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**COMMUNICATIONS DIRECTIVES CHECKLIST FOR PRESENTERS**

Just like quality public speaking skills are a prerequisite for giving an effective speech, using technology well is vitally important for presentations in online webinars and events. This type of digital gathering is new territory for many, so LCC Communications has prepared this document to support you as you prepare to speak at October's Special Convention. If you have any specific questions or would benefit from additional guidance, please reach out to LCC's Communications Director, Alex Steinke at [communications@lutheranchurch.ca](mailto:communications@lutheranchurch.ca) or 1-877-770-7842.

**LIGHTING**

- Put the strongest light source **BEHIND** the camera... Not behind the speaker!
- Open or close windows depending on your surroundings. If the sun is setting or rising during your recording time it may cause shadows. If there's a bright light coming from the window behind you, the camera will have difficulty balancing the light. The camera will compensate for the bright light coming from the window by darkening the video, leaving you in the dark. The goal is to light your face!

*Try these quick fixes!*

- Close your blinds or curtains.
- Alter your shot so that the light from the window is shining on your face (Bonus: You will look more presentable and more friendly under the natural light – as opposed to having ominous shadows, darkening your features!)
- Place a powerful light behind the camera to brighten up your subject, overpowering the light from the window.

**CAMERA SET UP**

- Keep the camera at eye level... you don't want the camera looking up or down at you! Put a laptop on a stand or a stack of books if needed.
- Make sure your camera lens is clean.
- Filming landscape instead of portrait is generally more aesthetically pleasing because it is closer to the way our eyes see things. If you are using your smartphone as the camera, ensure that it is horizontal.
- To determine proper head room in a shot, use the rule of thirds. If the screen were divided into three sections, you would want your eyes on or near the line of the upper third section. You don't want too much headroom – Give yourself a couple of inches above the top of your head.



## CAMERA SET UP CONT'D

- Square with the Background: If there are any straight edges in the background, like a cross or a bookshelf, line up the top and sides of your frames to be square with those lines. Weird angles are distracting.
- Speaking of distractions, be mindful of your background. Avoid having clutter, pets, or other people in the background to minimize distractions.
- Webcams in laptops are fair-to-good quality at best. Both in terms of audio and video. They work well for calls with family and friends, but aren't as practical for use in professional settings. If possible, have a dedicated webcam or video camera.

## AUDIO

- Audio quality is just as, if not even more important, than video quality! Make sure that you're in a quiet room – no busy offices, etc. Avoid filming near open windows if you live near a busy street with loud traffic, etc. Turn-off audible air fans.
- Mute all other electronics.
- Test record your mic connection. Do you hear ambient noise?
- Make sure the room isn't too reverberant. Drapes, books, and soft furniture can help with this ( as opposed to hard, parallel surfaces).
- Don't sit too far away from the microphone – or have a separate microphone set up besides the one from the webcam/camera (if possible).
- Use headphones to eliminate feedback between your mic and speakers.

## TECHNICAL SYSTEM CHECKS

- High-speed Internet is a must!
- Wired network connection is strongly, strongly preferred over WiFi.
- Minimize other traffic for the duration of your presentation, especially if you're using WiFi (Avoid others in your home streaming videos at the same time, turn off syncing software like Dropbox on your computer, etc.) Restart your computer to eliminate background apps.
- Test run your setup multiple times. Listen to the feedback provided by the LCC communications staff and adopt their recommendations (They are here to help!)
- Run an [Internet Speed Test](#).

## LOOK THE PART

- Dress in professional business attire.
- Remove distracting jewelry.
- Keep hair simple.