

Follow Up Questions from January 14, 2021 Virtual Candidate Forum

1. How much did you work with the candidates to best present themselves on Zoom? lighting, leaving the screen, eating and drinking, etc.
 - Oakland- We did have a "tips" page from the CA League was sent out to all candidates. Also before the forum, the 4 key points were reviewed in case people don't read everything they get. (See Oakland Tips)
 - Pasadena -A lot of attention was given, since local candidates (especially school board) are not experienced or at ease with technology. Instructions and tip in the candidate letter, were reviewed again during the pre-forum practice sessions. Even then, we had one candidate who kept checking his phone and texting while others were speaking, even when they were remind they would be visible on the screen throughout the forum.
 - San Diego - See San Diego's attachment (below) which was sent to the candidates. Also, the San Diego Zoom League volunteer was responsible for verifying that candidates were not displaying campaign signs in background. And she read the following script during the practice session (20 minutes before the forum):
 - "Candidates, please silence your cell phones. Keep in mind it will be getting dark during the event, so if you are using natural light, please turn some lights on now. You will need to keep Zoom in gallery mode so you can see the timer. It will turn yellow when you have 15 seconds left and it will turn red when your time is up. When the event begins, the moderator will explain to the audience how the forum will work. Candidates, when the moderator begins introducing candidates, please turn your video on. You will need to keep your video on throughout the forum. Our volunteers will handle the chat messages, so Please do not type anything in the chat unless Vickie or I send you a direct message.
2. How did you promote the event for later viewing? Later views often exceed the live program.
 - Oakland. We posted the recordings on our Web site and during the event we announced that. Also, in sending out a follow-up thank you note to attendees, it was mentioned again. We also included it in our email and social media comms that a video/recording had been posted or would be posted for future events.
 - Pasadena – Not enough. Wish we had done more. We also have no process for tracking the number of views. We did use the Zoom webinar option that sends automatically emails to everyone who registered, to remind people they could see and share the vidoes on our YouTube channel.

- San Diego - Occasionally we posted a link to the YouTube video on Facebook. Registrants were emailed a Zoom followup that included a statement that all event videos can be accessed through our website the day after they occur.
3. Do you all have Zoom Webinar version? We got basic Zoom, so relied on Sponsors' for more robust set-ups. Thoughts?
- Oakland -We paid for 2 months of Zoom Webinar at capacity of 500, so we didn't need to depend on other folks. It was key to our success because we were able to "test" certain aspects and avoid surprises.
 - Pasadena- We upgraded to Zoom Webinar not only for candidate forums but all for our monthly public speaker events. It is totally worth the money.
 - San Diego We have Zoom Webinar 500.
4. Kim (San Diego): How can we get the info for timer program and custom questionnaire software?
- The Question Screener website needs to run on a virtual server running Ubuntu Linux with Node.js JavaScript runtime environment and MySQL database. This is a service that an organization can sign up for with a company such as Linode or Amazon. My son said he would be willing to install the software once an organization has the virtual server in place. I could look the product offerings and provide a cost estimate. The next candidate forums will probably not be until early 2022 for the June primary.
 - The virtual server is available from [Linode.com](https://www.linode.com) for \$25/month, which includes backups. If technical help is needed, Kim's son would charge \$100 to configure it.
5. Translation – It would be helpful to have a short write up on how you handled translation or interpretation.
- As mentioned in the webinar, San Diego and Pasadena used the zoom feature that allows translation –option is free for non-profits. Event needs to be live. You had to find the translator and pay them. Interpreters are not shown on the screen.
 - Pasadena – We used the interpreter option for a forum. The interpreters were vetted and paid for by the co-sponsors. We are not actively exploring the use of interpreters for our monthly public webinars (“THURSDAYS WITH THE LEAGUE”); BUDGET IS AN ISSUE.
 - San Diego The sponsor group provided an interpreter. We have been meaning to get quotes. A service called <https://kudoway.com/> was recommended. Apparently San Diego State University uses them.

Oakland Handout

Optimizing Your Zoom Presentation

*Sometimes the audio or video in Zoom becomes choppy or distorted.
What can you do to improve your Zoom performance?*

1. Background, Lighting and Attire

- **Find a Spot with Flattering Light**

Where you sit plays a significant role in how you look on Zoom or in any video. You need proper lighting if you want other participants to be able to see your face clearly, and to avoid looking like you are sitting in front of a spotlight.

In order from best to worst for video calls, here are the sources of lighting you can use:

1. Natural light
2. Warm indoor lighting
3. White indoor lighting
4. The light from your computer screen

If you are participating in a Zoom call during the day, find a nice spot where the natural light hits your face. However, do not sit with your back to a window. This will result in you becoming backlit, and your team will not be able to see you clearly.

For calls at night, a warm reading or standing lamp positioned one to two feet away from you should do the trick. In any case, your best bet is to take a few minutes before meetings to test your camera and experiment with your lighting options.

- **Position Your Camera for the Best Angle**

Avoid odd angles. You should not need to incline your head up or down too much to look directly at your camera. It is recommended that you elevate your device so its camera is on eye-level with you. A monitor stand or a few books should do the trick.

- Wearing a really busy plaid or patterned outfit will make the viewers' eyes go numb. A plain, solid color will help bring out the best you. Steer clear of shirts that are bright white or dark black because they look like a "blob" on camera. Make sure your background is not distracting.
- If you are using a wireless mouse, put new batteries in it before you join an important zoom webinar or meeting.

2. Use the best Internet connection you can

- **Join Zoom meetings or webinars from a location where you can use a fast, reliable, wired Internet connection.**

To maximize signal quality, you must do one of two things: move the router or move yourself. The closer you are to your router, the better your signal quality. Just like any other radio device, Wi-Fi routers have a particular range. As you move further from it, you will get choppy packet delivery (your video and audio could freeze). Also note that walls and staircases can weaken the Wi-Fi distance.

- **Consider increasing the speed of your Internet subscription.**

Your router might be able to transmit at a rate [over 200 Mbps](#), but your connection to the Internet is limited by the service plan you've subscribed to. Average broadband speeds in 2015 were around 14 Mbps, and some folks still have the plans they signed up for at that time. Average speeds today are closer to 100 Mbps.

Check your connection with [Speedtest.net](#) or [Fast.com](#) before starting regular Web conferencing. For example, the Zoom service [recommends 3 Mbps](#) for HD videoconferencing (and you may need more, or a more reliable connection),

You can change your service level by calling your Internet provider's customer service line or modify it on your account page online.

- Your router is what creates your Wi-Fi network, but your [modem](#) is what allows that network to connect to the Internet through your ISP. You may need to buy or "rent" a new cable modem in order to subscribe to a faster Internet plan.

- **Wired connections are better than wireless connections (Wi-Fi or cellular).**

Try to connect directly via Wired (if your internet router has wired ports).

Plug an Ethernet cable directly from your computer into the wireless router (be sure to disable Wi-Fi on your computer if plugged in).

It is also important to note that other computers/devices using the same network, while you're in a Zoom meeting or webinar, can cause the network to slow down and cause audio and video issues.

If you use a cable connection, use a DOCSIS 3.0 or higher cable modem to improve internet performance.

3. Avoid other activities that steal bandwidth

- Do not start other bandwidth-intensive activities just before, or during, a Zoom meeting. On your Zoom device and other computers/devices that share your Internet connection—avoid:

- large downloads/uploads
- streaming video (e.g. Netflix, Hulu, YouTube)
- cloud backups (e.g. Carbonite, CrashPlan)
- cloud file synchronizations (e.g. Box, OneDrive, Dropbox)

4. Close other, unneeded applications on your computer

Zoom meetings can demand significant memory and processing power from your computer. Closing other applications (Excel spreadsheets, Word documents, media players) you do not need during the session, will help Zoom run better.

- **Mute your microphone when you are not speaking**

When your microphone is on, Zoom will devote part of your Internet connection to an audio stream for you, even if you are not speaking. Mute your microphone when you do not need it, and you will allow Zoom to use your Internet connection more effectively.

- **Disable HD webcam video**

Sending high definition (HD) webcam video requires more bandwidth than sending non-HD. Disabling HD video will free up more of your Internet connection for other parts of your Zoom meeting. There are two locations that you can disable this setting. Zoom Desktop App - click the gear icon, selecting video and uncheck HD Video. The other location is on the Zoom website. Click Settings on the left, locate Group HD and disable.

From within the Zoom Client:

- a. Click the "Home" tab.
- b. Click "⚙️ Settings".
- c. In the Settings window that opens:
 1. Click the "Video" tab.
 2. Uncheck "Enable HD".
- d. Close the Settings window.

5. Wireless Router Maintenance

- Similar to having to reboot your computer periodically, it is also advised to reboot your wireless router. Typically, this can be done by unplugging the power cable for 30 seconds and then plugging back it. It will generally take a few minutes for the router to reboot so that you can connect.

Whether you own or rent your router, it is advised to perform software updates to them. You can contact your Service Provider and the manufacture to find out information on how to update your router.

San Diego Handout



Dear Candidates,

You have been invited to participate in a Candidate Forum hosted by the **NAACP and San Diego Advocates for Great Public Schools** and moderated by the **League of Women Voters of San Diego**.

I have laid out a few tips and then steps to take to prepare for this Forum for the office of: **San Diego County Office of Education - District 1, Thursday, October 22, 2020** from 6-7pm.

NOTE: Please click the link below to access the Document.

[Ground Rules for Candidate Forums](#) ****Sign and Return IMMEDIATELY**. Sorry about the short time frame.

AND: In order to be connected for any urgent issues, such as logging in, **please include your cell phone number** when you return the signed document.

The LWV Forums are designed to create a space for the audience to hear from the candidates about their positions, viewpoints and vision for the future. We follow the League of Women Voters guidelines that ensure voters hear from all candidates equally and use timekeepers for that assurance. We don't allow personal attacks of any kind. Candidates should stay on topic and focus on their positions. Each candidate is given a 2 minute opening, a 2 minute closing, and has one minute to answer the questions but there is no time for rebuttal. We prefer you respond with information from your own platform, not your opponents'. Respecting this format will ensure a Forum where the questions asked by the community will be answered and your positions will be known.

Again, remember: This is a forum. Not a debate.

One day prior to the event you will receive an email containing your Zoom login.

Be ready with this at the time of check in. We have little time to configure the webinar. Your preparation is crucial.

PLEASE NOTE: CHECK IN: We'll ask that you log on 15 minutes prior to start time. The Moderator will review procedures and answer any questions you may have. She'll explain how she selected the order of speaking. This will take only a few minutes.

ALSO: *To invite others to attend this forum*, go to www.lwvsandiego.org . Scroll down on the first page for the calendar which lists our forums with the link to the event. The attendees' confirmation email will include, in the first paragraph, **a link to submit questions**.

The Forum will be recorded.

To present yourself in the most professional way:

Here are some Tips & Tricks for Zoom events:

Test all this by going into your computer's video camera app to see how you will appear before going live.

Camera Position.

- Set your camera up on your monitor so that the position is level with your face or pointing down towards you
- If you are using a built-in camera, place your laptop or monitor on some books to create height where you are at the very least looking either directly into the camera or up to it
- For evening events, make sure you will have adequate lighting after the sun goes down

You.

- Position yourself so you are framed from your chest up
- Lighting should come from in front of you
- Keep your background neutral - **NO Campaign signs or banners**
- The candidate should be the only person to appear on video - we do not allow family members or others to join you on screen

IMPORTANT OPPORTUNITY:



VALUABLE VOTER GUIDE!

Remember to take advantage of this Free and Nonpartisan website, Voters Edge, where you share your priorities and qualifications to voters. Email ca-sd@votersedge.org or call Julie Ann Sih at 858-444-6761.

We look forward to collaborating with you to present this forum to the community.

~Vickie Riggs

858-735-6404

Vice President

Candidate Forum Co-Chair

LEAGUE OF WOMEN VOTERS OF SAN DIEGO

lwvsandiego.org

We always hear about the rights of democracy, but the major responsibility of it is participation.

[Wynton Marsalis](#)