

## **Technology in the Arts Conference**

### **Pittsburgh, PA**

### **October 9-11, 2008**

Notes taken by Gabrielle Revlock

### **Online Videos**

-Making an online video from a performance clip or “behind the scenes” footage is an easy way to give something to your potential audience and it is FREE. (Try this instead of comp tickets.)

-To make a video you don’t need a camcorder. Most still cameras can record low quality video that is perfect for the web.

-Instead of having one long performance shot break it up with multiple short shots. This gives energy to your video.

-Notice on the YouTube website two terms: *URL* and *Embed*. The *URL* is the link to your video. (Send this in an email.) *Embed* is the code you use to embed the video in your website.

-*Free editing software*: Windows Movie Maker (PC), imovie (mac), Avid FreeDV, Wax

-*Free video sharing sites*: dropshots, vimeo, youtube, teachertube (for teachers only—will not be blocked by school filters.) Some sites (like youtube) also have channels which are mini-homepages with a subscribe feature.

### **Online Art Making & Sharing**

- [www.Worth1000.com](http://www.Worth1000.com) (a contest site)

- [www.Flickr.com](http://www.Flickr.com) (photo sharing)

- [www.a.viary.com](http://www.a.viary.com) (browser based suite of graphic design programs with a community of artists that share and collaborate. Free trial available)

### **Fundraising Tips in a web 2.0. world**

-You must have a donate button on your website and it must be prominent and immediately accessible .(Don’t make your donors click through multiples pages.)

-Storytelling helps people connect with your organization.

-Find people who are passionate about your cause. Use **Google Alerts** or **Technorati** to perform automatic web searches that will help you find these potential supporters.

-Best Days for fundraising: The day after Christmas, times of crisis, post person-person inspiration.

-Use fundraising widgets to get your supports to help with fundraising. **Sixdegrees.org** (A site where individuals can create fundraising badges for their favorite organizations) Web 2.0. is about having faith in your audience and turning your message over to them.

-Who are online givers? Avg. age 38-39 (equal men and women) What are they giving? \$163 on average

-Keep it about engagement. Think build community first and fundraise second. Ex. Have a photo contest. It has urgency, a reward, and helps your audience relate and connect with your cause.

-Avoid random acts of marketing. Don't just create a facebook page if you are not intending to use it effectively. If you create a blog keep it personal and ask leading questions to encourage response.

- For more online fundraising & nonprofit marketing tips **www.fundraising123.org** and **www.beth.typepad.com** .

## **Creative Commons** [www.creativecommons.org](http://www.creativecommons.org)

- Creative Commons provides free tools that let you easily mark your creative work with the freedoms you want it to carry. You can use CC to change your copyright terms from "All Rights Reserved" to "Some Rights Reserved." You can still have a copyright. Creative Commons is a license.

-What are the variables? Attribution, non-commercial, no-derivatives, share-alike.

-Giving over permission for use of your work can create opportunities for audience engagement. Ex. Nine Inch Nails produced 2 free albums and had a YouTube video competition. Deluxe editions were sold and made equal to greater profit compared with standard CD sales.

-Creative Commons has a search engine so you can find works that have specific allowances.

-If you are interested in obtaining a CC license ask yourself: Do other people have copyright on the material (dancers, musicians, composers, etc.)? Have you considered the implications? (You cannot retroactively enforce changes to your license.)

-Some examples:

**www.Flickr.com/photos/library\_of\_congress** (With the launch of the Library of Congress pilot, Flickr began a new initiative called "The Commons." Cultural heritage institutions that join The Commons are sharing images from their photographic collections that have no known copyright restrictions as a way to increase awareness of these collections with the general public. For more information on The Commons, see: <http://www.flickr.com/commons>.)

**www. magnatune.com** (Music downloads—no major labels and musicians always get 50%. You can listen to every album in its entirety before buying or becoming a member. Albums have a sliding scale of \$5-18)

## **Leveraging Social Networks and New Media**

- Personal referrals work and that is how social networks are useful.
- Increase patron satisfaction by inviting conversation.
- Use social networks to listen to and learn about your patrons.
- Match the colors on your facebook page t the colors on your website.
- Bear hug is a program which can link your sites and feed information.
- Facebook ads-try them, they are cheap.
- If your org. has a blog it is ok if it is not the head of the org. who is writing it. Better that that person is candid and hip.
- Try Google Analytics to analyze the effectiveness of your site. Look for behaviors not just numbers.
- Choose platforms you think are going to survive (facebook not Friendster)

## **Intranets and Extranets**

- Intranets and extranets are built as websites and allow you to securely share any part of your organization's information or operational systems with others in your organization.
- They are useful because they keep everything in one place (you never have to ask people to send/resend), standardizes formats, increases accountability(all actions are stamped with name, date, time.)
- A vendor can be hired to tailor make an intranet or extranet for your organization or you can use Microsoft SharePoint .
- What is *software as a service*? A service where software is hosted by a 3<sup>rd</sup> party and accessed over the internet. It alleviates your burden of software maintenance, operation, and support as well as reduces your upfront costs. The cons are that it has an ongoing rather than one-time expense and you relinquish control over versions and customization.

## **Tech Vocabulary**

*bleeding-edge*: Not tested

*Agile development methodology*: Trial and error with lots of feedback time

*Freeware/shareware*: Free software, but as is; limited

*Open source*: Fully functioning software but has the ability to be changed thru redistribution and manipulation of software. Usually creates a community of users (ex. widget users)

*U.I. and G.U.I. ("gooey")*: The actual look and feel of the software

*AJAX, .NET, PHP, JAVA, SQL, Oracle, Crystal*: Programming languages, databases, and reporting tools

### **Tips on Selecting a Product:**

- Do your own research. ([www.idealware.org](http://www.idealware.org))
- Get a demo and ask questions.
- Ask about compatibility with other software you use.
- Check if the product has a community of users you can turn to for support. (peer to peer reduces tech support costs)
- Ask for itemized charges and negotiate.

### **Tips on Selecting a Vendor:**

- Ask for project sheets and references.
- Know that with computer programming expertise, certifications are elective and mostly used to earn more money.
- Pay attention to your comfort level. ( Do they use too much tech jargon?)
- Get a lump sum estimate with details about what you need.
- Ensure your level of ownership meets needs. (Who has rights to the product?)
- Ask about warranties and/or ongoing support and have this in writing.

### **Tips on Getting the Buy in You Need from Your Community:**

- Provide notice on changes.
- Get them excited. (ex. launch party)
- Explain features and why.
- Train users.
- Phase in new features, tools, and requirements so as not to overwhelm the community.

## **Resources and Sites of Interest**

**Google Analytics** (a free service that helps you analyze the effectiveness of your website)

**Google Grants** (free AdWords advertising for selected non-profits)

**Sourceforge.net** (Open source software)

**Patronmail** (e-mail marketing system created specifically for arts and non-profit organizations.)

**Networkforgood.org** (Processes donations for your non-profit, enables you to email your supporters, tracks your supporters in a [donor database](#) created in partnership with Salesforce.com, provides you with [fundraising training](#), including “Nonprofit 911” calls )

[www.idealist.org](http://www.idealist.org) (an interactive site where people and organizations can exchange resources and ideas, locate opportunities and supporters)

[www.idealware.org](http://www.idealware.org) (provides candid Consumer-Reports-style reviews and articles about software of interest to nonprofits.)

[www.wearemedia.org](http://www.wearemedia.org) (Social Media Starter Kit for Nonprofits)

[www.mingsoft.com](http://www.mingsoft.com) chat monitor—a software solution for users who want to control, monitor, and archive unlimited IM traffic on the company or home network.

[www.permissiontv.com](http://www.permissiontv.com) (online video platform that gives you the power to serve up an interactive, one-of-a-kind experience to each and every web visitor.)

**Click2map.com** (a map editing application that allows you to add video and more)

**www.ted.com**, The best talks and performances from TED (annual conference that brings together the world's most fascinating thinkers and doers, who are challenged to give the talk of their lives in 18 minutes) available to the public, for free. These videos are released under a [Creative Commons license](https://creativecommons.org/licenses/by/4.0/), so they can be freely shared and reposted.

**itunes University** [www.apple.com/education/itunesu](http://www.apple.com/education/itunesu) (Delivers easy, 24/7 access to educational content from hundreds of top colleges, universities, and educationally focused organizations across the country.)

[www.steve.museum](http://www.steve.museum) (a collaboration of museum professionals and others who believe that social tagging may provide profound new ways to describe and access museum collections and encourage visitor engagement with museum objects.)