Public Meeting Streaming Made Simple

Digital Powerhouses in Action

October 3, 2023

Agenda

1   **Welcome and Introductions**

2   Managed Video

3   Dynamic Video Production

4   Engaging Citizens

5   Captioning and Accessibility

Granicus is Transforming how Government and People Connect Digitally

Serving the public's needs & interests since 1999

500K+ GOVIES
Across 6,000 agencies

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Government Experience Cloud

Web   Comms   Services   Mtgs   Records

Consulting

300M+ PEOPLE
Across the US, UK, & ANZ

Connecting with government-provided information and services
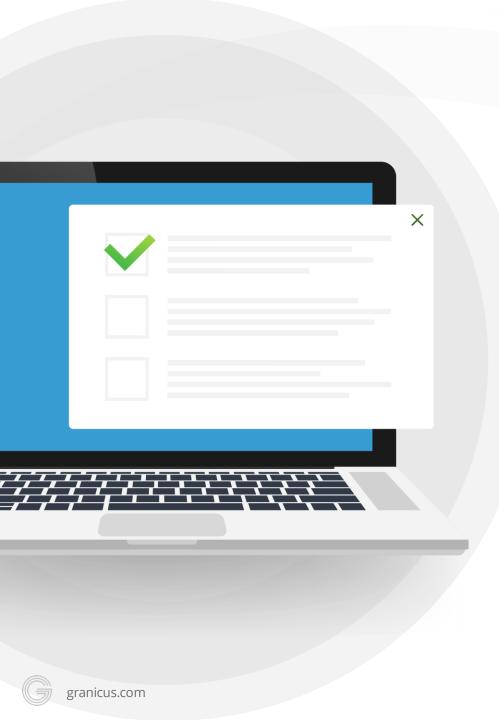
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Today's Speaker

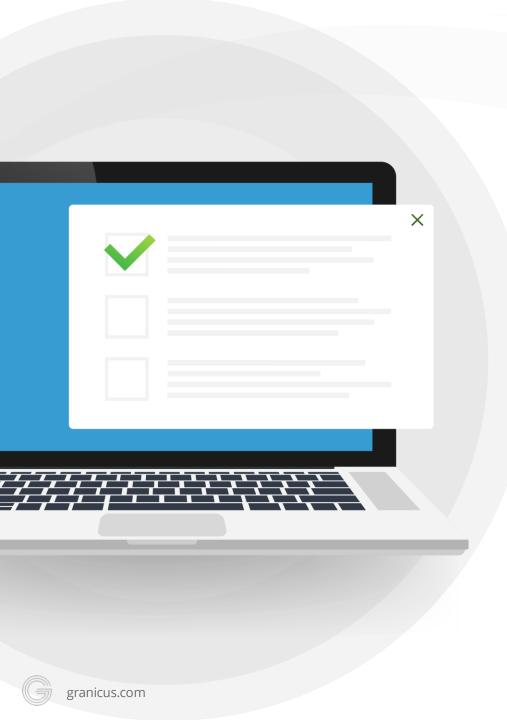## Daniel Kerr

Product Engineer,
Granicus

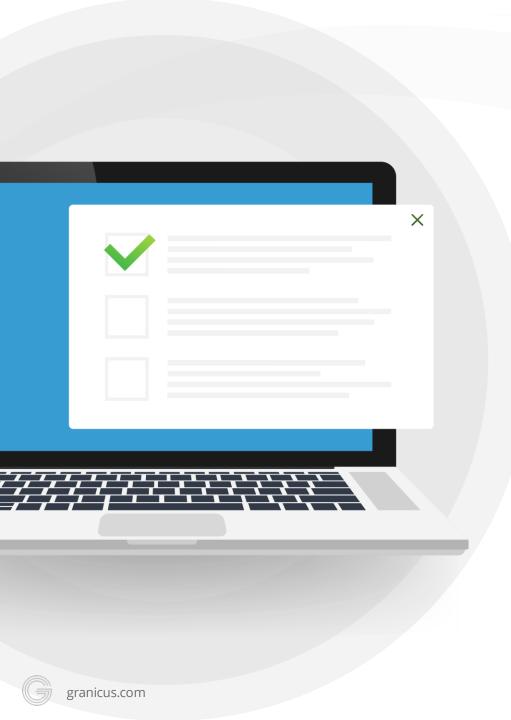**Poll:** **When streaming and recording public meetings, what are your biggest challenges?**

1. Troubleshooting the technology

2. Reliability of the stream

3. Poor visual quality of stream/recording

4. Poor audio quality of stream/recording

5. Running the meeting while managing streaming/recording

6. Indexing meeting recording for posting

7. Lack of transcripts

8. Expense of closed captioning service or lack of closed captioning service

Poll: What type of video streaming solution are you currently using?

1. Internally-created system

2. Fully self-managed system purchased from a vendor

3. Partially-managed solution purchased from a vendor

4. Fully-outsourced system contracted with a vendor

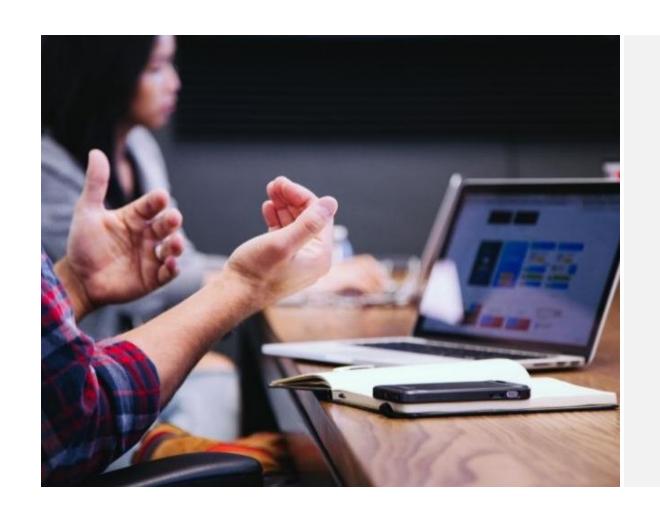**Poll:** **Where do you currently broadcast and/or stream your meetings?**

1. Organization's website

2. YouTube

3. Facebook

4. X (Formerly Twitter)

5. Public access TV channel

6. Other (share in chat)

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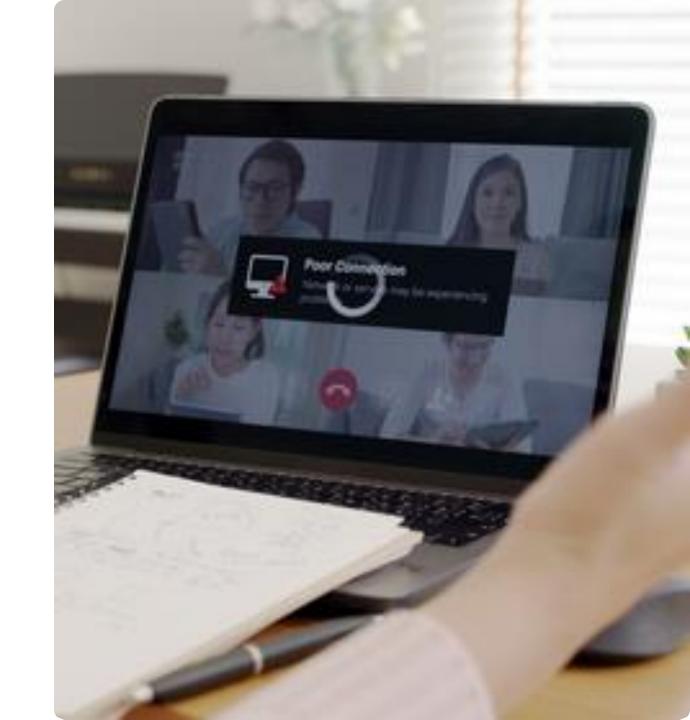
5   Captioning and Accessibility

Managed Video

Video streaming and recording that surpass expectations. Leave the A/V duties to the professionals and get back to the core priorities of your job.

Managed Video

Challenges

- Meetings depend on working video

- Clerks and staff are de facto obligated, but video is a distraction from many other responsibilities

- Complex video equipment built on a variety of third-party hardware over generations

- Plan for the unexpected

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Managed Video

Solutions

- Swagit's hands free video streaming makes video an asset instead of a burden

- Integrates with Granicus and third-party agenda management

- Proactive monitoring and alerting

- Specialized support staff who are trained in remote troubleshooting of A/V, network, streaming

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Dynamic Video Production

Fully outsource the operation and production of a multicamera broadcast for public meetings, freeing up staff time.

Dynamic Video Production

Challenges

- Video streaming is only as good as the equipment that feeds it

- Recreate the in-room experience remotely to meet community expectations

- Hybrid meetings go in reverse

- Shared responsibility between clerk, IT, facilities (who are each short staffed), or by unreliable contractors
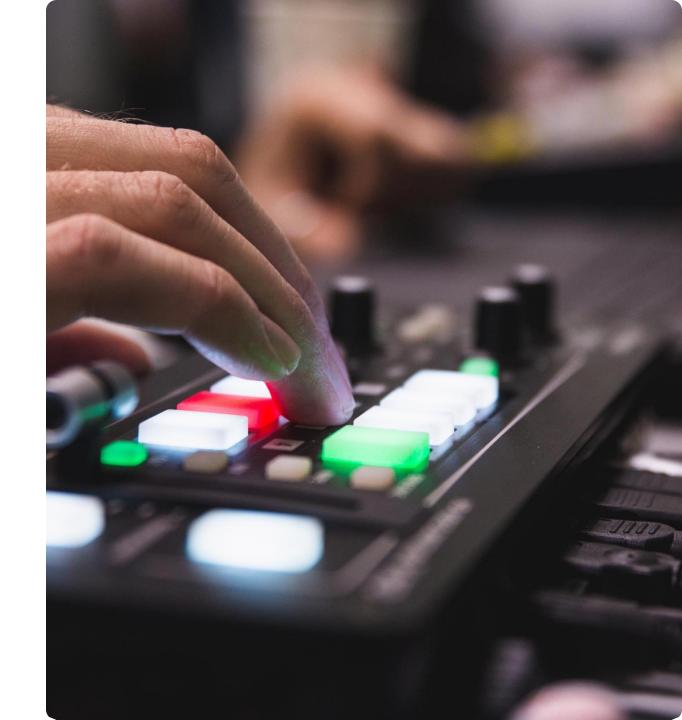
Dynamic Video Production

Solutions

1. Fully outsourced remote switching production with hands-free video solutions

2. Multicamera broadcast system
   - Graphics, picture-in-picture

3. Inputs for voting systems, presentation

4. Outputs for video conferencing, overflow rooms, Zoom/hybrid integrations, cable TV

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Engaging Citizens

Stream video to social platforms, PEG channels, streaming services, and web portals to immediately expand your audience.

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Engaging Citizens

Challenges

1. Our communities have a different relationship with meetings than we do

2. Constituents are most likely to be concerned about issues that directly affect them

3. Or not at all!

Engaging Citizens

Solutions

1. Meet residents where they are by streaming to social sites including Facebook, YouTube, and Twitter/X

2. Deploy robust video features

   • Tools to clip and share video sections

   • Sound Search ™ to find specific discussions

3. Stream to set-top devices such as Roku

4. Build linear cable playout channels to keep residents informed

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5 **Captioning and Accessibility**

Captioning and Accessibility

Accurate closed captioning enables participation by more members of your community.

Captioning and Accessibility

Challenges

1. Accessibility needs vary

   - ADA considerations

   - Linguistic considerations

   - Generational preferences and expectations

2. Captioning has historically been prohibitively expensive

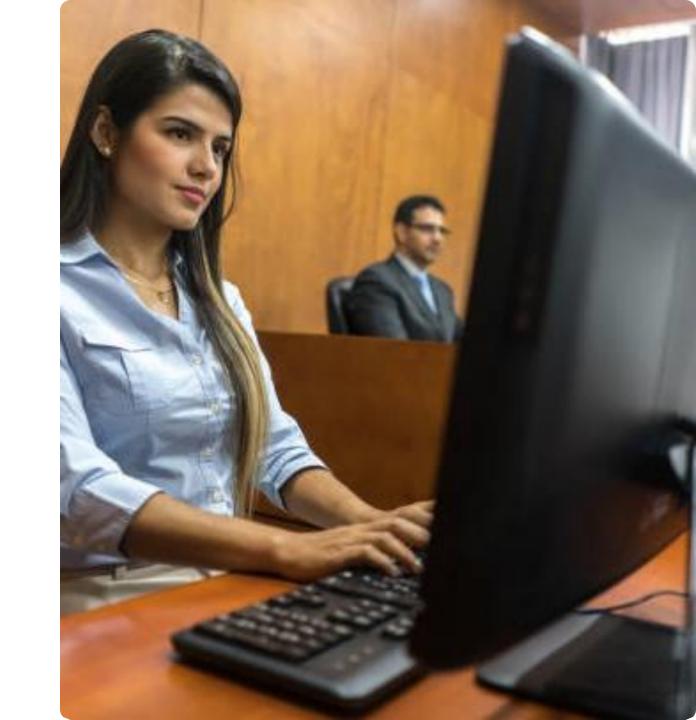3. Captioning needs to be timely and in sync which is technically difficult

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Captioning and Accessibility

Solutions

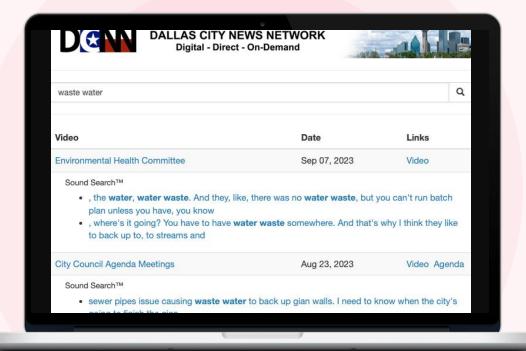1. Automated closed captioning is cheap, flexible, and on-par with human captioning

2. Directly integrated and synchronized into live, VOD, and downloaded video

3. Search spoken word and navigate transcripts using Sound Search ™

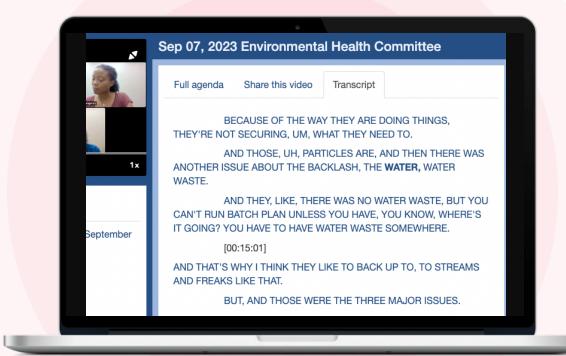4. Automated translation to increase engagement

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Sound Search™

1. Search the spoken word

2. Find mentions of specific text and concepts across years of meetings

3. Jump directly to the target point in the discussion

4. Text derived from captioning or machine generated speech-to-text

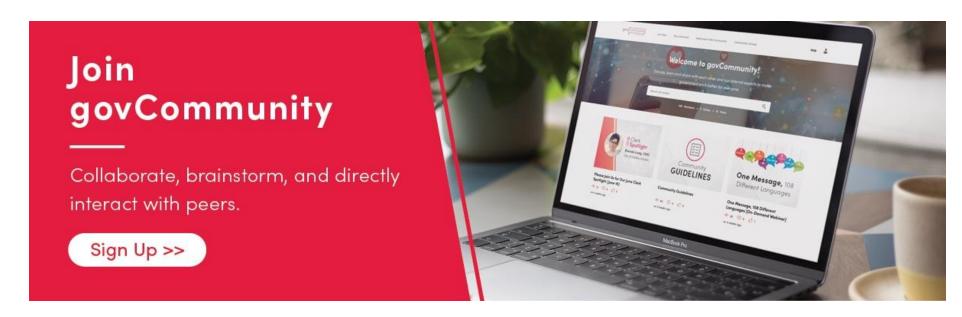GRANICUS

Navigable Transcript

1. Scroll and navigate meeting discussions based on captioning or speech-to-text transcripts

2. Coarse navigation of meeting discussion topics, also separated by item

3. Download and edit text for minutes

Sep 07, 2023 Environmental Health Committee

Full agenda   Share this video   Transcript

BECAUSE OF THE WAY THEY ARE DOING THINGS, THEY'RE NOT SECURING, UM, WHAT THEY NEED TO.

AND THOSE, UH, PARTICLES ARE, AND THEN THERE WAS ANOTHER ISSUE ABOUT THE BACKLASH, THE **WATER,** WATER WASTE.

AND THEY, LIKE, THERE WAS NO WATER WASTE, BUT YOU CAN'T RUN BATCH PLAN UNLESS YOU HAVE, YOU KNOW, WHERE'S IT GOING? YOU HAVE TO HAVE WATER WASTE SOMEWHERE.

[00:15:01]

AND THAT'S WHY I THINK THEY LIKE TO BACK UP TO, TO STREAMS AND FREAKS LIKE THAT.

BUT, AND THOSE WERE THE THREE MAJOR ISSUES.

September

Continue connecting at govCommunity!

Register at *https://community.granicus.com*, then bookmark the "Clerks and Public Records" community
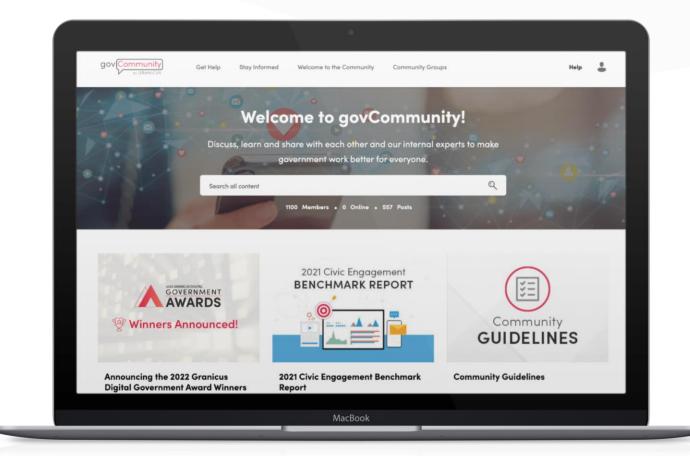

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Continue the Conversation

Join your peers on govCommunity

✓ Access additional resources

✓ Ask questions about today's session

✓ Brainstorm ideas with your peers

✓ Share best practices

community.granicus.com

Thank you

Questions? Contact info@granicus.com