

2009 TIG Conference
“Talk to the Experts” Session

Webcasting

1.) Illinois Legal Aid Online Webcasts

A. What is it?

1. Examples
2. Features, audience, supplementary materials, MCLE Accreditation, transcription
3. Live webcasts vs. archived webcasts

B. How do I do it?

1. History
2. System requirements
3. Scheduling and facilitating a webcast

C. Benefits

1. Broadens reach-shared resources equals stronger advocates
 2. MCLE Accreditation; follow up contact person required
 3. More support for pro bono!
 4. Transcription makes trainings more accessible
 5. Webcast statistics available for fundraising purposes
- TIP: Short, MCLE Accredited trainings work best for busy advocates!

D. Challenges

1. Video and audio quality
2. Time involved-posting/monitoring webcasts, applying for MCLE Accreditation
3. Updating content

2.) Illinois Legal Aid Online: Expanding your Multimedia Resources

Because of challenges with webcasts and because multimedia resources are such great learning tools, we have branched out in the following ways:

A. Produced Videos

1. Legal Trainings, i.e. “Going to Court” videos
2. Promotional Videos

B. Podcasts (Audio Only)

C. Guide Me’s/Tutorials (mixture of Flash, video, voice over, etc.)

D. Attorney Recognition/Oral History Project, i.e. Attorney of the Month Videos, “Doing Justice” video project

E. Radio/Television, i.e. Public Service Announcements, Commercials

F. Social Networks, i.e. YouTube Non Program, One Economy, etc.

G. Explore Pro Bono/Low Pay Partnerships!

3.) I would like to webcast, so now what do I do?

A. Partnering with Illinois Legal Aid Online:

1. Please contact me for further information and assistance

Susan Muirhead
Multimedia Content Coordinator
Illinois Legal Aid Online
17 N. State Street, Suite 1590
Chicago, IL 60602
P: 312.977.9047 ext. 17
F: 312.977.9048
smuirhead@illinoislegalaid.org

B. Partnering with Pro Bono Net:

1. Contact Liz Keith about webcasting on Pro Bono Net

Liz Keith, LawHelp Program Manager
lkeith@probono.net

C. Partnering with LSNTAP:

1. Contact David Bonebrake about independent webcasting

David Bonebrake
Circuit Rider
Legal Services National Technology Assistance Project
(312)479-3864 ph
david@lsntap.org

4.) Helpful Resources

Take advantage of online information such as tutorials, webinars, blogs, and listservs

Logitech Webcams/ Recommended Camera: QuickCam Orbit AF

<http://www.logitech.com/>

Adobe Flash Player

<http://www.adobe.com/products/flashplayer/>

You Tube Non Profit Program/Channel

<http://www.youtube.com/nonprofits>

LSNTAP Monthly Techie Round Table Meetings and more...

<http://lsntap.org/event>

<http://lsntap.org/techieroundtables>