



**Cooper Braun, Jessica Robinson, Claire Hennessy, Megan Wells, Rachel Hedman**

**Panel Discussion Takeaways and Resources**

 <p><a href="#">Stories with Spirit</a> and <a href="#">Fairy Tale Variations</a> 7 shows a year</p> <p>Stories with Spirit on <a href="#">Eventbrite</a></p>	<p><b>Cooper Braun - Lessons Learned</b></p> <p><b>Tech:</b> While most people have used Zoom, most people do not know how to use Zoom well. Have a security plan and know the security features for the platform. Know what "Original Audio" does and why it is a double-edged sword.</p> <p><b>Audience Interaction:</b> Know how to use your ticketing platform. Use Eventbrite to market for you. Know the answer to "Will it be recorded?" before you are asked. A good Zoom spiel is important.</p>
 <p><a href="#">Six Feet Apart Productions</a> Twice-monthly online shows (one open mic style and one curated)</p> <p><a href="#">Bay Area Storytelling Festival</a> In person and streaming in May 2023</p>	<p><b>Claire Hennessy - Lessons Learned</b></p> <p><b>Casting:</b> be respectful of your tellers and make sure to give them full details of your show: time (in correct time zone), other participants, length of story, theme, payment and so on. Have a tech rehearsal. Try to keep emails to a minimum.</p> <p><b>MC/Tech:</b> spend the money and hire an experienced MC, as well as a <i>separate</i> tech person. Make sure everyone is muted who is not speaking. Use ethernet, if possible, to connect to the internet. Double-check audio levels. Know your platform well. Research other platforms, Have back-up plans in place.</p>



[Better Said Than Done](#)

Twice-monthly shows  
Online and hybrid  
Live recordings, Limited Watch Time

[The Florida Storytelling Festival](#)

Live, and live streaming, In January

[Women's Storytelling Festival](#)

Live, and live streaming, in March

**Jessica Robinson - Lessons Learned**

**Casting:** Keep a list of storytellers from past shows, storytellers who have applied to be in future shows, and dates/times/themes of upcoming shows.

**Marketing:** Make sure your ticket page, webpage, graphics, and social media posts contain - at the least - the date, time (with timezones), ticketing information, and whether this will be in-person, online, or hybrid. Sharing videos of "live" events gives the audience a way to see it after the event is over, with the possibility of extra money earned.

**Ticketing:** If a recording will be available, leave ticket sales up for a few days after the event. The day of the event often creates extra buzz, and some people purchase tickets after they see posts about how great the event was.



[MoonShine Stories; Tales for a Full Moon](#)

- Every Full Moon on-line since 10/20  
Co-Producer/tech/videos with Janice Del Negro

[Ray Bradbury Storytelling Festival](#)

- Artistic Director; annual 13 years live

[Northlands On-line Conference and INSPIRE Series](#)

- Co-producer/tech/videos with Dorothy Cleveland

[Illinois Storytelling, Inc.](#)

- 2 years on-line family concerts, ghost concerts:  
producer/tech/videos

[Back Room Stories](#) - Personal Stories Venue

- Live and on-line monthly concerts  
Co-produced with Margaret Burk and Peter LeGrand

**Megan Wells - Lessons Learned**

**Possibilities:** My biggest lesson learned? On-line works. Really. I had naïvely assumed that on-line was the back-up (only if you have to, and why would you want to, but we've got to survive somehow) option. Instead I discovered (and am still discovering) the artistic possibilities and *reach*.

**Connection:** On-line has a unique power to connect close-up — through eye-to-eye intimacy with our viewers. AND surprise,surprise; DEPTH! Like the Holodeck or the Tardis - our on-line Zoom Rooms are BIGGER ON THE INSIDE!

**Exploration:** I love to coach this new Wild West. Let me help you find your joy in the cyberspace Imaginarium.



### [Story Crossroads Summit & Festival](#)

All Virtual - 2020, Hybrid - 2021 and onward  
In-person combined with virtual workshops  
Pre-recorded presentations before event  
Live-streamed virtual academic discussions  
Filmed sessions during event released later

### [All Things Story virtual workshop series](#)

Monthly with live-virtual and recordings  
90-min. long  
26+ virtual workshops since Sept. 2020

Live-streamed Academic Discussions

[The Big Why Panel](#) - 3 so far

[Language of Story](#) - 2 virtual so far (5 total)

### **Rachel Hedman - Lessons Learned**

**Tech:** No matter how many times you send a Zoom link or instructions (confirmation, automatic reminder messages, etc.), there will always be those who cannot find any of those messages. Be ready to share any links the day-of and during the event.

**Videography:** Hiring a videographer eases headaches. They can work with one or more cameras plus have a large screen so that the presenter(s) can see the virtual audience and vice versa.

**Connection:** The host needs to mention both groups to not lean one way or the other. Thus, live-streaming performances in a “fly-on-the-wall” way is not as memorable or impactful. Storytelling is about adapting to the audience before you. If it is pure “film,” then it will be nice but only that...”nice.”

### **Resources for Performers**

- Professional Video Tips For Work-From-Home Videos, from Jessica Robinson:  
[www.capture-video.com/2020/04/10/professional-video-tips-work-from-home-videos/](http://www.capture-video.com/2020/04/10/professional-video-tips-work-from-home-videos/)
- Solo performer Don Reed (HBO, *Snap Judgment*, *SFAP*, and *BSTD*) with Zoom tips for storytellers and solo performers: <https://youtu.be/mB6Acr550C8>
- Musician Dave Ruch has been doing school assemblies via Zoom since 2016: “[How to Perform for 27,000 Kids \(from your basement\)](#)”

### **Resources for Producers**

- Producing Hybrid Events, from Jessica Robinson  
<https://storynet.org/hybrid-events/>
- Listing of Files you can adapt as necessary: [storycrossroads.org/StoryProducerResources](http://storycrossroads.org/StoryProducerResources)
- [Canva.com](https://www.canva.com) - for social media design and video promos
- [Any Video Converter](#) - piece pre-recorded video or create promos video bits for events
- [Audacity](#) - music and/or voiceover overlays, great to combine with Any Video Converter

- [Open Broadcaster Software](#) (OBS)
  - Streaming/multi-streaming and could link to Zoom, works with many platforms
  - Allows banners, images, music, etc. to add to the screen
  - Keep your branding and step-up from most performers
  - Something similar to OBS with bells and whistles - [ManyCam](#) (only \$29/year)
  - How to fix Cam Link 4k Delay - [see video](#)
- Choose a ticketing software
  - [Eventbrite](#) - best if event is free, does have cost when event is not free, read some [reviews of why people like/dislike it](#)
  - Square - free to set up account/online store, able to do sliding scale, cannot do registration, [review of pros and cons](#)
  - [Wild Apricot](#) - free version if event is free and under 50 contacts, minimum \$40/month
  - [Event Combo](#) - similar to Eventbrite with some different features
- Find streaming/multi-streaming software
  - [Restream](#) or [Streamyard](#) - although others are out there

### How to Connect with Panelists, Moderator & Tech Help

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