



disruption & innovation

Webinar Resource Guide

welcome.

COVID-19 has profoundly changed our world, our lives, and the arts. That's why Arts Midwest and The Alliance of Performing Arts Conferences (APAC)* gathered voices across the performing arts field on May 27, 2020 for a conversation about how they're innovating during disruption.

This resource guide is intended to help you go deeper on the themes of the webinar. Part One walks through the specific technology used by each of the projects we featured. Part Two is a worksheet intended to help you or your organization connect your “why” and “what's next” in order to help you innovate. Part Three is a curated list of resources we're finding helpful in this moment.

We hope that this guide can help you as you navigate disruption and continue to innovate creatively.

**APAC is Arts Midwest, Arts Northwest, ArtsReady, Association of Performing Arts Professionals (APAP), Folk Alliance International (FAI), North American Performing Arts Managers and Agents (NAPAMA), North Carolina Presenters Consortium (NCPC), International Performing Arts for Youth (IPAY), South Arts and Western Arts Alliance (WAA).*





Photo Credit Terry Gilliam

PART 1

technical tools & tricks

TECHNICAL TOOLS AND TRICKS

cantus

After COVID-19 hit, Minneapolis-based vocal ensemble [Cantus](#) pivoted to record the [COVID-19 Sessions](#), held the [Cantus Idol Online](#) competition, and created a virtual gala, all which helped raise over \$150,000 for the organization.

Recording the COVID-19 Sessions

Cantus captured sound with low-cost large capsule condenser mics: 2 omni-directional in the middle of the circle, and two cardioid in an XY pattern to capture the room. The preamps were Focusrite. Audio was recorded, mixed, and mastered in Logic Pro X. The video cameras were 1 entry-level Canon DSLR and 3 GoPro Hero 4 Silvers. The parking garage audio was captured with a Zoom H5 in stereo.

Bringing Cantus Idol Online

The Cantus Idol Online videos were edited using [Adobe Creative Suite](#). The logo for Cantus Idol was developed using images from Adobe Stock and Shutterstock and incorporated fonts from Adobe Fonts. [Give Lively](#) was the software behind the Text-To-Give donation option used throughout the competition.

Hosting a Virtual Gala

Cantus worked with [Flight Creative](#) for the technical production of their virtual fundraiser.

TECHNICAL TOOLS AND TRICKS

geffen playhouse

After LA theater hub the [Geffen Playhouse](#) closed its doors due to COVID-19, staff launched an online project called [Geffen Stayhouse](#) and premiered [The Present](#), a theater piece that takes place on Zoom that is performed by Helder Guimaraes and directed by Frank Marshall.

Presenting “The Present”

The Geffen used [Zoom meetings](#) in HD, adding an additional camera and audio with a body mic that runs through the external camera to increase the image and audio quality for viewers.

Geffen’s Top Tips:

- Each format has strengths and weaknesses. Take the time to assess which format is best for your needs. Modifications may need to be made for any project that is streaming live!
- If you are using Zoom HD your viewers need to implement full screen for the best visual experience.
- Using screenshare on Zoom diminishes the quality of your video feed. Use it sparingly if you need a clear picture of your speaker.

TECHNICAL TOOLS AND TRICKS

dancing alone together

Dancing Alone Together is a website and **Instagram** account launched in response to COVID-19 that aims to be a central resource for finding digital dance opportunities such as virtual classes, streamed performances, and more.

Technical Evolution

Dancing Alone Together's website went through two iterations to land on its current form.

Website version 1: [Squarespace](#) with [Google Forms](#).

Website version 2: [WordPress](#) with the [Modern Events Calendar](#) plugin.

Dancing Alone Together's Top Tips:

- Always include your time zone information!
- Use a tutorial video to walk users through tricky technical processes.
- Anticipate technical difficulties and plan for those scenarios.



Photo courtesy of John Michael Kohler Arts Center

PART 2

worksheet

connecting why + what's next

As you navigate these difficult times, it may be helpful to revisit **why** you exist and **how** you offer distinct value. Answers to those questions can help inform **what** you do next.

This worksheet is designed to take 30 minutes. We find it works best when you take the time to write by hand. We recommend either printing out the following two pages, or recreating the grid on some spare paper if you don't have a printer on hand.



Set a timer for 15 minutes. Write whatever comes to mind.

At the end of the time, circle a few items that you want to focus on and develop further.

why *(brainstorm for 5 min)*

Why do you exist and do what you do? (Think mission, vision, values.) If you closed tomorrow, what would people miss? What's your distinct value for your constituents? Has that changed at this time? If so, how?

how *(brainstorm for 5 min)*

What assets do you have that allow you to do your work? (ex: people, financial, relationships, knowledge, expertise, skill, spaces, technology, platforms, community, etc.) Are some currently unused? Are there other potential uses for these resources in a post COVID world?

what's next *(brainstorm for 5 min)*

Programming amidst uncertainty is difficult. How could you leverage your distinct value and assets in ways that continue to support your WHY? How could you evolve or end what's not working? How could you partner with others to be stronger together?

**Write down your circled items from the first page.
Consider possible connections and opportunities for future activities.**

why

What's your distinct value?

how

What are the assets that you would like to focus on?

what's next

What are possible connections or opportunities that could be developed?



Photo Credit Antar Hanif

PART 3

resource roundup

RESOURCE ROUNDUP

[Toolkit: Creative Alternatives to In-Person Arts-Based Activities](#)

This in-depth toolkit from Forecast Public Art features strategies for adapting during the pandemic.

[Gallery: Content Inspiration for Arts Organizations in Crisis](#)

This interactive resource from Capacity Interactive features stellar social content examples from the arts.

[Repository: COVID-19 Arts Responses](#)

This open-access repository features an impressive range of replicable examples of COVID-19 arts responses

[Resource: Ensure Accessibility of Your Virtual Events for People with Disabilities](#)

Learn best practices for virtual accessibility through this new National Endowment for the Arts guide.

[Guide: How to turn your event into a state-of-the-art online gathering](#)

A comprehensive resource on organizing and running virtual gatherings of all sizes.

[Archive: Past Alliance of Performing Arts Conferences Webinars](#)

From the legalities of livestreaming to reopening safely, there's an APAC webinar for that.



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