

To: NAEFO Board

From: Monte Olsen, Executive Director; Cliff Avery, Texas Director

Date: 6 April 2021

RE: Webcast Revenue

The Board asked us to consider possible options for revenue generation from our webcasts. As we discussed at our March 13 meeting, there is potential to receive some income from webcast activities that could be used to support other efforts that NAEFO contemplates.

The model used by the Texas State Association of Fire and Emergency Districts (SAFE-D) has proven successful, generating between \$2,000 and \$3,000 for each of its webcasts, which are usually scheduled each month.

SAFE-D markets the webcasts to its membership and through social media. SAFE-D seeks accreditation so that emergency services commissioners can earn CEUs as required by Texas law. SAFE-D staff sells sponsorships for each webcast. Registrants sign up for the webcast and pay via credit card through the SAFE-D membership management system. Presenters and the SAFE-D moderator access the webcast through Zoom, and the Zoom output is channeled through SAFE-D's IBM Video platform to minimize the risk of "noise" from unmuted participants. This also affords more robust video presentation that can be accomplished through Zoom alone. Registrants can ask questions via text message, email, phone call or through the Chat function available on the IBM Video platform.

After discussion, we suggest that NAEFO, as a way of testing the process, use SAFE-D infrastructure for its next webcast.

- NAEFO and SAFE-D would jointly decide on the topic and date for the test webcast.
- SAFE-D would identify potential sponsors and sell two sponsorships at \$750 each. After deduction of 15 percent staff commission, NAEFO and SAFE-D would evenly share the proceeds.
- Both SAFE-D and NAEFO would promote the webcast to their audiences.
- Registrants would sign up for the webcast via the SAFE-D membership management system, which would be slightly modified to show the joint participation of NAEFO and SAFE-D. Credit card payment would be required.
- The credit card payments would be processed into the SAFE-D account.

SAFE-D would supply NAEFO an accounting of all receipts.

- Charge for registrants would be \$25 for NAEFO/SAFE-D member; \$45 for nonmember. After deduction for credit card fees, NAEFO and SAFE-D would evenly share the proceeds. If a registrant wanted CEU from the Texas A&M V.G. Young Institute of County Government, there would be a \$5 additional charge to the registrant. That would be paid by SAFE-D directly on invoice from the Institute.
- Registrants would be emailed a link to access the webcast at the scheduled time.
- NAEFO Executive Director Monte Olsen would moderate the webcast, joining the presenters via SAFE-D's Zoom account. SAFE-D would supply a script that included information on how registrants would request CEU.
- The Zoom output would be broadcast to SAFE-D's IBM Video channel. Registrants would access SAFE-D's channel to see the presentation.
- At the end of the webcast, registrants will be given a link to request CEU and a certificate emailed from V.G. Young Institute. This is through an online form that SAFE-D would provide and would include a brief survey on the effectiveness of the training and the technical quality.
- V.G. Young will send a certificate. This usually takes 4-6 weeks.

We look forward to further discussion at our meeting April 10.