

Randy Singer: (4/13/2016 11:31) Survey link: https://ufl.qualtrics.com/jfe/form/SV_0Sv7nR2c4RgsmUd

Randy Singer: (11:45) 10 MIN LEFT

LadyNaturalist: (11:59) Haha!

LadyNaturalist: (12:00) Hello!!! :)

Jenna Lewein: (12:00) Hi Everyone!!

Randy Singer: (12:00) hey!

LadyNaturalist: (12:00) Yep! Cleveland Museum represent!

Carolyn: (12:00) Good morning from the ABQ BioPark in Albuquerque NM :)

Blaire: (12:01) Good morning from Antenna International (the audio tour people)

Jennifer Acord: (12:01) Delaware Museum of Natural History here!

Sheryl: (12:02) Hi! YouTube educational content creator here :)

Randy Singer: (12:02) WE will have a QA at the end

Randy Singer: (12:02) so hold questions till end guys :D

ca_cassidy: (12:03) Hi there from @passedthestuffedspecimens from tumblr, postgrad from Bell Pettigrew Museum at the university of st andrews

Scott Chamnes: (12:03) Acadia National Park (also Reddit's MuseumPros) here!

Haxley: (12:07) Haxley intern for Education and Outreach at the Smithsonian Natural History Museum

Lisa (@projectFOSSIL): (12:16) I loved that video!

Cindy Lincoln: (12:18) Could we virtually connect with you and do an interview or some type of interactive program with you inside our museum theater called the Daily Planet?

Randy Singer: (12:18) Ill ask her in the Q and A Cindy :)

Blaire: (12:27) Question - how do you balance your colloquial style/voice with the authoritative institutional style/voice?

Randy Singer: (12:27) got ya Blaire :)

Blaire: (12:28) thanks

Sheryl: (12:29) Follow-up to Blaire's question: how much scientific information/vocabulary in a video is "too much"?

Evan Waite (UF): (12:31) Hello! Entomology department outreach at the University of Florida here, would specific videos like how to pin an insect or collecting techniques be a good place to start launching our video series?

Randy Singer: (12:32) Survey link: https://ufl.qualtrics.com/jfe/form/SV_0Sv7nR2c4RgsmUd

LadyNaturalist: (12:32) Thank you for your time, Emily! That was great!

Lisa (@projectFOSSIL): (12:32) Question about posting strategy (related to the ant video/ant man and easter/jelly beans): Do you have a YouTube posting strategy? (e.g. We'll post about this stuff on these days--like #MammalMonday)

Randy Singer: (12:34) link to FB group about antural history collections: <https://www.facebook.com/groups/232785306782255/>

Randy Singer: (12:34) *natural

Ashley Demma: (12:35) what kind of tags are best for your videos? both practical and "viral" ?

Digit2017: (12:36) The production quality of YouTube videos are very high; form a production point of view, what do you see as essential?

devinm 2: (12:37) Do you think strategies similar to those used for Project Hyena could be applied towards other areas in science funding? For example, do you believe crowdfunding and social attention could be a viable means to fund research?

Jenna Lewein: (12:37) Could Emily elaborate on her approach to the show writing process? Do you brainstorm topics, work from a set script outline, etc? Do you hash out what you're going to say with the person you are working with or interviewing in a particular video? Thanks!

Molly Phillips: (12:40) what would you estimate your production costs per video is?

Travis Hagey: (12:42) How do you come up with video topics? Do you usually work with scientists from the field museum or are you on the lookout for other scientists to do videos with/about?

LadyNaturalist: (12:42) What's the entire production time average?

Joshua Graham: (12:43) What do you see as the main technical requirements for starting the process?

Molly Phillips: (12:43) How would someone submit a topic or idea for a brain scoop episode. Do you have information for folks that may want to include a brain scoop video in their broader impacts statement?

K Scharnagl: (12:46) You've done some traveling - what goes into making videos in the field that you might not think about versus making videos in the museum?

LadyNaturalist: (12:49) Thank you! Excellent answer.

Molly Phillips: (12:49) By the way-- The webinar's recording and the chat transcript will be posted here. https://www.idigbio.org/wiki/index.php/E%26O_Working_Group

Jenna Lewein: (12:49) Wonderful, thank you!

Randy Singer: (12:50) Also Survey! https://ufl.qualtrics.com/jfe/form/SV_0Sv7nR2c4RgsmUd

K Scharnagl: (12:52) Thank you!

Andy Warren @AndyBugGuy: (12:52) I believe your job at the Field Museum is pretty unique. Can you think of any reason why every Natural History museum would not want a video series like yours?

Cindy Lincoln: (12:53) Do you do live virtual connections with other museums? We're trying to develop live virtual programs with research scientists, etc (such as connecting with them in the field) that can be viewed by museum visitors in a theater. Have you done this type of programming and could we interview/connect with you? How would we set that up?

Nicole S: (12:53) There have been examples of successful scientific research getting funded through crowdfunding. Here's an example: <https://www.kickstarter.com/projects/zacinaction/kicksat-your-personal-spacecraft-in-space/description>

devinm 2: (12:55) That's really cool; thanks Nicole S.

Molly Phillips: (12:56) Perfect thanks :)

DigIt2017: (12:57) Thanks for the great answer!

Andy Warren @AndyBugGuy: (12:57) That answered my question! Thanks Emily!

Sheryl: (13:00) Thanks so much for all the great info, Emily!

Molly Phillips: (13:01) Please complete our survey before you go :) https://ufl.qualtrics.com/jfe/form/SV_0Sv7nR2c4RgsmUd

Andy Warren @AndyBugGuy: (13:01) Fantastic answer- thanks again Emily!

Elyse: (13:01) Thank you so much for your time! This was incredibly helpful

Cindy Lincoln: (13:02) We're hiring one right now!!

Ann Molineux: (13:02) Thank you! Extremely interesting.

Brittany Snipes: (13:03) How important do you think the 'entertainment' aspect of your videos is compared with the educational content?

LadyNaturalist: (13:03) Excellent answer. We'll keep on pushing our institutions! :)

darci: (13:04) Does the Field Museum also feature your work in the galleries or other on-site programming in any way?

Jessica: (13:04) "being entertaining doesn't undermine the educational value" Amen!!

Randy Singer: (13:05) Survey link: https://ufl.qualtrics.com/jfe/form/SV_0Sv7nR2c4RgsmUd

LadyNaturalist: (13:05) Thank you!!! :)

Molly Phillips: (13:05) Thanks so much!

DigIt2017: (13:05) Thanks so much :)

Jenny Stratton: (13:05) Thanks Emily!! And Randy and Molly!

MSU Museum: (13:05) Many thanks!

Scott Chamnes: (13:05) Thanks!! Great webinar! Good hosting too!

Henning Brandstedt: (13:06) Thanks!

Blaire: (13:06) Thanks!

Nicole S: (13:06) Thanks for a great webinar, Emily!

Lin Muilenburg: (13:06) Wonderful webinar!!! Thank you.

Jenna Lewein: (13:06) It was great to hear from you Emily! Thank you so much for your time!

Haxley: (13:06) Gracias Emily

devinm 2: (13:06) Thank you, and great job on organization, Randy

ca_cassidy: (13:06) Thanks for the webinar!

Ashley Demma: (13:06) thank you all!

Erica Krimmel, Chicago Acad. Sci.: (13:06) Thank you!

Randy Singer: (13:06) Thanks guys!

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