



# Streaming Public Meetings with Fewer Resources

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From Production to Processing and Distribution

# Granicus Is Transforming how Government and People Connect Digitally

**Serving**  
the public's  
needs and  
interests  
since 1999



**Connecting**  
with  
government-  
provided  
information  
and services

**6K+** Government Customers

**15** of 15 Federal Agencies

**1K** Employees Worldwide

**50** States, plus locales in Canada, UK, Ireland, Australia & New Zealand

**50** of 50 Largest US Cities

# Connecting & Interacting Today

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## Questions

Submit your questions via the Zoom Q&A console.



## govCommunity

See additional resources and chat after the webinar



## Chat

Your peers are in the chat. We encourage you to connect there!



# Agenda

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- **Welcome and Introductions**
- Historic Challenges with Streaming
- Self-Managed Streaming
- Partially-Managed Streaming
- Fully Managed Streaming
- Questions and Next Steps

# Today's Speakers

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**Jon Johansen**

Senior Product Manager,  
Granicus



**Daniel Kerr**

Principal Product Engineer,  
Granicus



# Agenda

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- Welcome and Introductions
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# Production and Content Creation

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**Production is the first phase** of streaming

Critical considerations include type of content, project ownership, level of internal and external investment required to achieve the desired results.





# Production and Content Creation

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## *Paint Points and Challenges*

1. Content type?  
*(Meeting, field, PSA, hybrid meeting, etc.)?*
2. Who produces or acquires the content?  
*(DIY, contractor, automation, outsourced)?*
3. Costs, logistics, resources & availability of staff or contractors?
4. Who's responsible for the final product?  
*(IT, video team, clerk)?*
5. Redundancy is important for public meetings.





# Processing

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After production, content needs to be processed for distribution. Do we want staff to spend their valuable time and talent on video processing and editing?



# Processing

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## *Pain Points and Challenges*

- ✓ Likely requires significant technical support
- ✓ What do your planned distribution channels mean for processing?
- ✓ Is there accompanying meta data that will require additional time/effort (agendas, minutes, captions, etc.)?
- ✓ Inclusion of various types of meta data can complicate the process.
- ✓ Have you considered ADA compliance?



# Distribution

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- ① Where are you distributing your content (website, cable, U-verse, OTT, overflow, Social)?
- ① Where is the content coming from?
- ① Is the content live and/or video on-demand?
- ① Are you required or intending to distribute relevant meta data?



# Distribution

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## *Pain Points and Challenges*

- » Requires significant technical and communications support to take advantage of multiple channels
- » Hybrid meetings
- » Staying ahead of public expectations in the 21st century

# 3 Ways to Overcome Historic Streaming Challenges



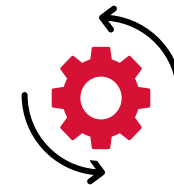
## Self-Managed

Budget-friendly solution for organizations with robust IT/AV coverage



## Partially-Managed

Manage your video source and leave the rest to us



## Fully Managed

Outsource all of it – just click start and focus on your meeting



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# What is self-managed streaming?

## *Granicus Video Benefits*

**Manage your own video streaming and post-production with peace of mind.** Self-managed streaming through Granicus Video includes provision of quality encoders and training.

- ✓ **Easily run and control public meetings, hybrid, in-person, and remote**, from any device, anywhere, with 100% cloud-based streaming and control paired with professional hardware encoders
- ✓ **Optimize meeting videos** for ADA accessibility with closed captioning
- ✓ **Count on unsurpassed reliability with extended customer service hours** and industry-best uptimes, plus best-in-class on-demand learning with Granicus University
- ✓ **Make public viewing simple** with indexed video, hyperlinked agendas, minutes, and documents, with an advanced keyword search
- ✓ **Retain control of content** with integrated streaming and video-on-demand on your own website and storage in the cloud
- ✓ **Engage hard-to-reach constituents** post and stream to multiple platforms simultaneously using Facebook and YouTube
- ✓ **Accelerate audience growth** with automatic public email notification with SendAgenda integration
- ✓ **Use data to gauge community engagement** with easy-to-read video analytics

# Why communities choose self-managed streaming

*Granicus Video*

What kind of community chooses a self-managed solution?

- Communities with ample IT/AV staff skills and resources
- Clerk offices with multiple staff to manage indexing and other video enablement tasks
- Organizations seeking a very reliable, secure, and high-quality video experience

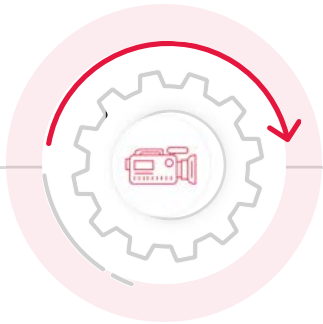
What common goals are communities trying to achieve with self-managed streaming solutions?

- Empowering existing IT/AV staff to be more efficient
- Streamlining technical tasks without outsourcing or giving up involvement in processes
- Streaming secure, accessible, and configurable meetings



# Granicus Video

## Simplified Video Broadcasting and Streaming



### Content Creation

*Cloud-based meetings*

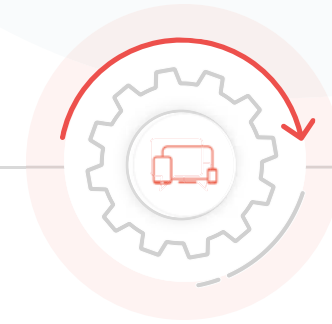
- ✓ 100% cloud-based streaming and meeting management access
- ✓ 1080p resolution available
- ✓ Start, stop, and pause meeting recording remotely
- ✓ Record minutes in templates created from meeting agenda
- ✓ Live voting available



### Processing

*Fast, reliable meeting management*

- ✓ 24/7 streaming with concurrent video processing
- ✓ Automated video indexing
- ✓ Hyperlinked agendas, minutes, and documents
- ✓ 99.9% uptime
- ✓ Fully staffed live meeting phone support from 8 a.m. to 2 a.m. ET
- ✓ Real-time health monitoring dashboard



### Distribution

*Better engagement*

- ✓ Simulcast streams to multiple platforms such as Facebook and YouTube while maintaining control and security of your content
- ✓ Advanced keyword search
- ✓ Accelerated audience growth with send agenda delivery integration
- ✓ High-quality video experience broadens reach and deepens engagement



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# What is partially-managed streaming?

## Swagit EASE Benefits

**Manage your video source and leave the rest to us.** Partially-managed streaming through Swagit EASE includes high-quality encoders, training, and provision of all post-production tasks.

- ✓ **Enjoy unsurpassed reliability,** uptimes, and industry-best customer service
- ✓ **Stream and broadcast to multiple channels** with web, social media, and cable channel integrations
- ✓ **Improve community access** with a robust, proprietary spoken word search to locate topics of interest in recordings and accurate indexing and time-stamping aligned to agenda items
- ✓ **Incorporate industry-best transcription and Spanish translation services** available to reach English language learners
- ✓ **Rely on industry-best accessibility options** with after-meeting, live-person captioning and translation service
- ✓ **Meet public expectations** with a high-quality, professionally-edited video experience that broadens reach and deepens engagement
- ✓ **Focus on other priorities** with a system that outsources labor-intensive tasks and delivers consistent quality and peace of mind

# Why communities choose partially-managed streaming

*Swagit EASE*

## What kind of community chooses a partially-managed solution?

- Communities of any size with limited clerk staff, seeking to out-source time-consuming post-production tasks
- Organizations with adequate staff talent and resources to manage video production and streaming
- Communities looking to leverage high-quality closed captioning to reach harder-to-serve English language learners

## What common goals are communities trying to achieve with partially-managed streaming solutions?

- Reach more constituents with multiple channel access
- Encourage greater public participation in the legislative process
- Obtain viewing data to gauge engagement
- Large jurisdictions have meetings that aren't processed through their agenda management system, need a solution for their other meetings

# San Antonio, TX

**Goal:** Broadcasts their live video feed for government meetings in two simultaneous streams

**Multilingual Broadcast** | The City of San Antonio is able to broadcast live meetings simultaneously in English and Spanish

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**Searchable Captions** | Residents can search captions for key words spoken during the meeting

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**Secure Storage** | San Antonio received its 7th All-America City Award for the City's work in promoting equity through inclusive civic engagement

**Granicus Solution:** *Swagit*

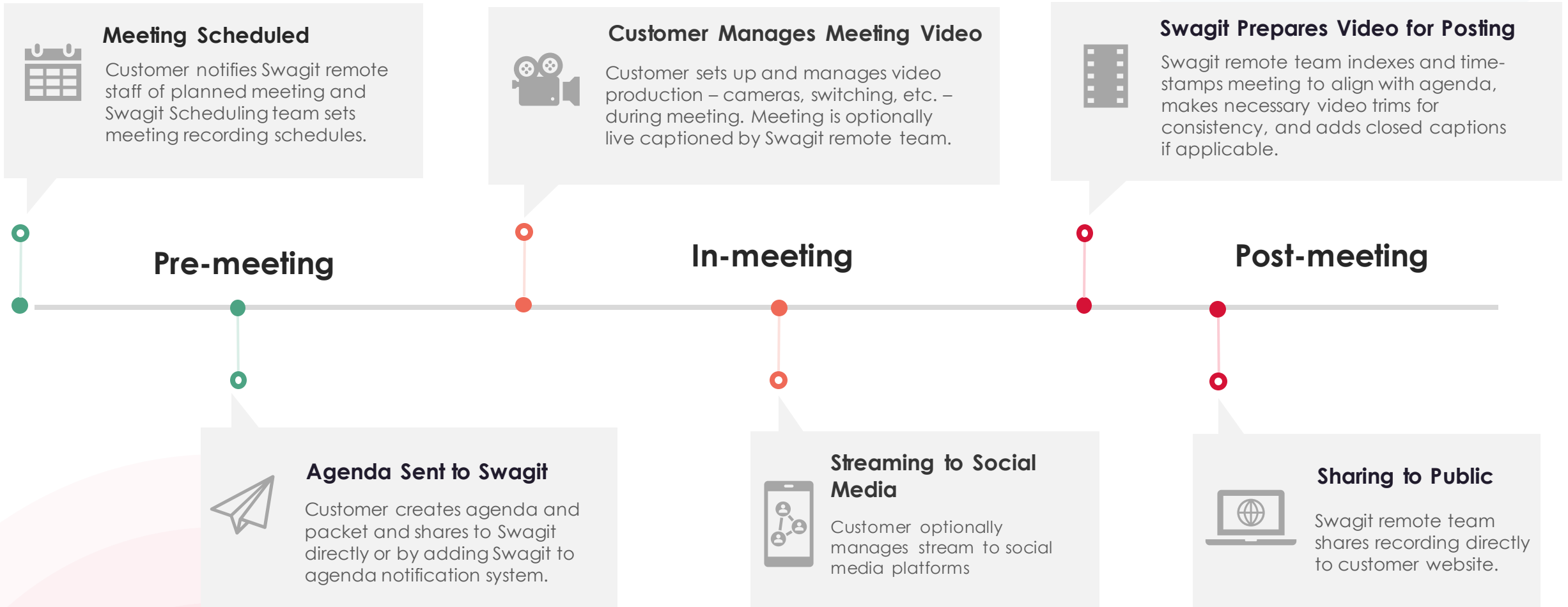


*“This award exemplifies the welcoming spirit of San Antonio, where all residents, regardless of their ethnicity, language and age, feel welcomed by and engaged with their local government.”*

*— Mayor Ron Nirenberg*

# Video Management with Swagit EASE

*Partially-Managed Streaming and Recording Speeds Post-Meeting Tasks*





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# What is fully-managed streaming?

## *Swagit Avior Pro Benefits*

**Focus on managing your meetings and leave the video production and polishing to us.** Fully-managed streaming through Swagit Avior Pro includes high-quality cameras and encoders, training, and provision of all post-production tasks.

- ✓ **Requires almost no staff time or IT troubleshooting;** all technical elements are outsourced and handled remotely
- ✓ **Enjoy unsurpassed reliability,** uptimes, and industry-best customer service
- ✓ **Multi-camera broadcasting, streaming, and recording** with live, remotely-managed direction
- ✓ **Stream and broadcast to multiple channels** with web, social media, and **cable channel integrations**
- ✓ **Improve community access** with a robust, proprietary spoken word search to locate topics of interest in recordings and accurate indexing and time-stamping aligned to agenda items
- ✓ **Incorporate industry-best transcription and Spanish translation services** available to reach English language learners
- ✓ **Rely on industry-best accessibility options** with after-meeting, live-person captioning and translation service
- ✓ **Meet public expectations with a high-quality, professionally-edited video experience** that broadens reach and deepens engagement
- ✓ **Focus on other priorities** with a system that outsources labor-intensive tasks and delivers consistent quality and peace of mind



# Why communities choose fully-managed streaming

*Swagit Avior Pro*

## What kind of community chooses a fully-managed solution?

- Communities of any size that want to divert internal resources to projects other than video meeting management
- Smaller organizations lacking adequate IT or A/V staffing but still desiring a very high-quality video experience
- Organizations serving communities with high expectations of technology experiences
- Communities looking to leverage high-quality closed captioning to reach harder-to-serve English language learners

## What common goals are communities trying to achieve with fully-managed streaming solutions?

- Provide the highest-quality video experience available in the government meetings market
- Reach more constituents with multiple channel access
- Encourage greater public participation in the legislative process
- Obtain viewing data to gauge engagement

# Pinal County, AZ

**Goal:** Increase transparency and meet resident demands for timely, secure video streaming of public meetings

**\$100K estimated savings** in outsourced video production costs

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**Increased transparency** in reporting of minutes

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**1 day:** Meeting minutes posted within 24 hours of adjournment

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**Flexible resources** for emergency meetings

**Granicus Solution:** *Swagit*

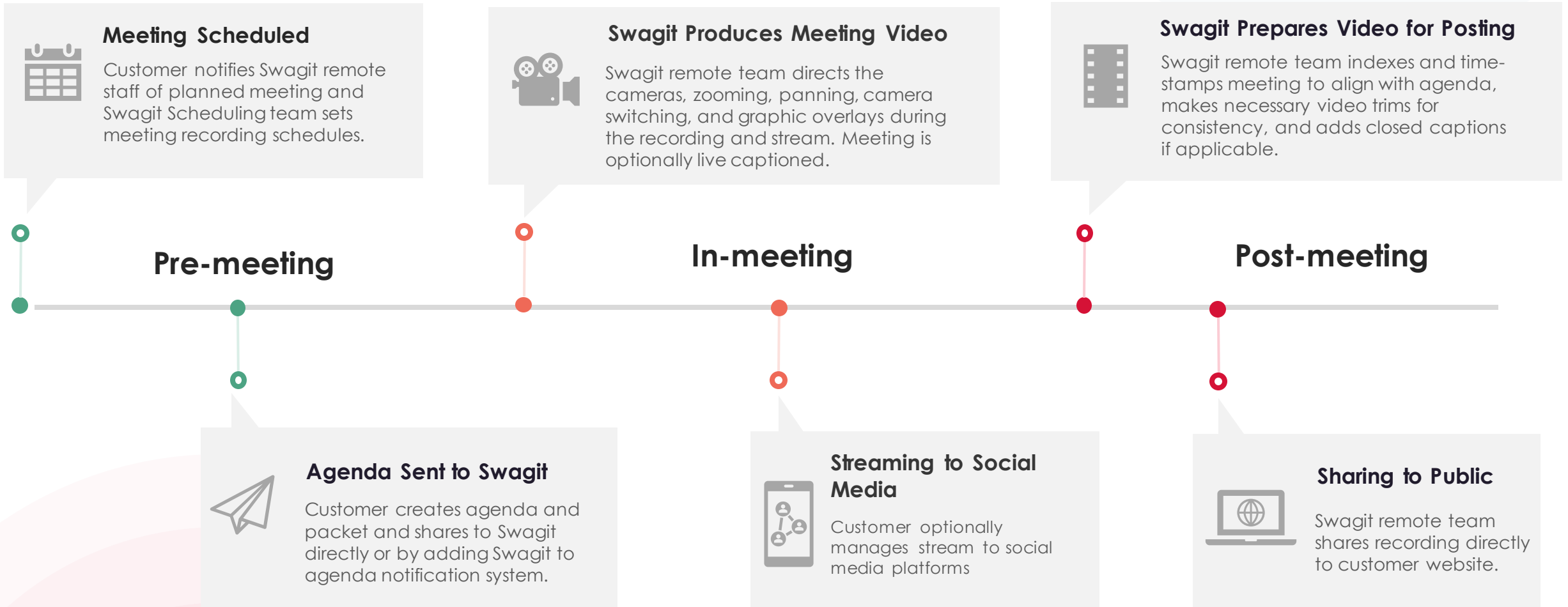


*“Livestreaming and recording our meetings is critical for local government transparency, and it's reassuring to know that Swagit is a reliable partner who prioritizes this. When I walk into the hearing room and see the cameras turned on and ready for our meetings gives me a great sense of satisfaction.”*

*— Natasha Kennedy, MMC, MMDP; Clerk of the Board; Pinal County Board of Supervisors*

# Video Management with Swagit Avior

*Fully-Managed Streaming and Recording = More Time for Priority Projects*





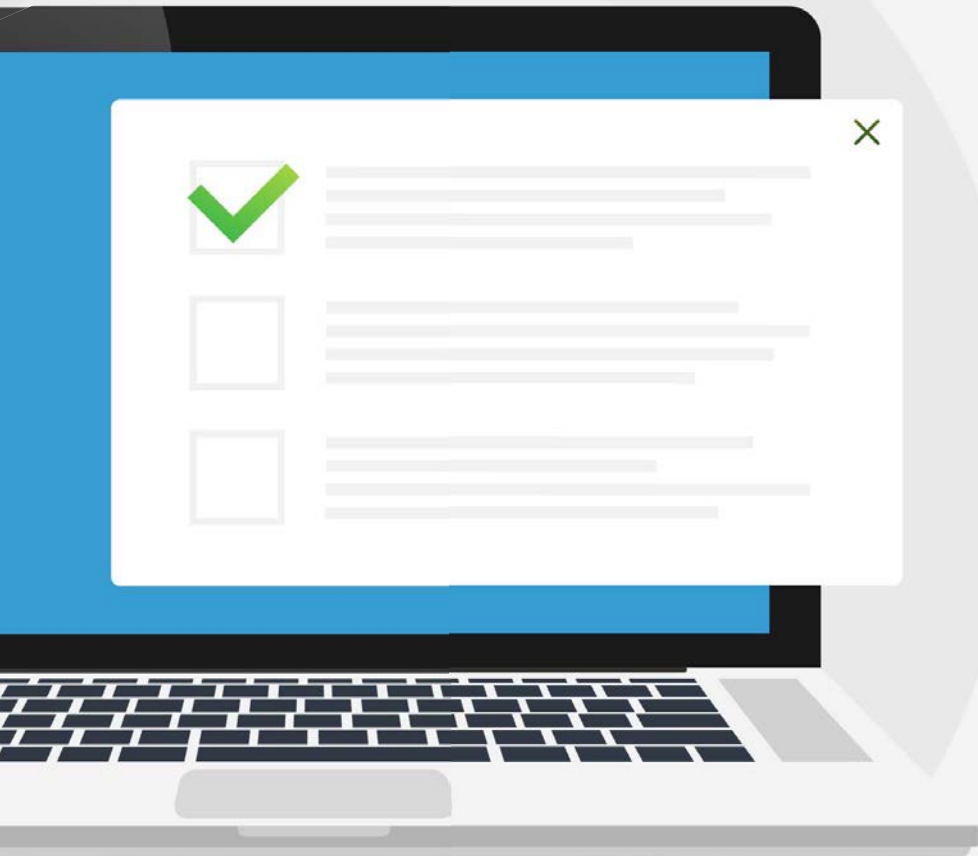
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**Questions?**



**Poll: Would you like more information on choosing streaming the right solution for your community?**

1. Yes
2. No

# Thank You

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Questions? Contact [info@granicus.com](mailto:info@granicus.com)