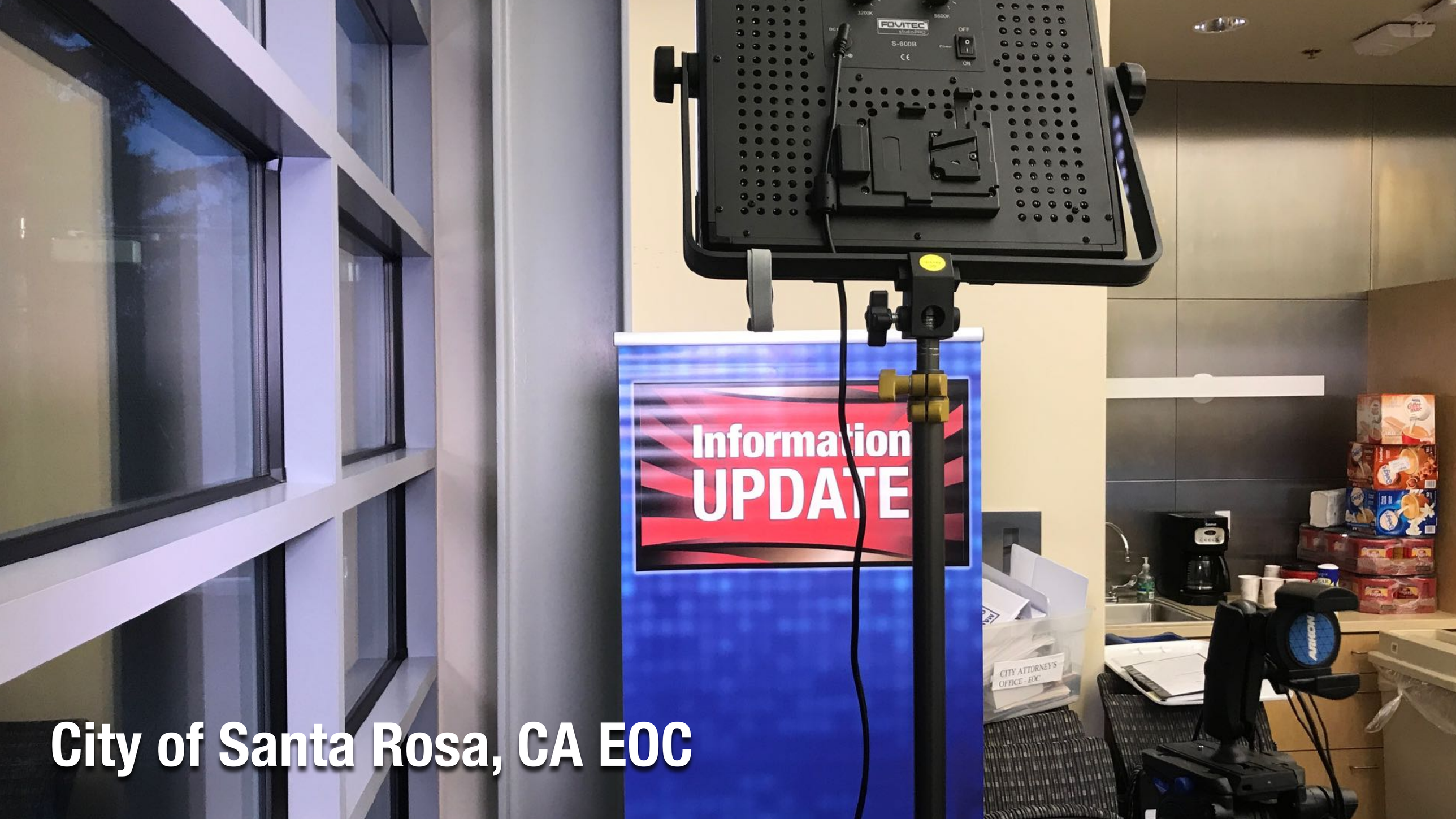
- On Facebook, revise the title to make it more relevant to the replay. Include any relevant links to action steps.

- Post-promote your livestream across your platforms

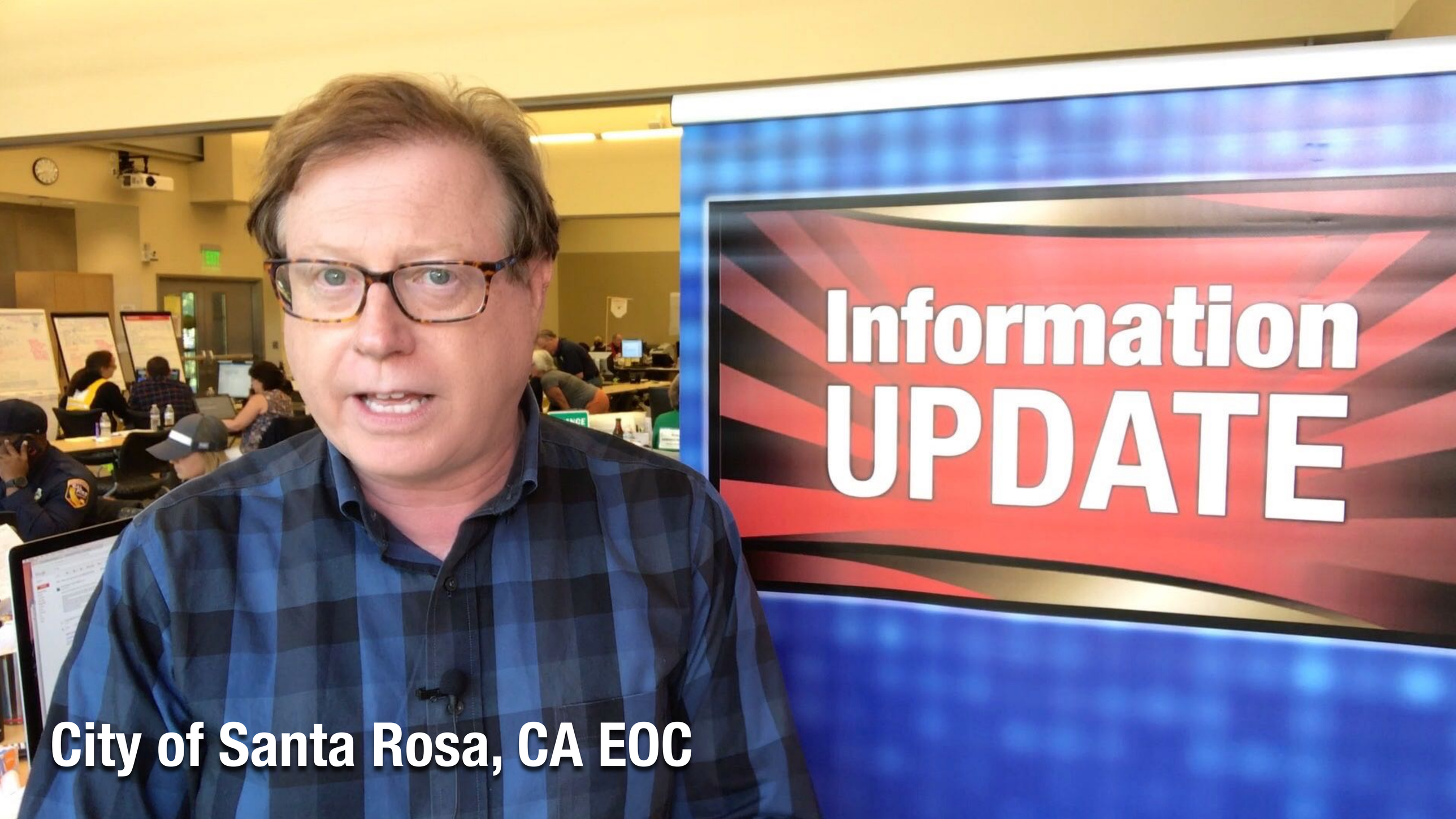
- Have a PIO go into the chat and respond to comments and questions

Setting up a studio in the EOC or JIC

Video Studio Go-Kit



City of Santa Rosa, CA EOC



City of Santa Rosa, CA EOC

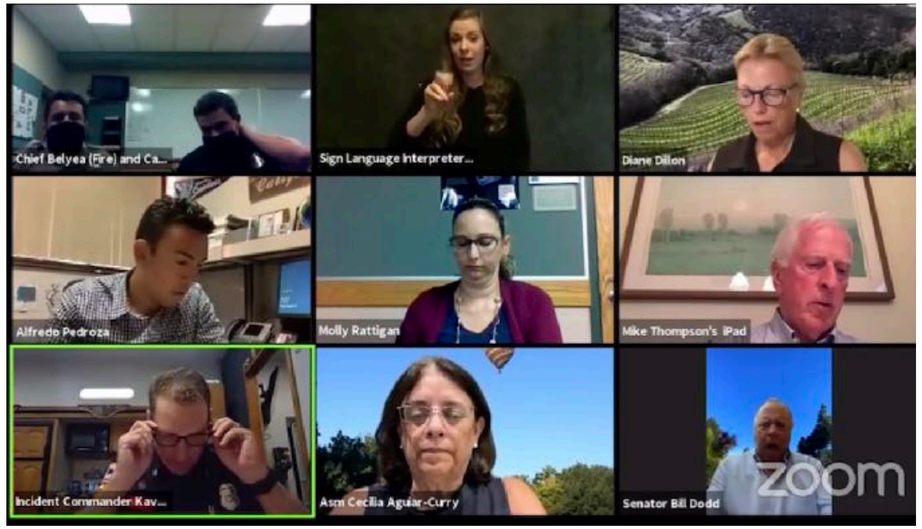
Types of Livestreams You'll Do in a Crisis

- A news conference
- An Information Update from the EOC or JIC
- An on-location livestream from a shelter, donation site or local assistance center
- A community meeting

News Conferences

Two kinds in this new era…

- The Zoom news conference
- The socially-distanced in-person news conference



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The Zoom News Conference

- Livestreamed to Facebook from Zoom
- Multiple presenters in different locations

Example:
Sonoma County Widfire Update
August 21, 2020

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The Zoom News Conference

Key elements:

- PIO acts as a moderator/MC
- All cameras are on at once
- All participants are visible at once
- Sign language interpreter participates
- Media can ask questions on the Zoom call

The Zoom News Conference

Key prep and tech considerations:

- Prep speakers well in advance:

  -Who is covering which topics
  -Order of speakers
  -Names and titles for M.C.

- Good audio. Airpods/earbuds are okay.

- Good lighting

Zoom News Conference Presenter Preparation

Brief your speakers in advance

- Proper framing of the shot
- Not too much headroom
- Webcam at eye-level
- Adequate lighting on their face
- Encourage high quality audio

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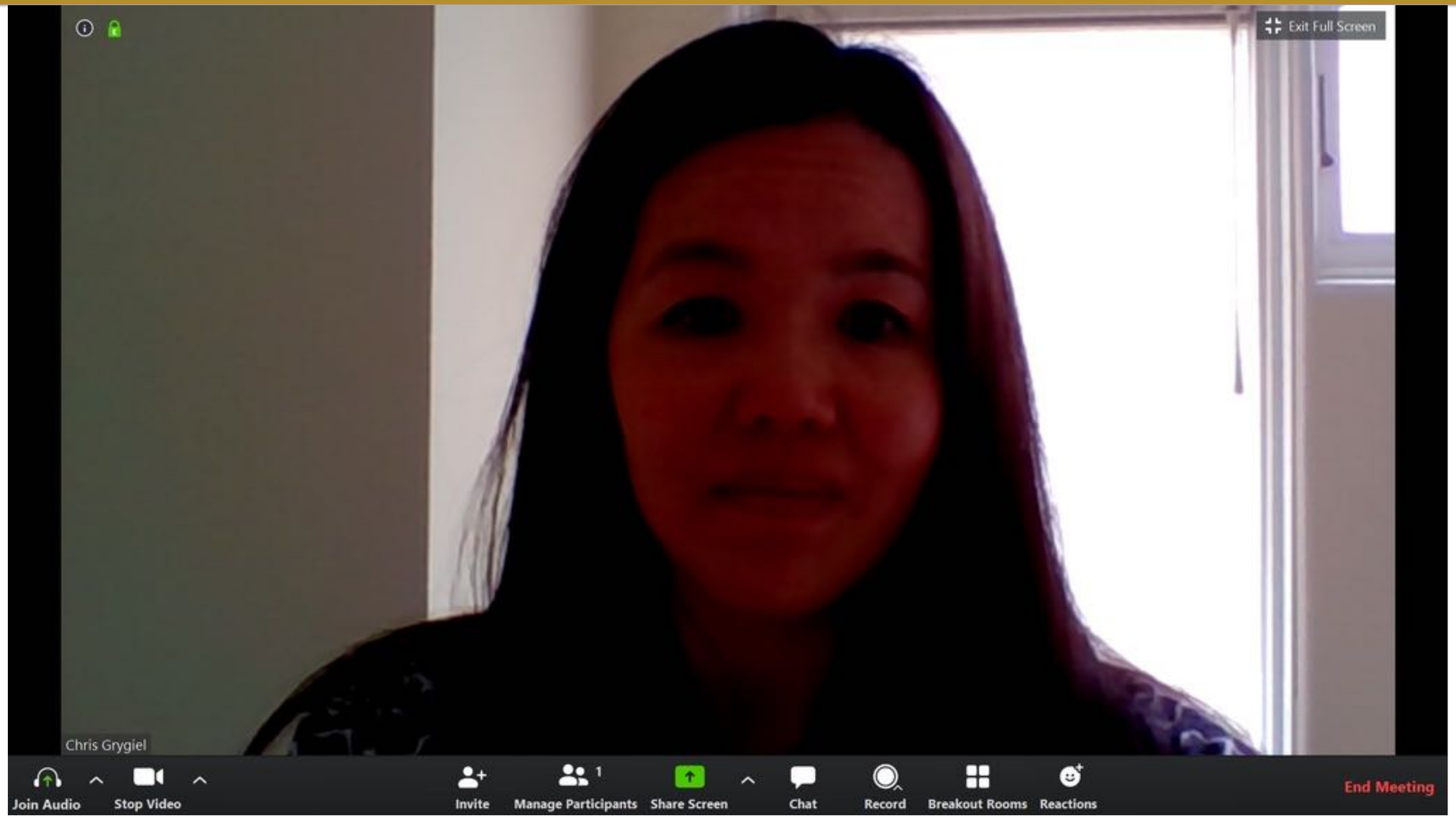
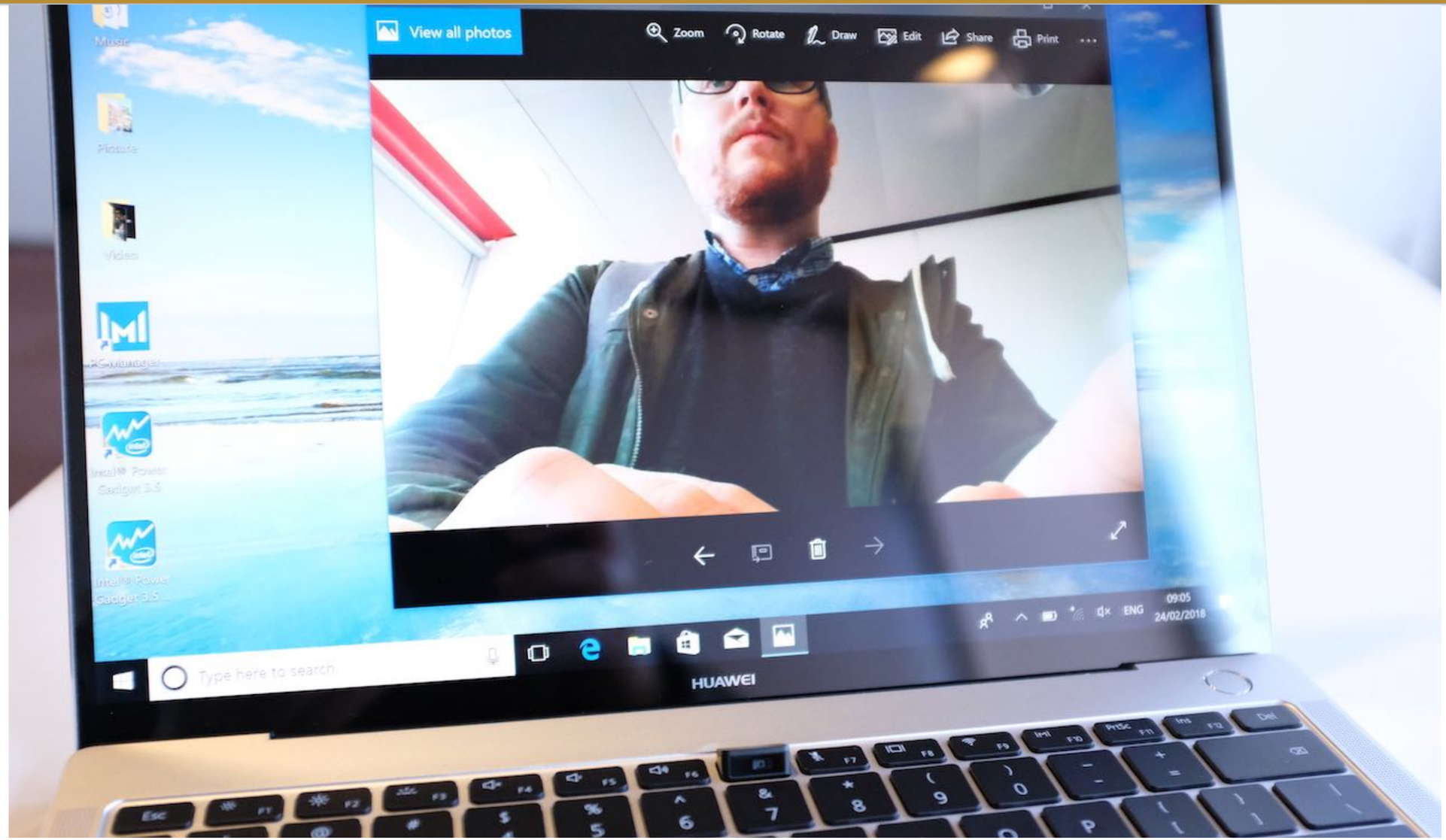
Zoom News Conference Presenter Preparation



Zoom News Conference Presenter Preparation



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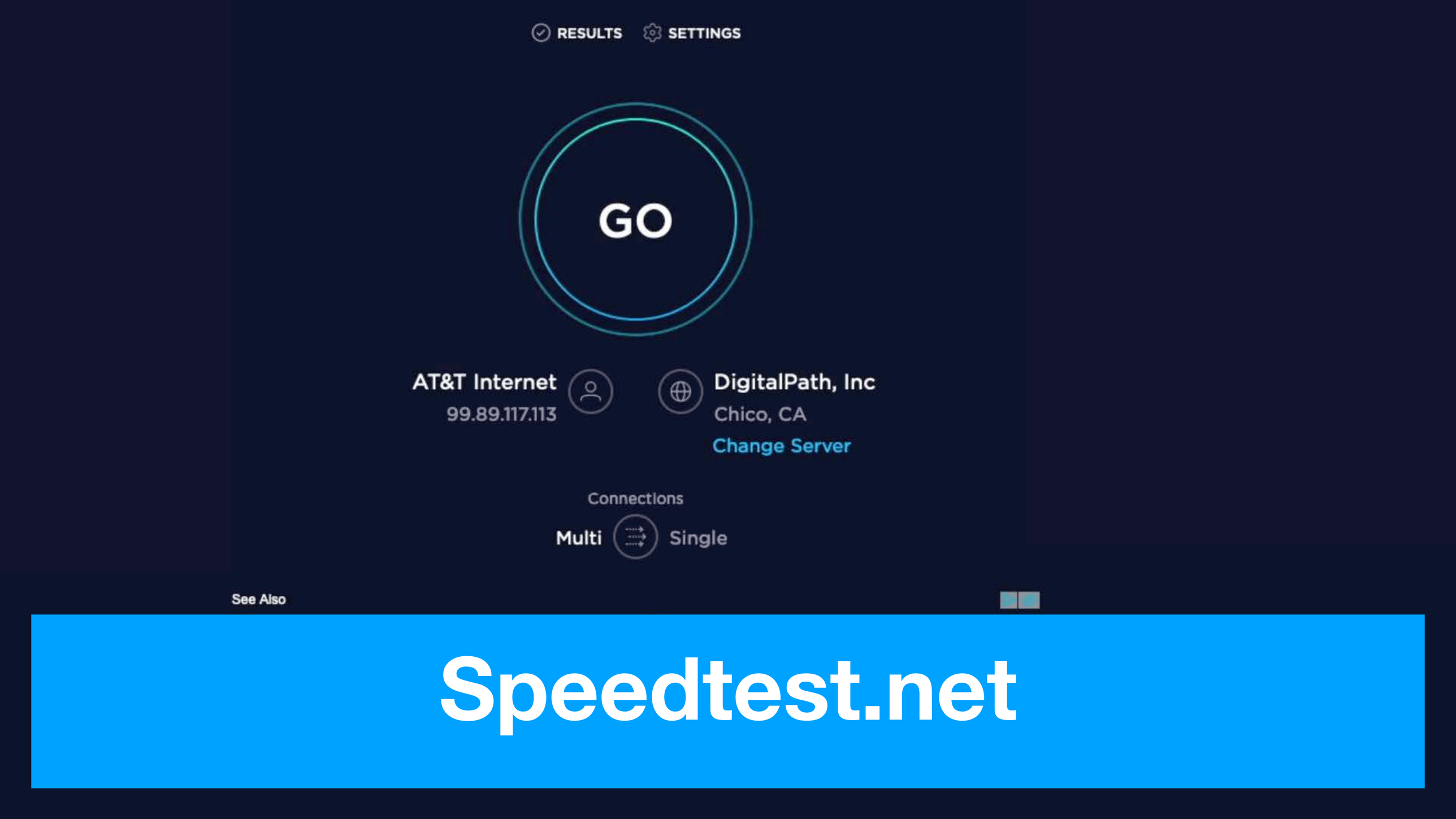
Master the Tech

Plan for tech issues. They will happen!

- Make sure you're fluent on the platform
- Have presentation backups on host computer
- Do a dry run or test webinar for high stakes events
- Speedtest upload speed on all connections



Speedtest.net

Audio Options for Laptop/Desktop Computers

Built-in mics are generally poor quality

You want a USB mic to have great audio

Audio Options for Laptop/Desktop Computers

USB condenser mic

USB lavaliere mic

USB gooseneck mic

Lighting Options for Laptop/Desktop Computers

Lume Cube video conferencing LED light

- Dimmable
- Bi-color
- $69

In-person, socially-distanced news conferences

The In-person News Conference

- Livestreamed to Facebook from phone or laptop
- All presenters in one location
- Reporters are present but socially-distanced

The In-person News Conference

Key elements:

- PIO acts as a moderator/MC
- Multiple speakers. Masked when not speaking.
- Static camera shot on a tripod

The In-person News Conference

Key prep and tech considerations:

- Select camera position carefully, front and center. Your shot is at least as important as TV news.
- Must include ASL interpreter in the shot
- Must have a steady shot and excellent audio

CA-ANF-E314
FIRE

The In-person News Conference

Camera stabilization

- Use a fluid-head tripod
- Get a smartphone mount for it
- This will give you smooth pans and a steady shot

The In-person News Conference

Audio

- Poor audio will kill viewership and doesn't serve the public
- Use a smartphone microphone, either wired or wireless

The In-person News Conference

Wired Mic System

- Have enough cable to run a wired mic up to the podium, or over to a PA system speaker
- You need a TRRS extension cable
- They generally come in 6’ lengths. Buy several.

The In-person News Conference

Wireless Mic System

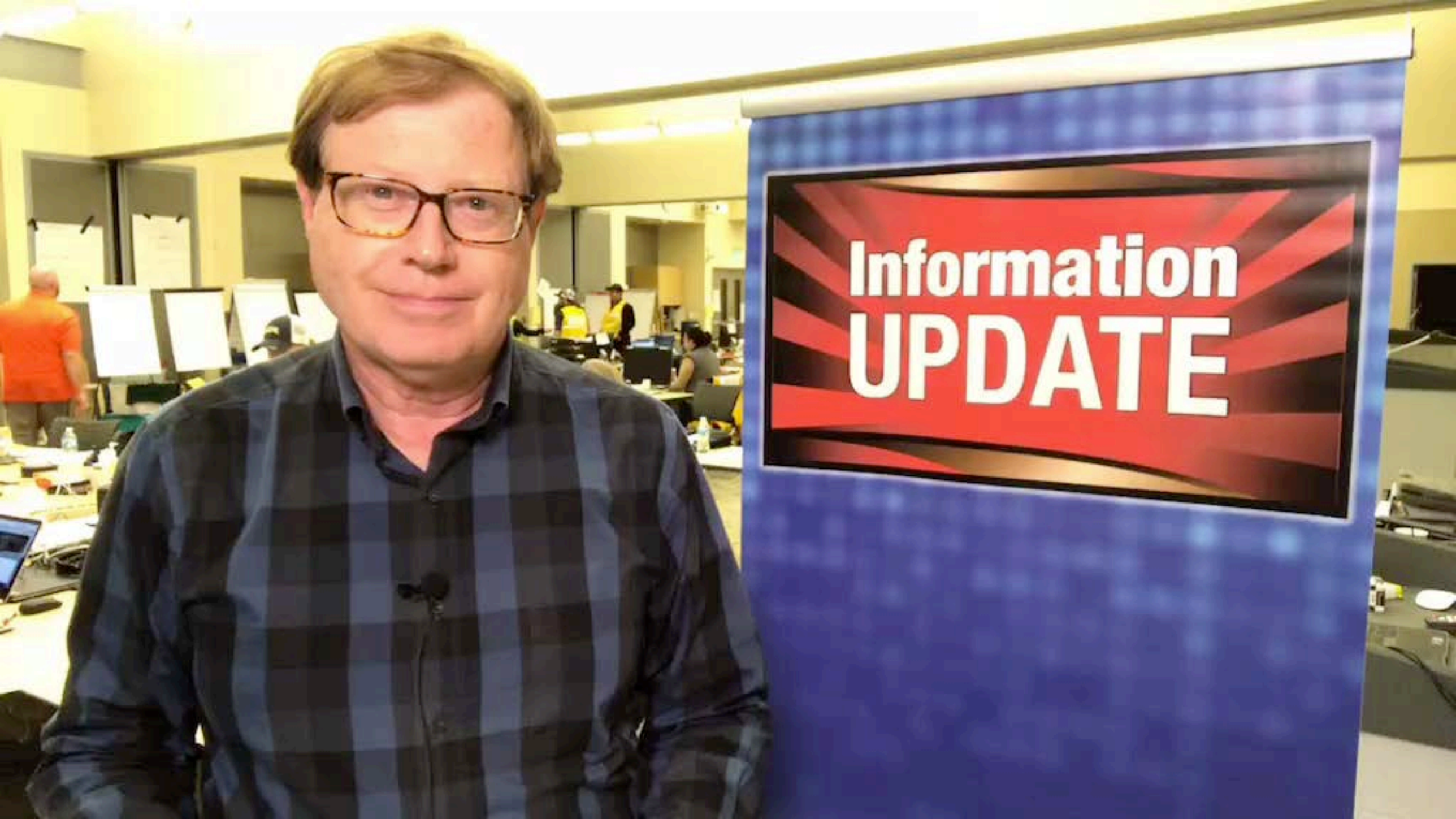
- Rode Wireless Go system
- Transmitter has built-in mic
- Also has a lavaliere mic plug
- Connect receiver to smartphone
- Also buy TRS-to-TRRS adapter

Livestream Type #2: An Info. Update from JIC/EOC

- You will do this from your EOC/JIC “studio”
- Don’t use a script, but it’s fine to have bullet points and notes
- Keep it conversational for routine information
- You can get more authoritative with your vocal tone based on the seriousness of the information you’re delivering

Santa Rosa Wildfire
Livestream Examples

Fountaingrove Reopens Tomorrow
Oct. 20, 2017
(Video)


Information
UPDATE

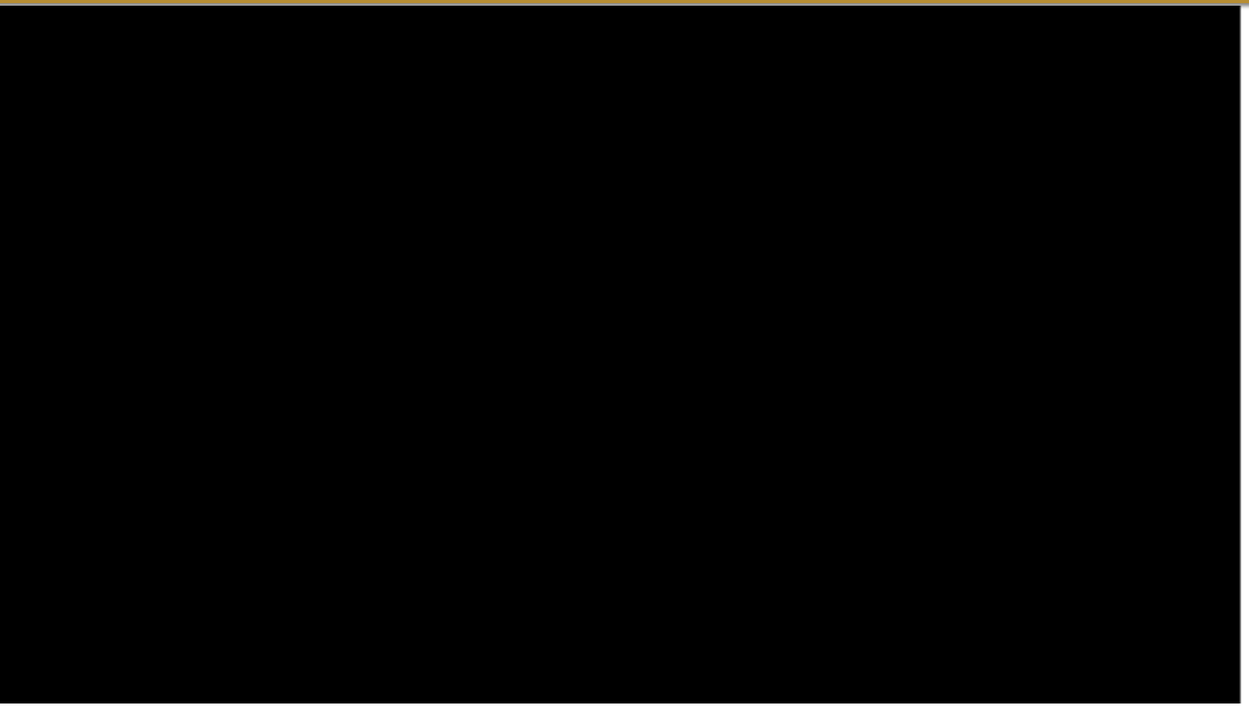
Livestream Type #3: An On-location Livestream

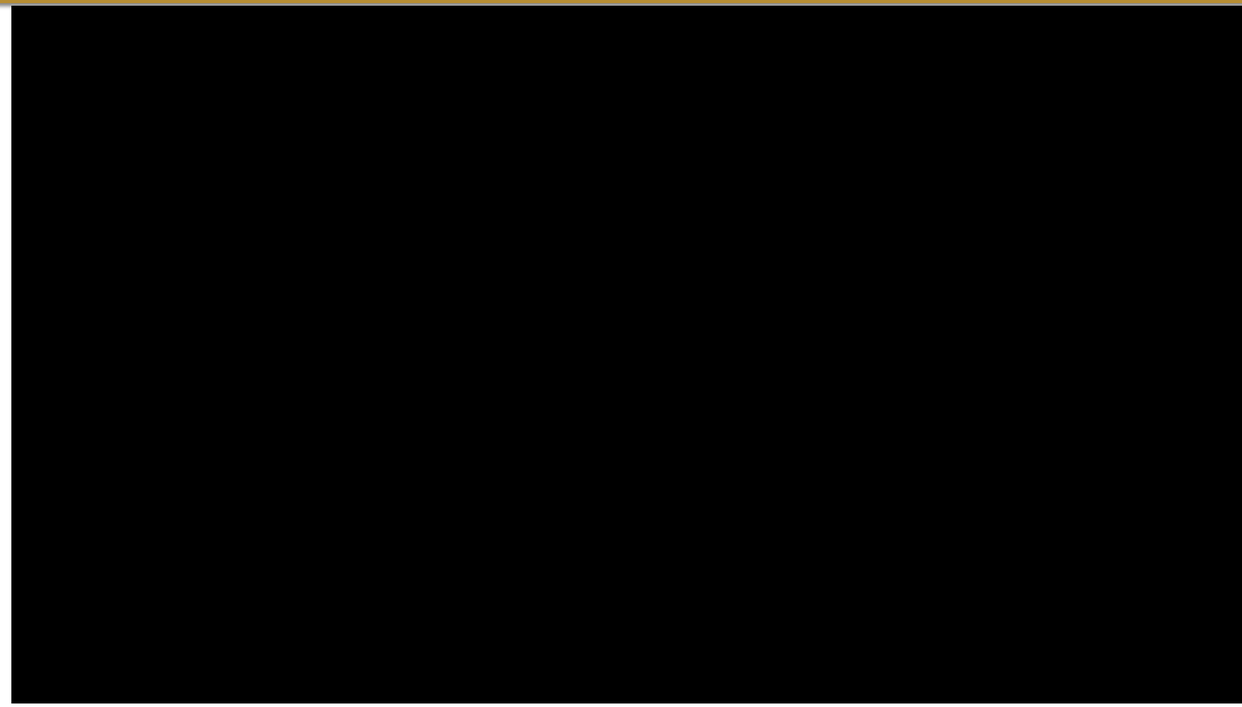
- This is done from the field using your smartphone, a mic, and a tripod

- You can go solo, or have a guest to interview

- The goal is to highlight available disaster services, such as shelters, donation sites, or local assistance center help for residents

Facebook Live Videos from the Field





Live from donation center

Live from assistance center

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Livestream Type #4: A Community Meeting

- Community meetings are usually done from a high school gym setting and can run 1-2 hours or more

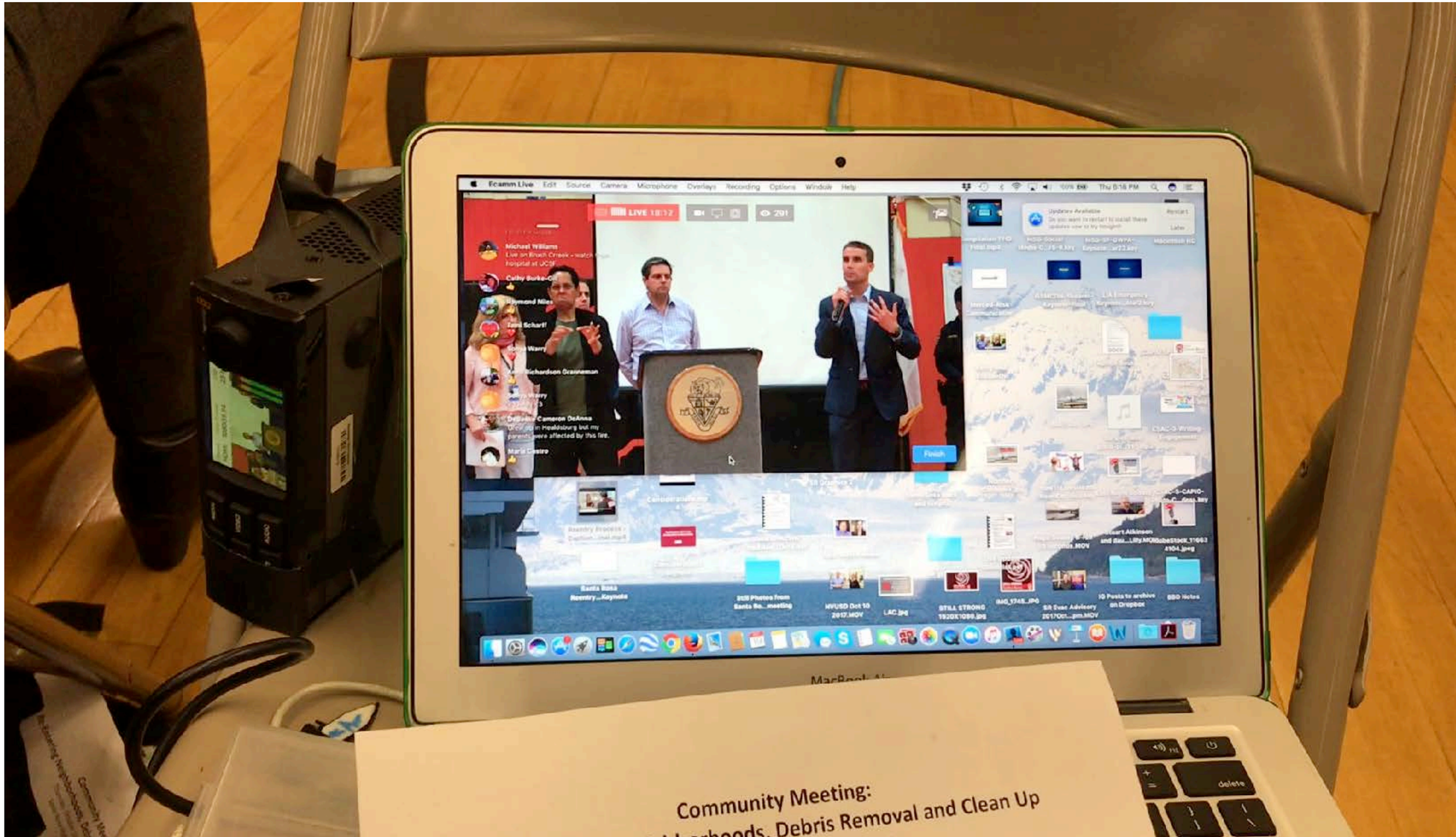
- You need to check WiFi and cellular strength in advance. Ask your local cable company to help with emergency dedicated WiFi if needed.

- Audio is critical: run a mic to a PA system speaker

- Bring backup batteries and power cords

Community Meetings
Oct. 14 & 19, 2017
(Video)

Livestreamed Community Meetings



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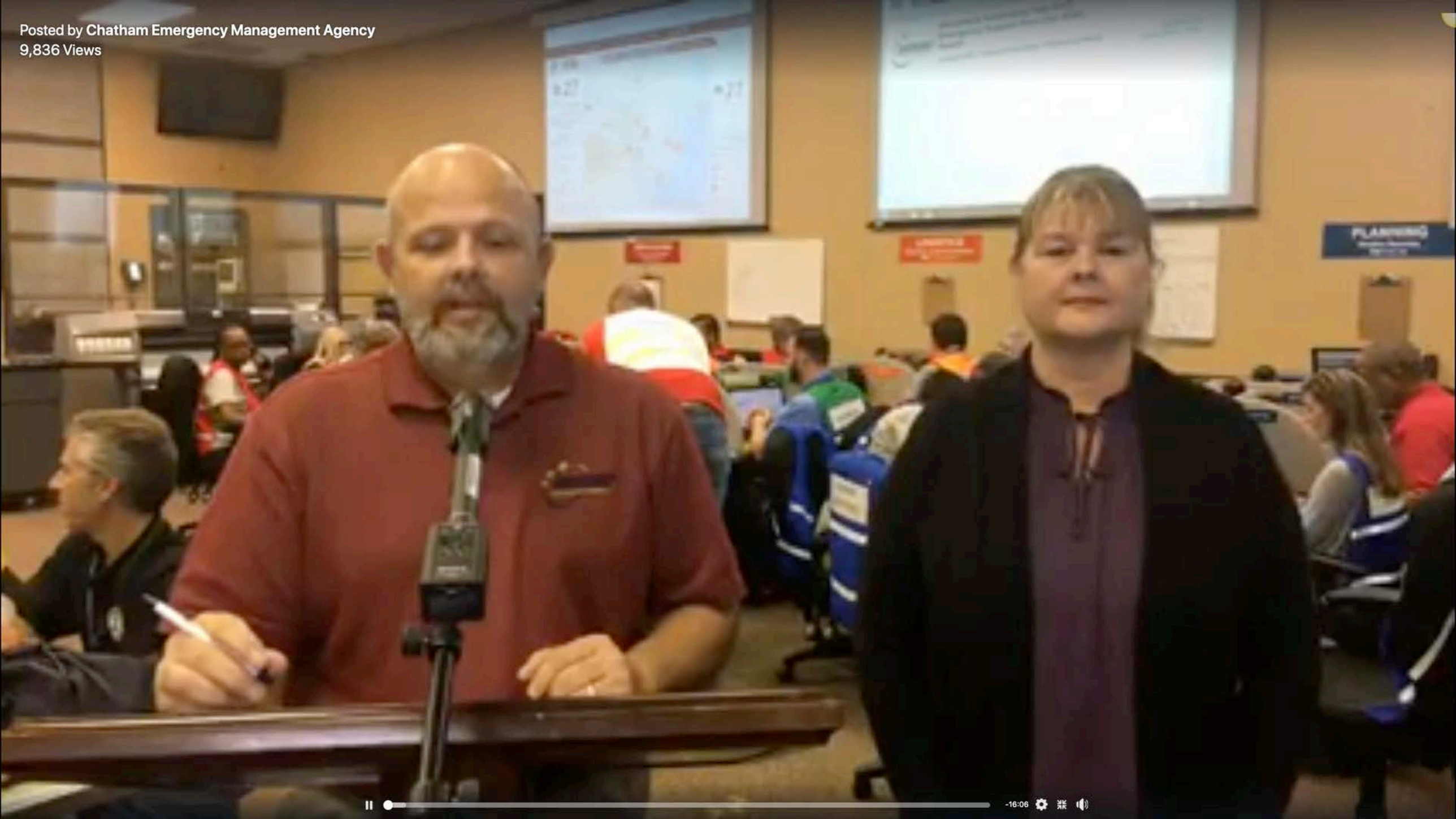
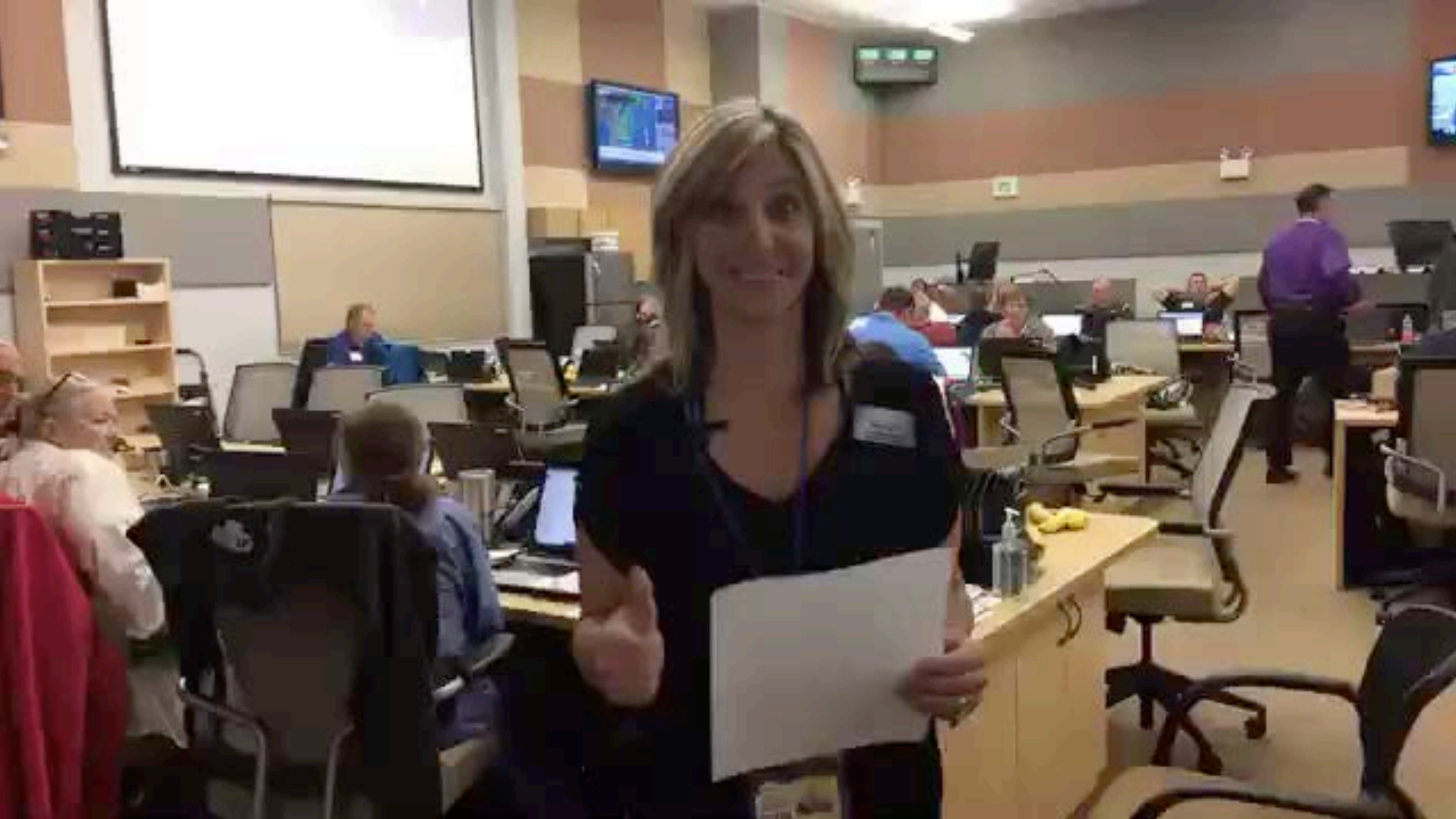
(Video example of livestream from EOC)


Posted by Chatham Emergency Management Agency
9,836 Views
PLANNING
-16:06

(Another video example of livestream from EOC)



Live Video Best Practices

Always use a tripod, unless you have a gimbal or absolutely need to be mobile

- Shaky video is unwatchable. A tripod gives you a stable, steady shot.

Live Video Best Practices

Always take lighting into account. Add an LED light under most circumstances.

- Many interiors have overhead lights that cast a shadow on your face. Subjects' faces need to be well-lit to show expression and make everyone look their best.

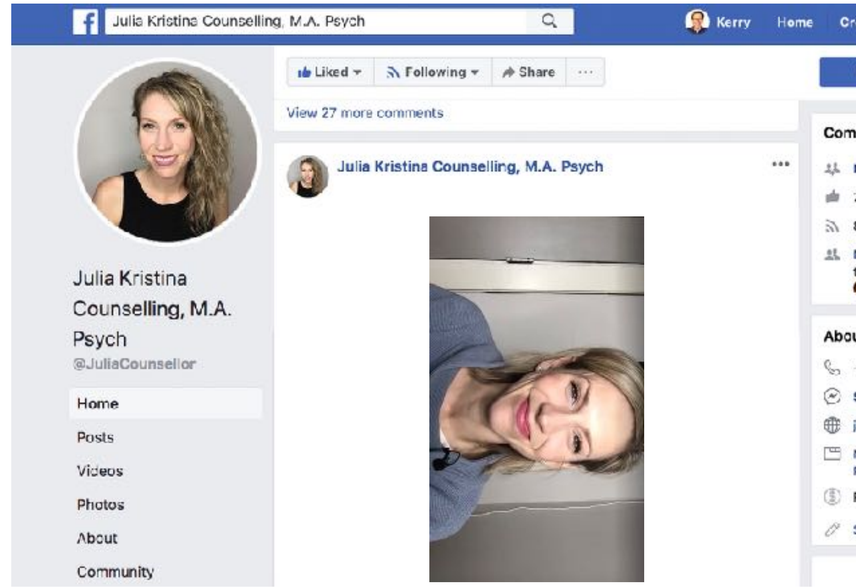
Live Video Best Practices

We can’t read backwards logos or graphics. Take the time to engage Horizontal Flip on Facebook Live when shooting with the forward-facing camera

- Horizontal flip is accessible through the tools menu in the Facebook Live setup before you begin broadcasting

Live Video Best Practices

Avoid camera orientation issues so your stream doesn't go sideways on you



- Before every broadcast, make sure that **Portrait Lock** is not engaged on your phone

- You can hold the phone vertically while you set up your broadcast, but **rotate horizontal before pressing the Go Live button**

Up-Level Your Quality

- Broadcast from your laptop
- Use webcams or real video cameras
- Get a video switcher that streams to USB output

Blackmagic Design ATEM Mini

Roland VR-4HD

How to Practice a Livestream

- On your own, do a 2-3 minute Direct-to-Camera livestream on your personal Facebook Profile.

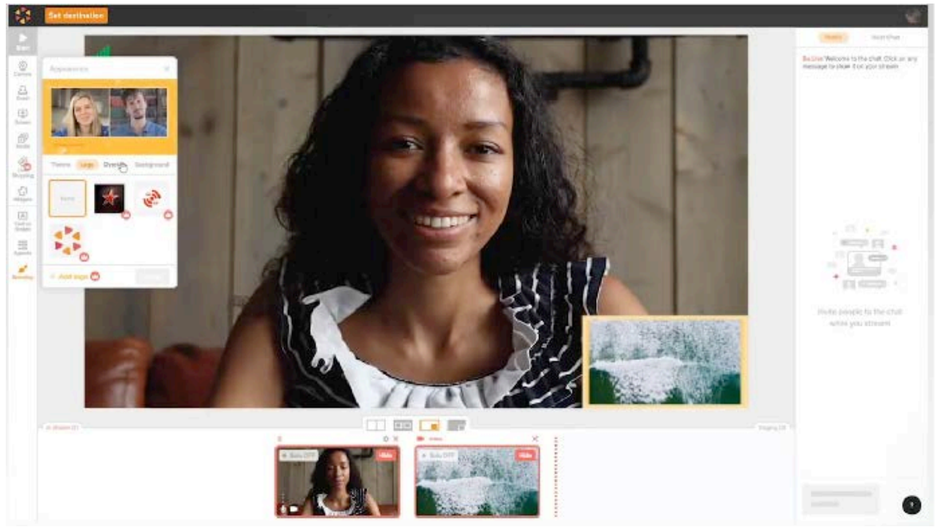
- Set the Audience to “Only Me.”

- When you’re done, Save it and Upload it

Advanced Ways to Go LIVE: Browser-based Solutions

Advanced Ways to Go Live: Browser-based

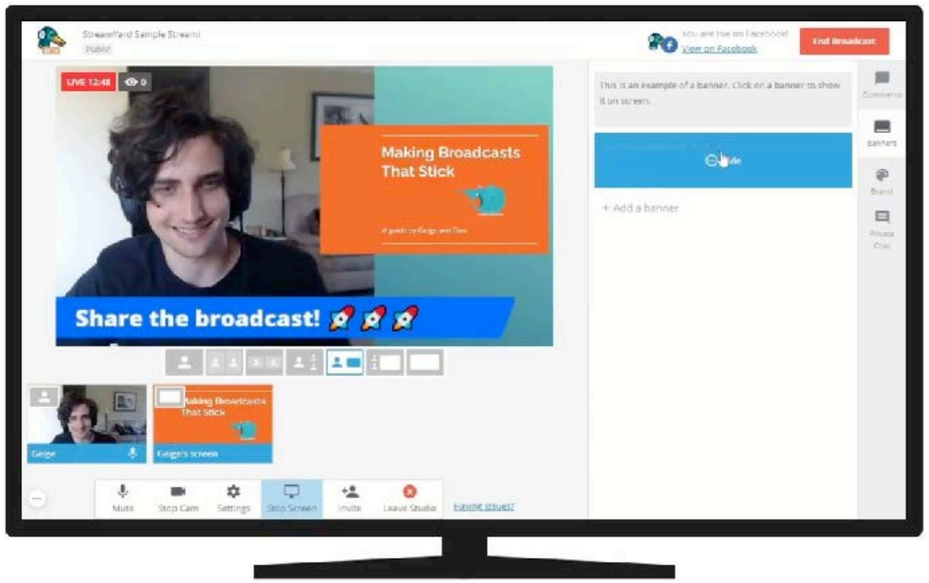
BeLive.tv



- Simulcast to YouTube and Facebook
- Up to 4 people on screen
- Custom branding
- 12 screen layout options
- Graphics
- $24.99/month (Based on annual plan)

Advanced Ways to Go Live: Browser-based

Streamyard.com



- Simulcast to YouTube and Facebook
- Up to 10 people on screen
- Brand colors
- Logo, banners, overlays, backgrounds
- Green screen
- Simulcast to three destinations (Facebook, YouTube, LinkedIn, and more)
- $20.00/month (Based on annual plan)

Advanced Ways to Go Live: App-based

Ecamm Live (for Mac)

- It's a broadcast studio for your laptop
- Support for multiple cameras
- 5 Skype guests at once
- Overlays, graphics
- Video playback and screen share
- 1 destination, but connects to ReStream
- $12.00/month (Based on annual plan)

Advanced Ways to Go Live: App-based

Wirecast (Windows or Mac)

- It's a broadcast studio for your laptop
- Support for multiple cameras
- 2-7 remote guests at once
- Overlays, graphics, built in titler software
- Video playback and screen share
- Unlimited destinations
- Multiple concurrent record-to-disks
- $599.00-$799.00

Advanced Ways to Go Live: Hardware-based

Roland GO:LIVECAST

- It's a mini broadcast studio for your smartphone
- Add a professional microphone
- Plug in your headphones or earbuds
- Insert videos in your livestream!
- Insert music and sound effects!
- $249.00

Advanced Ways to Go Live: Hardware-based

Use a streaming video switcher with your laptop or desktop, and real video cameras

Blackmagic ATEM Mini ($295)

Advanced Ways to Go Live: Hardware-based

- Connect 4 video sources and 2 microphones
- Plug USB output into your computer
- Your computer sees it as a simple webcam

RØDE
RØDE
Canon
ATEM Mini Pro
AUTO
FTB
VIZIO

Advanced Ways to Go Live: Hardware-based

Roland VR-4HD Streaming Video Switcher

- It's a compact control room
- 4 video inputs
- 8 channel audio + 4 HDMI audio ch.
- Streaming out, program out, multi-viewer out
- Effects, green screen, keying & more
- $2,495.00

Kerry's Simple Solutions

Problem:
How to connect a video camera to your computer (HDMI)

Solution:
HDMI video capture device

- IKAN Homestream
- HDMI-to-USB
- 30fps video capture
- $79

Kerry's Simple Solutions

Problem:
How to have real-time captions on your Facebook Live broadcast

Solution:
Facebook's new live auto captioning

- **Activated through Facebook Studio in your web browser as you set up your Facebook Live**

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Kerry Shearer - The Livestream Expert

@KerryShearerFan

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Liked | Following | Share | ...

Learn More

Create | Live | Event | Offer | Job

Create Post

Write a post...

COVID-19 U... | Photo/Video | Get Messages | ...

Boost an Instagram Post

Reach more people and get more reactions, comments and shares

Reach People Nearby

Set your location and reach customers in your area

Get Started With Automated Ads

Get personalized ads that adjust over time to help you get better results

Suggested Groups

Nevada County Peeps
24K members • 330 posts a day
Join

Christian Business Networking
1.5K members • 20 posts a day
Join

Nevada County Restaurant...
4.4K members • 10 posts a day
Join

Entrepreneurs Sphere of...
1.2K members • 8 posts a day
Join

Bosslady Entrepreneurs
184 members • 2 posts a day
Join

Facebook Auto Captioning for Livestreams

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Tech gear I recommend:	**www.LivestreamTechStore.com**
My web site:	**www.KerryShearer.com**
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