



# 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



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

# Today's Speaker



**Daniel Kerr**

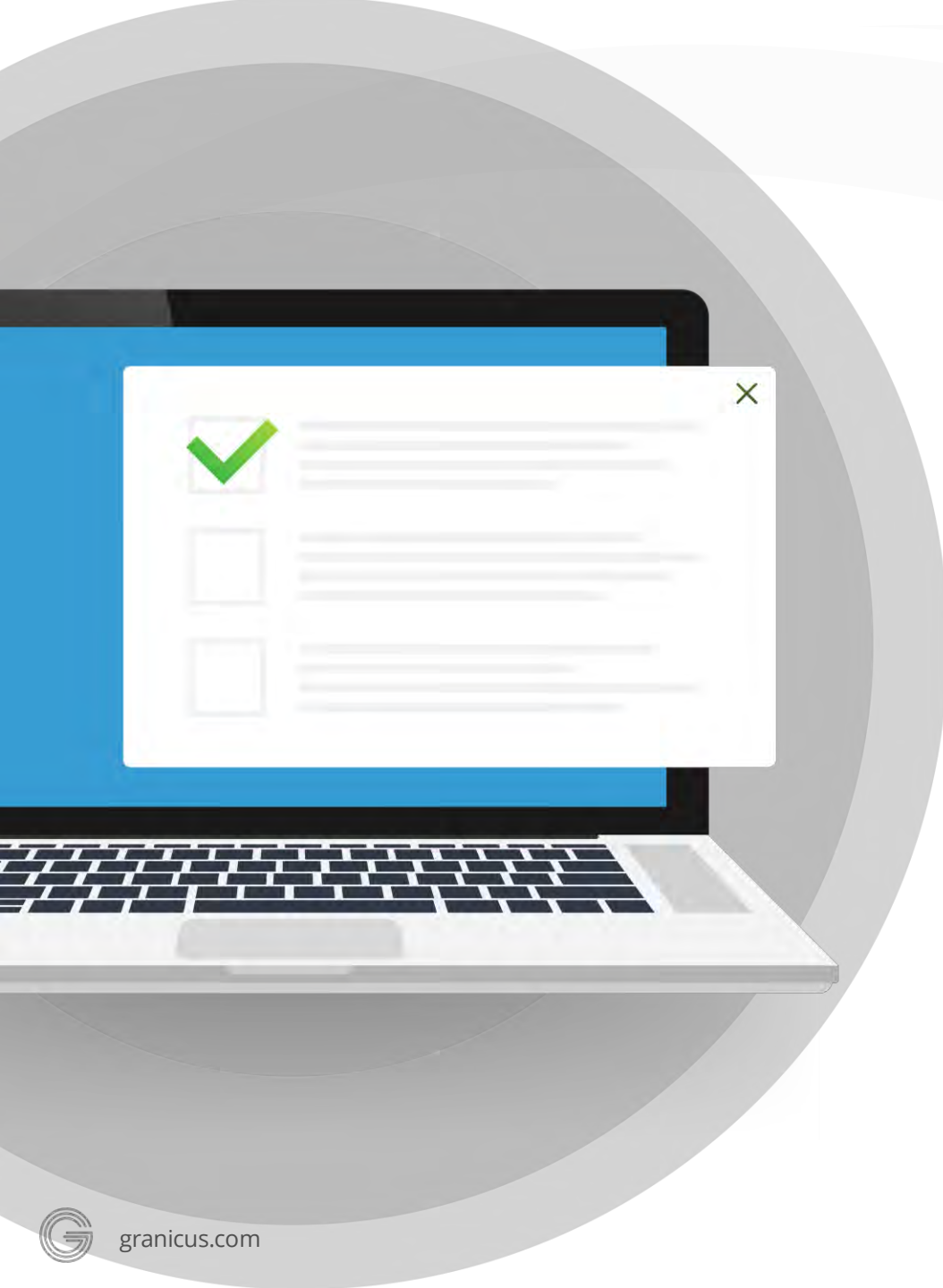
Product Engineer,  
Granicus



## **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)



# Agenda

---

- 1 Welcome and Introductions
- 2 **Managed Video**
- 3 Dynamic Video Production
- 4 Engaging Citizens
- 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



# 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





# Agenda

---

- 1 Welcome and Introductions
- 2 Managed Video
- 3 Dynamic Video Production**
- 4 Engaging Citizens
- 5 Captioning and Accessibility

# 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





# Agenda

---

- 1 Welcome and Introductions
- 2 Managed Video
- 3 Dynamic Video Production
- 4 **Engaging Citizens**
- 5 Captioning and Accessibility



# Engaging Citizens

---



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

# 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





# Agenda

---

- 1 Welcome and Introductions
- 2 Managed Video
- 3 Dynamic Video Production
- 4 Engaging Citizens
- 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



# 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



# Sound Search™

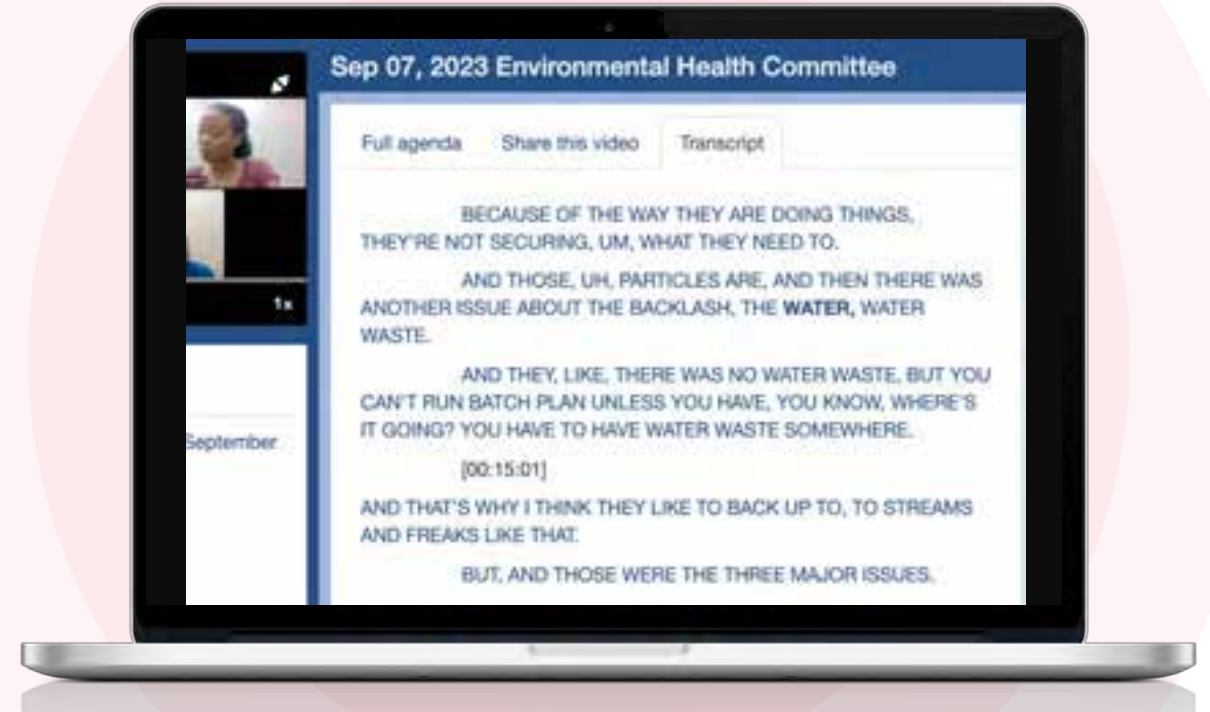
1. Search the spoken word
2. Find mentions of specific text and concepts across years of meetings
3. Jump directly to the target point in the discussion
4. Text derived from captioning or machine generated speech-to-text






# 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



# Continue connecting at govCommunity!

Register at <https://community.granicus.com>, then bookmark the “Clerks and Public Records” community



**Join  
govCommunity**

Collaborate, brainstorm, and directly interact with peers.

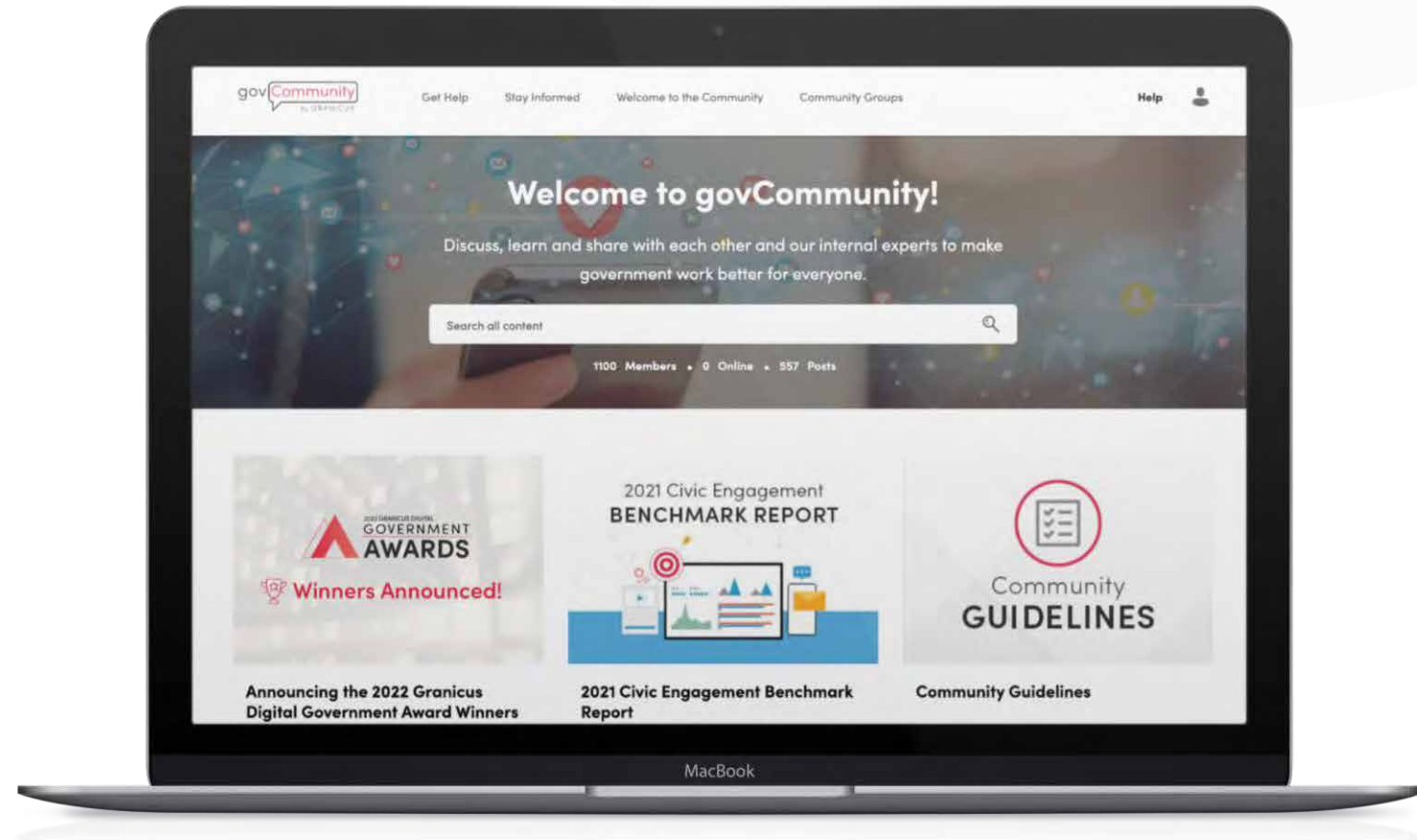
[Sign Up >>](#)

# 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](https://community.granicus.com)





**Thank you**

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