

Great Labor Arts Exchange

How to Produce a Livestreaming Concert

Staging

- Think about what's behind you
 - Don't do it in front of a window or other light source
 - Busy-ness of background
 - Take a photo/video
- Think about what's in front of you
 - Lighting
 - Don't wear a hat
 - Framing
 - Centering/vertical
 - See your instrument
 - See your hand
 - Engagement: know where the camera lens is!
 - Again, take a photo/video

Tech

- *Think backwards!*
 - Source for the audience
 - Facebook
 - YouTube
 - Instagram
 - Learn the strengths & limitations of each
- Learn the limitations of your source technology
 - Phone vs. iPad vs computer
 - Stability
 - Of the device itself
 - Just as importantly, your internet connection
- **Video**
 - Lens
 - Web cam
 - DSLR
 - EpocCam (<https://www.kinoni.com/>)
- **Audio**
 - External mic

- Digital/audio interface
- **Platform**
 - OBS (Open Broadcast Software) <https://obsproject.com/>
 - Ecamm Live <https://www.ecamm.com/mac/ecammlive/>
 - Drop in video
 - Extra cameras
 - Photos
 - Crawl
 - Countdown page
- **Preparation**
 - Testing
 - Recording
 - QuickTime
 - Ecamm

SPECIAL PACKAGES OFFERED BY SWEETWATER

Let's Get Started (for about \$250)

An external mic

Stand for mic & phone

The Upgrade (for about \$450)

A really good external mic

An audio interface

The A-Game (for just under \$1K)

A really good external mic

A USB mixing board w/effects

Basic lighting

A good external camera

Adapter & stand for camera

Content

- Repeat audience
 - Good/bad
 - Material
 - Theme concerts
- Only music?
 - Videos
 - Interviews
 - Guests

- Q&A
- Creating content
 - Zoom/Skype
 - iMovie
- Learning a new artform

Money

- PayPal.me
- Venmo
- Benefits
- Joint Productions (The Ark, Calliope House, Swallow Hill)
- Crawl
- Patreon

Promotion

- Ads?
- Mailing List
- Reminders
- Engagement
- Regularity/predictability

Miscellaneous

- Learning curve
 - Partner with another musician/artist that's learning as well.
Compare notes, share discoveries & disappointments
 - YouTube University
- Alliances
 - Venues
 - Organizations
 - Other performers
- Here to stay
 - Audience hesitation
 - Artist hesitation
 - Presenter hesitation
 - Limitations
 - Travel
 - Time
 - Age

- Income
- Evolution of the form
 - Technology
 - Presentation
 - Expectation
- Always be problems
 - Long way from the performance to the audience
 - Things beyond your control
 - Learn from these & seek remedies that will make them less frequent and frustrating

Bottom Line

**Look Great
Sound Great
Great Content
Value Added**