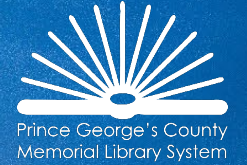


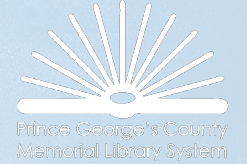
Maximizing Reach: Anti-Racism Virtual Programs

October 21, 2020



Maximizing Reach: Anti-Racism Virtual Programs

October 21, 2020



Nicholas A. Brown

COO for Communication and Outreach, Prince George's County Memorial Library System



Brooke Kidd

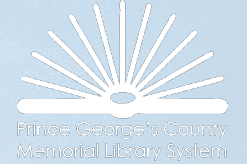
Executive Director, Joe's Movement Emporium



André Mazelin

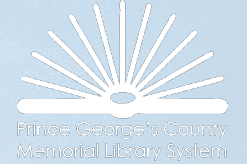
Senior Manager, Prince George's Community College Center for Performing Arts

Session Objectives



- 1. Identify key technical and production considerations for high visibility virtual events.**
- 2. Determine best practices for grassroots promotion of virtual co-presentations.**
- 3. Design collaborative virtual event workflows to ensure maximum customer access to programs.**

Origin Story



JOE'S MOVEMENT EMPORIUM PRESENTS AS PART OF THE SERIES, WHEN HATE HITS HOME.

A CONVERSATION
WITH AUTHOR
IBRAM X. KENDI OF
HOW TO BE AN ANTIRACIST



MODERATED BY
DR. CHARLENE M. DUKES,
PRESIDENT OF PRINCE GEORGE'S
COMMUNITY COLLEGE



APRIL 3, 2020
6:30-8:30PM
CENTER FOR PERFORMING ARTS (CPA)
AT PRINCE GEORGE'S COMMUNITY COLLEGE
301 LARGO ROAD
LARGO, MD 20774

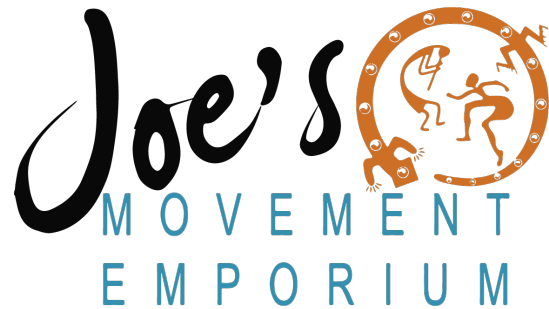
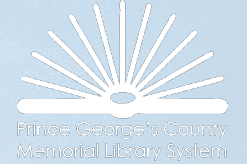
TICKETS \$10 - [HTTPS://WWW.PGCC.EDU/ARTS/BOXOFFICE/](https://www.pgcc.edu/arts/boxoffice/)



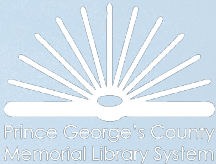
CANCELLED

PGCMLS | foundation | WELLS FARGO | PRINCE GEORGE'S COMMUNITY COLLEGE | CENTER for PERFORMING ARTS | Joe's MOVEMENT EMPORIUM | hrc HUMAN RELATIONS COMMISSION

#PrinceGeorgesProud



Anti-Racist Library



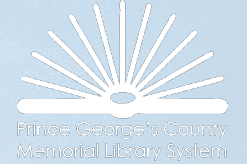
[Alerts](#) [Su biblioteca](#)

Tuesday, October 20, 2020

[My Account](#) [Catalog](#) [OverDrive](#)



Timeline



February 4 – Original Kendi Announcement

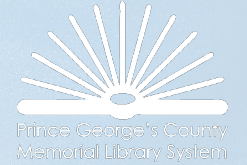
April 3 – Original In-Person Kendi Event

June 10 – Potential for Kendi Virtual Event Confirmed

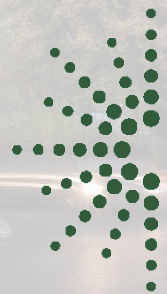
June 24 – Virtual Event Announced

July 20 – Event Day

Statewide Partners



Maryland
State Library



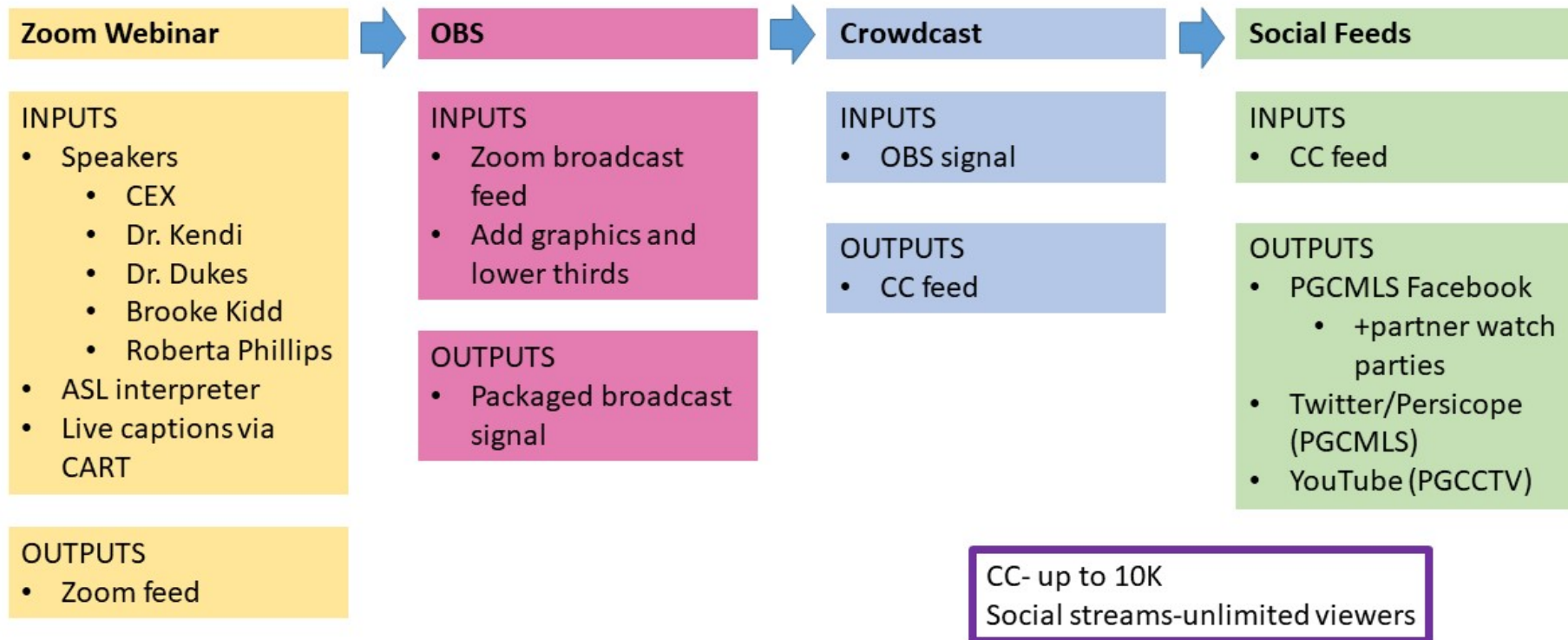
INSTITUTE of
Museum and Library
SERVICES

CO-PRESENTERS

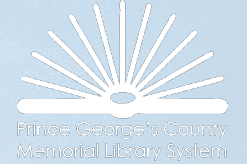


Original Plan

7/20 Kendi Broadcast

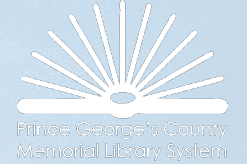


Contractual Challenges



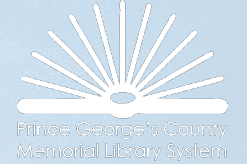
- **In-person vs. virtual considerations**
- **Broadcast access**
- **On demand access (after live event)**
- **TV broadcast**

Tech Challenges



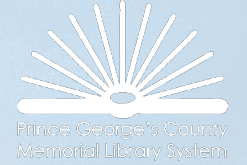
- **Trying to do a lot with a little**
- **Eventbrite went kaput**
- **Platform Failure**
- **Too many vulnerability points (in production flow)**
- **Double-edged sword of going viral**
- **IT Security → Social**

Accessibility



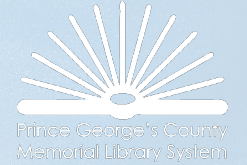
- **Open Captioning**
- **ASL Interpretation**
- **Integration with multiple platforms**
- **Advance Promotion Best Practices**

Contingency Plan

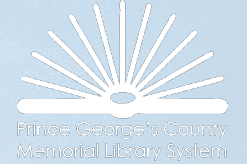


- **BACKUP: Zoom Webinar → Backup YouTube Stream (removed private setting)**
- **On demand Access**

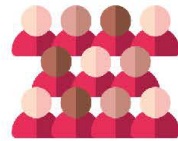
It Happened!



Impact



Impact



Total Views
348,920+



Live Views
226,000+



On-Demand Views
122,920



Number of TV Broadcasts
44
on PGCC-TV



Total Registrations
276,782



Twitter Reach for July 20
173,000+
PGCMLS Daily High by 7x



Most Registrations by City
Seattle: 6,871
Minneapolis: 6,787
Chicago: 6,122

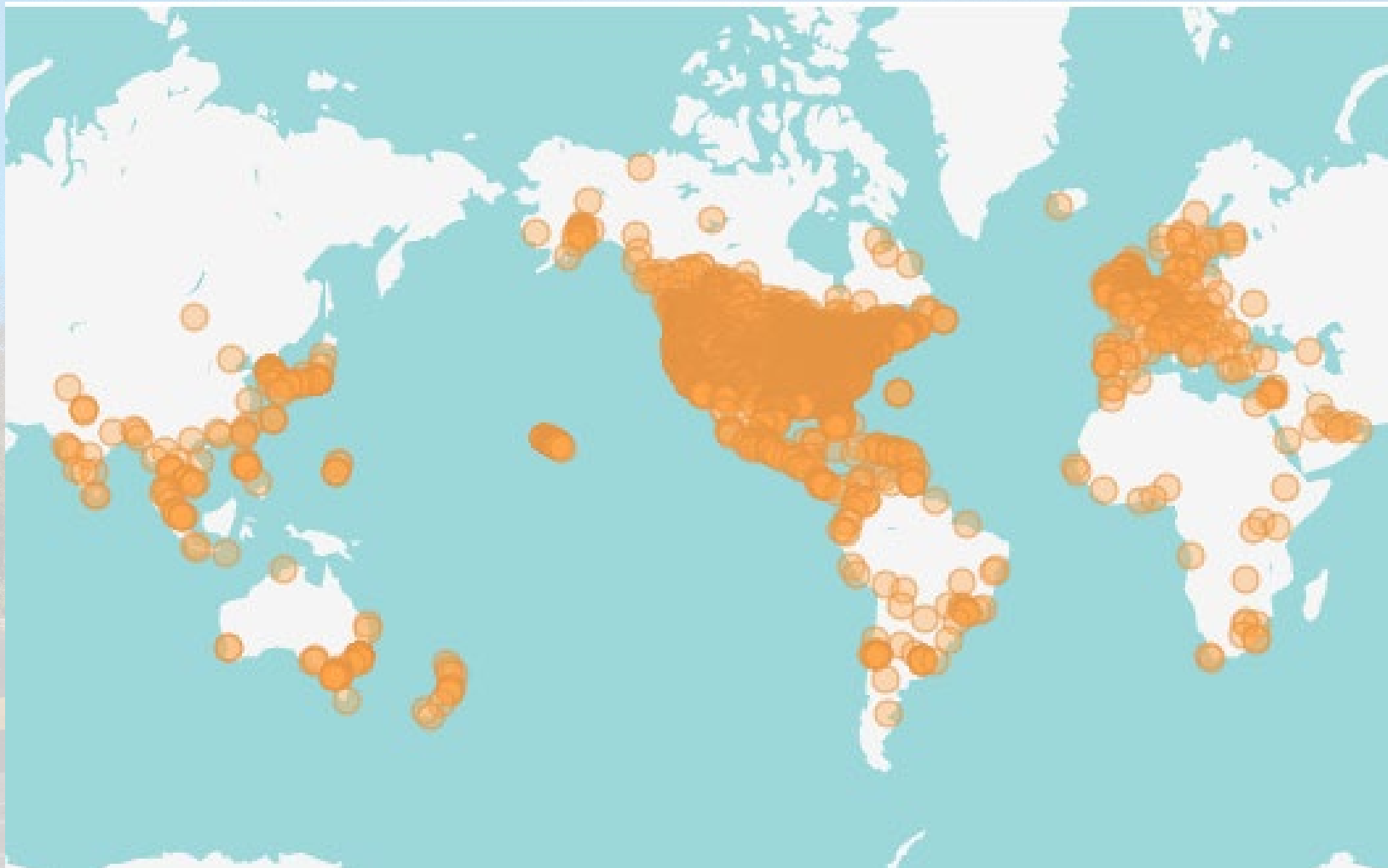
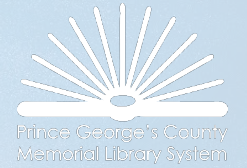


Registration Page Views
1,007,455

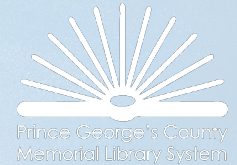


New YouTube Subscribers
2,000+

Reach!

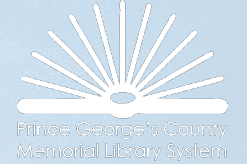


Reach! x City



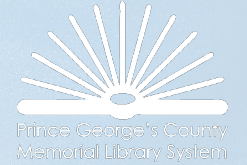
City	↓ Attendees
Seattle	6871
Minneapolis	6787
Chicago	6122
Portland	4724
Washington	3329
Denver	3157
Saint Paul	3092
Los Angeles	2902
New York	2895
Brooklyn	2644

Reach! x State



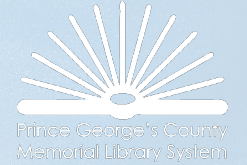
State/Province	↓ Attendees
California	34466
Maryland	19066
New York	17674
Washington	16406
Minnesota	13561
Illinois	13160
Massachusetts	11199
Virginia	10426
Pennsylvania	10142
Texas	9431
Oregon	9106
Michigan	8285
North Carolina	7720

Reach! x Country



Country	↓ Attendees
United States	264747
Canada	9307
United Kingdom	856
Australia	258
Mexico	167
Germany	109
Japan	70
New Zealand	62
France	54
Ireland	51
Singapore	49
Netherlands	44
South Africa	40
Korea, Republic of	40
India	40
Colombia	40

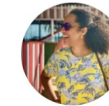
Reach!



Summary for Jun 23, 2020 - Jul 20, 2020

Name	Quantity	Gross Sales	Total Fees	Net Sales
Eventbrite Channels ⓘ	89,491	\$0.00	\$0.00	\$0.00
Organizer Channels ⓘ	187,291	\$0.00	\$0.00	\$0.00
Total	276,782	\$0.00	\$0.00	\$0.00

Impact

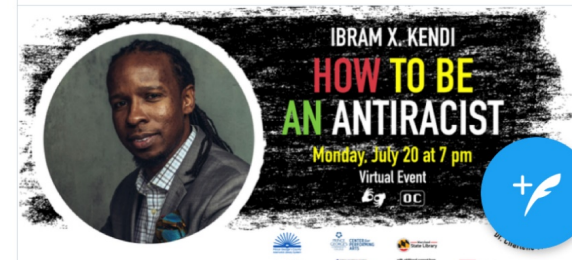


Lauren Reese @LaurenARe... · 7/20/20 ✓

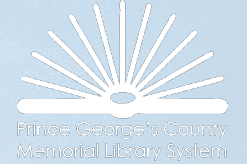
What an amazing discussion on [#antiracism](#). [@PGCMLS](#) moderator is EXCELLENT, [@Drlbram](#) is giving me renewed motivation & tactics to fight [#systemicracism](#). And big ups to the Black woman sign language interpreter too! THANK YOU all the organizers behind the scenes ❤️👊

Prince George's Cou... · 7/20/20

Prince George's County is proud to host a virtual discussion with [@Drlbram](#) on "How to Be an Antiracist" tonight @ 7pm ET. Registration required at [KendiPGC.Eventbrite.com](#) to receive the private broadcast link. [#AntiracistPGC](#) [#BlackLivesMatter](#) [#BlackTransLivesMatter](#) [@CEXAlsobrooks](#)



Impact



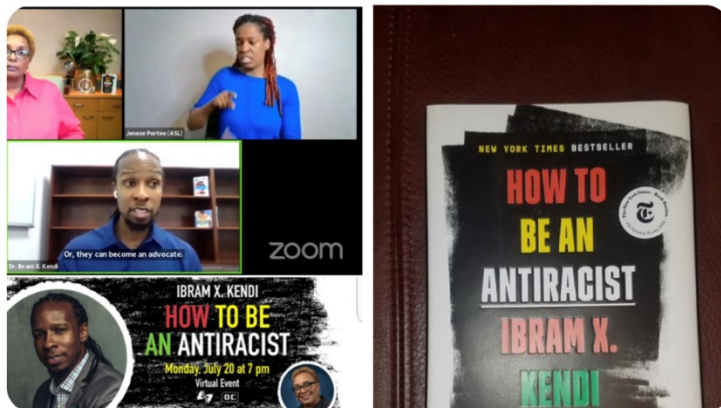
Tweet



William Bates
@WillBatesFCCPS



Thanks you [@PGCMLS](#) and [@PGCCOWLS](#) for bringing [@Drlbram](#) to us tonight! This was a powerful and enlightening evening of learning and a call to action.



8:13 PM · 7/20/20 · [Twitter for Android](#)



Tweet



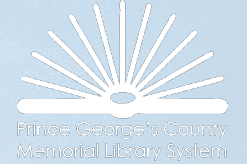
Curt Hammond
@MacDaddy2



My thanks to [@PGCMLS](#) for hosting a online great conversation with [@Drlbram](#) about how to be an antiracist. I was grateful for chance to learn, listen and reflect on my own straight, male, white privilege and how I can use it to be a better ally. [#BlackLivesMatter](#) 🙏🏾

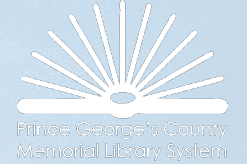
8:06 PM · 7/20/20 · [Twitter Web App](#)

Lessons Learned



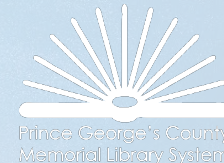
- **Plan like everything will crash & always have a broadcast backup**
- **Foreground accessibility planning (pre-announcement)**
- **Lean more on partners' strengths**
- **More staff on hand to answer customer questions (we had 2 dedicated to it live, and we could've used 2+ more)**
- **Infinite mindset helps!**

Current Models



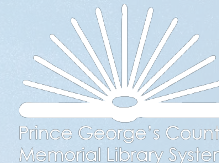
- **Streamyard (simple graphics integration and multi-streaming) → FB, YT, TW, LI**
- **Zoom Webinar backup**
- **Interactive Events (registration required)**
- **Zoom Meetings**
- **Google Meet**

Q&A



Share your questions in the chat and the panelists will respond.

Q&A



Share your questions in the chat and the panelists will respond.