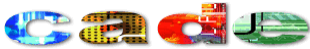


Tools for Online Presentation and Webcasting

Wednesday, May 21, 2003
2:15 - 3:00 pm



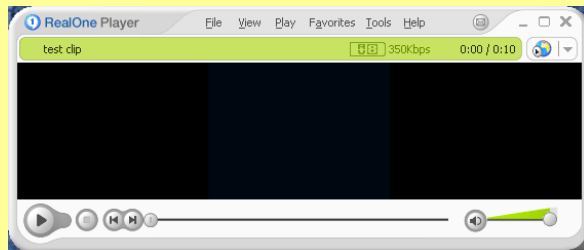
Webcasting Overview

Webcasting = live transmission of media over the internet

- streaming media vs. downloadable media
- encoder, server, player
- CADE controls the encoder and server
- also archived for on-demand viewing (archive runs off CADE server)



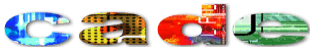
Webcasting Overview



Webcasting Overview

Webcasting quality depends upon:

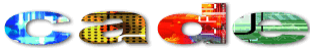
- originating video and audio
- method of encoding (codecs)
- audience's connection method
- connection between server and player
- demand placed on server
- settings on player
- settings on computer



CADEmedia Overview

An integrated live webcast scheduling and presentation system:

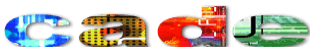
- administrative back-end: registration thru evaluation and reporting
- setting up events
- running events: two interfaces -- manager and audience
- integrates video, audio, slides, messaging, polling, captioning



CADEmedia Overview

How the process works:

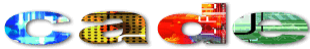
- presenters in Rockville
- presenters elsewhere
- technical staff in Chicago
- audience across the nation



CADEmedia Overview

Example: admin side

- setting up a new event
- checking registration
- checking technical information
- closed events
- integrates RealMedia
- captioning
- evaluation
- reporting



CADEmedia Overview

View all:	Add a new:	Admin:	Search by keyword:	Search MCHCORE:
- Select a value -	- Select a value -	- Select a value -	abstinence adolescents advocacy	<input type="text"/> Search

Live Event Information

Client	- Select a client -
SubClient	- Select a client first -
Series	- Select a client first -
Event Name	<input type="text"/>
Features	<input type="checkbox"/> RealAudio by phone <input type="checkbox"/> RealAudio in CADE studio <input type="checkbox"/> RealAudio remote <input type="checkbox"/> RealVideo by videoconference <input type="checkbox"/> RealVideo by VCR <input type="checkbox"/> RealVideo in CADE studio <input type="checkbox"/> RealVideo remote <input type="checkbox"/> Conference call <input type="checkbox"/> Slides <input type="checkbox"/> Captioning <input type="checkbox"/> Rehearsal <input type="checkbox"/> Messaging <input type="checkbox"/> Polling
Producer	None selected
Engineers	Aarthy Prasad Anup Lakshmi Both Wells
Date	<input type="text"/>
Start Time	<input type="text"/>

Select multiple engineers by holding down the CTRL key while selecting



CADEmedia Overview

Example: manager side

- running an event
- messaging + marquee
- slide changes
- polling
- reporting



CADEmedia Overview

CADE Media Staff Interface - Connected as: Nathan Messer

Current Event: MCH Training Programs

Event Control: OFF LINE

Slides for this broadcast

Slide #	Slide Title	Image	URL	Alt Image	Alt URL
1	Slide 1	slide1.gif	http://72.143.100.100/...	http://72.143.100.100/...	http://72.143.100.100/...
2	Slide 2	slide2.gif	http://72.143.100.100/...	http://72.143.100.100/...	http://72.143.100.100/...
3	Slide 3	slide3.gif	http://72.143.100.100/...	http://72.143.100.100/...	http://72.143.100.100/...
4	Slide 4	slide4.gif	http://72.143.100.100/...	http://72.143.100.100/...	http://72.143.100.100/...
5	Slide 5	slide5.gif	http://72.143.100.100/...	http://72.143.100.100/...	http://72.143.100.100/...
6	Slide 6	slide6.gif	http://72.143.100.100/...	http://72.143.100.100/...	http://72.143.100.100/...
7	Slide 7	slide7.gif	http://72.143.100.100/...	http://72.143.100.100/...	http://72.143.100.100/...

Preview: <http://72.143.100.100/...>

Maternal and Child Health Bureau
Presentation For Training
MCHCOM.COM
May, 2003
Health Resources And Services Administration
Maternal And Child Health Bureau
Peter C. Han-Dyck, MD, MPH

Media: real ONE PLAYER

Audience: Participants | Messages | Connected Members: 78

ID	Name	Group	Status
50	Chris DeVries	Staff	Active
51	Matthew Davis	Staff	Active
46	Bill G...	Staff	Active
8	Matthew Marler	Staff	Active
724	Ava Paulin	Audience	Active
706	John Rennie	Audience	Active
811	Lynne J...	Audience	Active
702	William Lee	Audience	Active
702	Elizabeth L...	Audience	Active
574	Kathleen Fran...	Audience	Active
520	Talitha Wilmer	Audience	Active
700	Laura Thompson	Audience	Active
795	Leah Walker	Audience	Active
540	Conner Malone	Audience	Active
676	Chris T...	Audience	Active



CADEmedia Overview

Audience

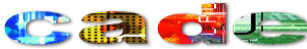
Participants Messages

Messaging Center

From	To	Subject
Mathew M...	Suzanne ...	Private messa
Mathew M...	All	Broadcast me
Lann Thom...	Staff	General comm
John Knight	Staff	Question for s
Ann Owen	Staff	Question for s
Gregory Zimet	Staff	Question for s
Karen Larsen	Staff	General comm
Frank Michell	Staff	Question for s
Ann Owen	Staff	Question for s
Chris DeGraw	Ann Owen	Private messa

Ann Owen submitted a Question for speaker:
Why was the money cut to \$0 for newborn hearing screening?

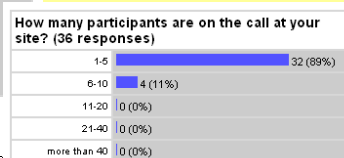
Send Broadcast Message Send to marquee



CADEmedia Overview

How many participants are on the call at your site?

1-5
 6-10
 11-20
 21-40
 more than 40



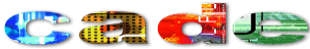
Note: this poll is a preview only, your answer will not be sa



CADEmedia Overview

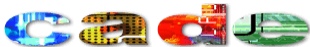
Example: audience side

- registration
- technical check
- technical help
- automatic notification
- log in
- slide delay, messaging
- evaluation



CADEmedia Overview

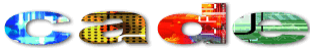
A screenshot of a web browser window displaying a presentation slide. The slide title is "Racial Identity & Ethnic Socialization" and it lists three bullet points: "Parent racial socialization of children & perception of discrimination", "Parent & child racial identity", and "Child racial expectations & coping strategies". A "Messaging" box on the right side of the slide contains a "Tech help request" form. The browser window title is "Maternal and Child Health Bureau: MCH Research Program Roundtable - Microsoft Internet Explorer".



CADEmedia Overview

Archiving

- video + slides + captioning
- transcript + slides separately available
- available to all - no registration required
- audience size for archive usually exceeds that of live event



CADEmedia Overview

Future developments

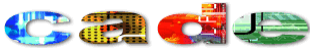
- firewall issues
- enhanced integration with web site
- customized interface and feature delivery based on audience capabilities and audience needs (e.g. turning off and on features)
- integrated archiving feature
- improved Mac support and bug elimination



Mixing Modalities

Can you mix online presentations with other modalities of interaction?

- live over the web is not really “live”!
- additional technologies require additional resources and coordination
- catering to every audience vs. adopting the most effective and efficient method



Archiving Meetings

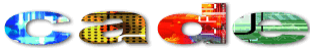
Videotaping and archiving meetings

- benefits non-attendees
- provides continuity across time
- expands audience
- AMCHP
- MCHB New Leaders/Partnership



Conferences and Meetings

- create conference web site
- collaborate with MCHB division and conference organizers
- record events unobtrusively
- gather slides and handouts
- encode media, generate transcriptions, create media files for playback



Preparing for a Webcast

- Collaboration is key
 - within MCHB (and HRSA)
 - between MCHB and CADE
- Scheduling is key
 - high volume of events
 - establishing regular event production patterns
 - planning well ahead



Tips for Presenters, Moderators, and Managers

- Refer to the “Webcast Guidelines”
handout

