

The Municipal Art Society of New York

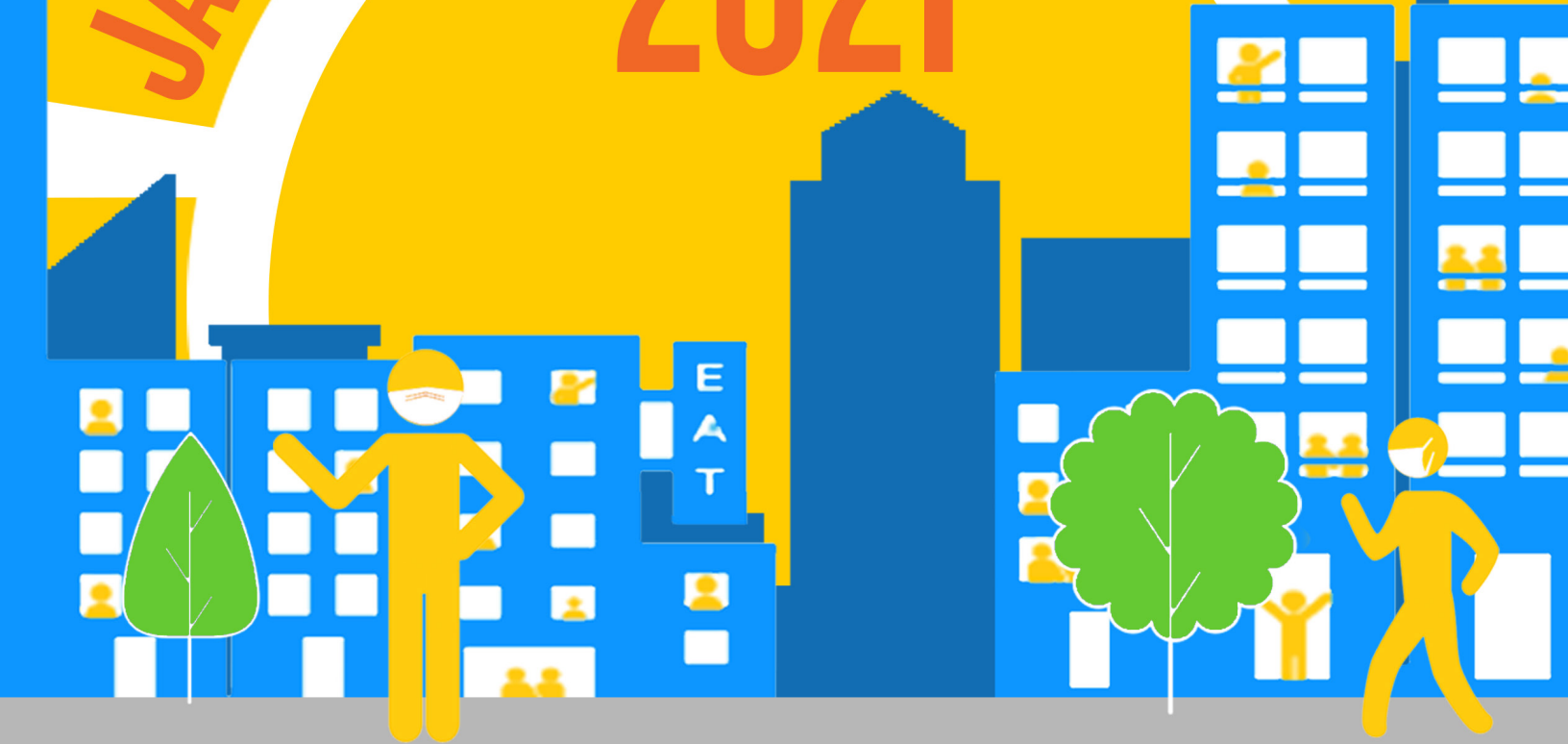
MASNYC

WALK

JANE'S

NYC

2021



TRAINING GUIDE FOR VIRTUAL AND
SELF-GUIDED ACTIVITIES

TABLE OF CONTENTS

A NOTE FROM MAS	1
SELECTING A TOPIC	2
DECIDING WHEN AND WHERE TO HOST	3
PLANNING YOUR ACTIVITY	7
SUBMITTING TO JANE'S WALK NYC	9
SPREADING THE WORD	10
DAY-OF LOGISTICS	11
FAQ	13
RESOURCE INDEX	16
GET IN TOUCH	19

A NOTE FROM MAS

Dear Jane's Walk Leader,

Jane's Walk is a global festival of free, volunteer-led walking tours inspired by urban activist Jane Jacobs. MAS is proud to be the host of Jane's Walk NYC, the biggest Jane's Walk festival anywhere in the world. What started with a handful of walks in 2011 has since grown into a multi-day celebration featuring hundreds of walking tours across the five boroughs.

In response to the COVID-19 pandemic, Jane's Walk pivoted to an entirely virtual format in 2020. Through the challenges of the past year, the mission of the festival is even more deeply felt. It is a time to come together to support one another, heal, and share our love for our city and urban life (albeit virtually or socially distanced). Jane's Walk provides a platform for New Yorkers to continue to show up and share stories of strength and resilience across the five boroughs.

This year, the Jane's Walk NYC team is engaging both walk leaders and attendees to seek new and dynamic ways to stay safe, and stay together, even while we're apart. While guided in-person walks remain suspended in 2021, Jane's Walk leaders will have a variety of opportunities to host "walks" in virtual and socially distanced formats, including self-guided in-person walks, virtual talks, social media activations, and more.

As usual, anyone is welcome to lead a Jane's Walk activity. Whether you are affiliated with an organization or are an impassioned individual, Jane's Walk is an opportunity to share your experience of New York City with fellow urbanists.

This training guide is intended to offer tips and tricks to help walk leaders navigate the landscape of virtual and self-guided options for hosting a Jane's Walk activity.

We look forward to celebrating our city with you this year!

From your friends at MAS,

Team Jane's Walk NYC

SELECTING A TOPIC

The first step to planning a successful Jane's Walk activity (virtual or self-guided) is picking a topic or an area of the city that piques your interest, the platforms and formats that appeal to you, and if you prefer to host your activity live or on-demand. Although guided in-person walks will not be part of the roster this year, we encourage you to consider how to maintain the spirit of the festival by continuing to foster urban exploration and social connection.

A great starting point is to check out the wide array of topics that have been featured in recent years. Below are links to the Jane's Walk 2020 (from Home) festival, which offers some ideas on virtual formats, as well as subject areas for inspiration from 2019 and 2018.

<https://www.mas.org/events/janes-walk-nyc-2020/>

<https://www.mas.org/janes-walk-nyc-2019>

<https://www.mas.org/janes-walk-nyc-2018>

Two additional elements that make for a great walk are incorporating interactivity and getting off the beaten track—both of which are still possible in a virtual or self-guided setting. Think about engaging a group in a participatory or experiential virtual activity (e.g. asking people to join you on your Instagram or Facebook Live while you show them around your neighborhood, leading people on a virtual scavenger hunt, hosting a film screening and discussion, organizing a neighborhood trivia hour, asking people to share photos of their self-guided walk experience using #JanesWalkNYC, etc.).

DECIDING WHEN AND WHERE TO HOST

We have outlined resources for learning more about using various platforms and tools on page 16.

WHEN

Live

A live experience is scheduled to take place on a specific date, at a specific time during the week of the festival (May 3-9!). Examples include a live discussion on Zoom, where people connect with you face to face or participate in a Q&A. Another example is to ask people to join you on a social media platform like Instagram, Facebook, or YouTube Live. You could even host this on your mobile device to lead people on a virtual walk in real time.

On-Demand

An on-demand experience is not scheduled to happen on a specific date or at a specific time, and examples include pre-recorded tours or self-guided outdoor walks. On-demand offers a way to give participants flexibility, potentially reaching a wider audience who can tune in at their leisure. It may also minimize the number of unpredictable variables (like internet or audio connection issues) and allow you to focus on your content, delivering an experience that may be more polished.

Consider combining elements of live and on-demand. For example, if you host a live conversation, you may want to share a recording of it later on YouTube so that participants can watch any time. Alternatively, if you produce an on-demand self-guided walk, you may also want schedule a time for participants to gather on Zoom and share observations.

WHERE

In Real Life (Self-Guided Walks)

An outdoor self-guided activity gives participants the opportunity to follow your prepared instructions for going on a walk route. For example, you might create a printable PDF with a list of locations, directions, and commentary, along with some images. Consider including prompts to offer further connection and engagement, such as asking participants to share photos of a specific stop on social media using #JanesWalkNYC. You also might choose to use an app-based tool like Urban Archive, which allows you to create a walking route paired with a story and historic images. Check out some of the walk routes and stories that came together in 2020 here: <http://janeswalknyc.mas.org/>.

On Zoom (Virtual Tour, Panel, Presentation, or Meeting)

MAS hosts virtual public programs and tours on Zoom, an accessible and popular webinar and meeting platform that many people are familiar with. Zoom is the dedicated platform where any virtual Jane's Walk meeting or webinar activity should take place. There are a number of ways that you can plan to use Zoom for your Jane's Walk, including:

- **Zoom Meeting:** This allows you to gather a group of people with the ability to see and talk with each other face to face. It includes features such as a typed-chat function and screen-share for any slides or visuals to accompany your talk.
- **Zoom Webinar:** This allows you to have more control over who is on screen and speaking, which will only include invited panelists. Anyone else who joins you will be in “view only mode,” and can participate by using the typed chat, the Q&A function, and/or by responding to polls.
- Zoom also has a mobile app, which may offer more flexibility if you wanted to lead a virtual walking tour outside in real time.

Examples of virtual Jane’s Walk activities on Zoom:

- A virtual meet-up where people gather for a conversation about a specific topic, or where you lead people through a participatory activity (e.g. open-ended discussion, NYC trivia or another game)

EXAMPLE: “So Long, 2020 | LIVE from NYPL,” which featured beloved NYC comedians live in conversation, reflecting on the year that was and what it has meant to be a New Yorker—a funny New Yorker—during these tumultuous times.

View more here: <https://www.youtube.com/watch?v=QarDDsWqK2Q>

- A panel of speakers where you discuss something specific about your neighborhood or another urban issue.

EXAMPLE: “The Future of Open Space for Small Business,” where MAS invited community groups and local leaders to examine how open space can be used to preserve small business through policies like outdoor dining.

View more here: <https://www.youtube.com/watch?v=vc9auprN4ow>

- A presentation or activity where you pick a specific location, route, or theme, and virtually tour participants by sharing slides or using the Zoom app for mobile to lead people on a tour of a location in real time. Attendees may add their own observations through the chat, Q&A, polling, and/or a conversation that follows your activity.

EXAMPLE: “Gallery Talk with James and Karla Murray,” where MAS invited the Murrays to share about their storefront photography across the five boroughs alongside stories from local businesses. This was aligned with an exhibition in MAS’s online gallery of their work.

View more here: <https://www.youtube.com/watch?v=bhgQolqaMes>

There are a variety of capabilities on different Zoom plans and platforms. Factors such as duration and capacity are impacted by whether you have a free or paid plan. We encourage you to grow familiar with the features of your Zoom plan to determine what works best for you. We have also assembled a helpful sheet with step-by-step instructions and tips for using Zoom (such as remembering to wear headphones to avoid sound issues!) under the resources section on mas.org/janes-walk-nyc. Additionally, in the Resources Index on page 16 you will find a link to access live and recorded trainings provided by Zoom.

On Social Media

Do you have a social media following that you would like to engage, or are you looking to build one? Here are some examples for how you can use social media to host a live or on-demand virtual Jane's Walk activity:

- **Live:** Pick a specific date and time to go live on a platform like Instagram, Facebook, or YouTube. Consider going outside and leading your viewers on a walk! You can encourage your audience to chime in to the conversation through the comments or reactions. Some platforms like Instagram Live also allow you to invite an audience member to join your video feed.

EXAMPLE: NYC LGBT Historic Sites Project has hosted a number of conversations using Instagram Live, including one that toured the childhood home of pioneering gay rights activist, Frank Kameney in Queens' Richmond Hill neighborhood.

View here: <https://www.instagram.com/tv/CGNa77fK3QP/> (notice how there was one person on the street with a camera, and another on video narrating the context?)

- **On-demand:** Post content to your social media feed on platforms such as Instagram, Facebook, TikTok, Twitter, or YouTube, by creating a post, story, or reel that includes a curated set of media, like videos and images, along with captions. You also can encourage people to comment and add to the conversation.

EXAMPLE: There are a great variety of past posts you can check out by searching #JanesWalkNYC on social media! Here's a post from MAS below, where our planning team created a swipe-through of images to explore the issue of sunlight availability through the lens of Fight for Light, our joint campaign with New Yorkers for Parks.

View here: https://www.instagram.com/p/B_u1Abuphoz/

Remember to use the dedicated #JanesWalkNYC hashtag in your post so your activity populates a collection of Jane's Walk NYC content and is more easily discovered by a wider social media audience.

If you are sharing your walk on multiple platforms, please select the platform that you would like to prioritize in the listing on the MAS website, and share that link. (If your activity is on-demand, you can share a link to your specific post on your social media platform, but if your activity is live, you will have to share a link to your profile instead). **In order for participants to access your walk, your profile must be public.**

In Your Browser (Web Page, Blog Post, App, Podcast, Etc.)

Many of you may have a blog post about a specific New York City topic or a gallery of images that you want to use to share a story. Or perhaps you have produced a podcast or created an activity using an app that you can share via a link. These may be best-suited for on-demand activities for Jane's Walk. Here are some examples to offer inspiration!

- **WEB PAGE:** In September 2020, MAS produced “Much Ado about Flushing” and shared it on our website, which discussed the Special Flushing Waterfront District project, raising key concerns and making recommendations. This demonstrates how you can leverage writing and images to share a story or advocate about an important topic. Read more here: <https://www.mas.org/news/much-ado-about-flushing/>
- **PODCAST:** MAS collaborated with the podcast and radio show, Person Place Thing, to host a conversation with iconic New Yorker and author, Jennifer Egan (sneak peek: her “place” was the Brooklyn Navy Yard!) Check out the conversation here: <https://personplacething.org/episode-288-jennifer-egan/>
- **APP:** In addition to Urban Archive mentioned above, another idea for an app-related activity is to use a walk, run, or bike ride-mapping app such as Map My Run or Strava to share a route! Check out these mapping apps here:
Map my Run: <https://www.mapmyrun.com/us/>
Strava: <https://www.strava.com/>

It will be important to include the format of your walk in the description so that participants know what to expect. For example, do people have to download an application to participate? Are participants expected to contribute to a conversation, or participate mainly in “view only” mode? Think of all details that will add clarity to what you have planned!

PLANNING YOUR ACTIVITY

Plan a Self-Guided Route

If you choose to plan a self-guided walk rather than a virtual activity, keep in mind that the average Jane’s Walk runs between 60–90 minutes. For this duration, we suggest plotting between 7–10 walk stops. Here are some considerations for selecting your route:

- Pick a precise starting place (e.g. an exact street address or public landmark) that is easily accessible by public transit and near a restroom, if possible (and safe)!
- Think about the story you are trying to tell to help map out your walk’s sequence of spots.
- Use Google Maps to plot your route and factor in walking time between stops.
- Practice your route, identifying the observations you would want to share in your self-guided walk. Look, listen, smell, and feel your surroundings. Be present in the city around you.
- Consider accessibility. Everyone experiences space differently, so think broadly and empathetically about how others might feel along your route. You can indicate walk accessibility in your submission description.
- Be mindful of areas that are not accessible to the public and seek permission before planning a walk route that goes onto any private property.

Know Your Stuff

The Greenacre Reference Library and MAS Archives remain open for inquiries and research assistance, although currently closed for in-person appointments. A portion of the collections, related to the built environment and 20th century history of New York, are digital and available to share. Contact MAS’s Information Resources Manager, Erin Butler, ebutler@mas.org, with your question/topic of interest, or leave a voice mail, (212) 935-3960 x1274.

Learn more here: <https://www.mas.org/about-us/greenacre-reference-library/>.

We can’t wait to welcome you back in-person! In the meantime, check the list of links in the Resources Index on page 16 for some suggestions on digital research collections from local libraries and community archives.

Share Community Voices

Another great way to plan for your activity is by researching who in your community may want to share their knowledge and local history. Hearing directly about someone’s lived experience makes a personal connection and is even more engaging.

Incorporate Multiple Perspectives

You can play a curatorial role on your activity by adding different voices, recruiting subject matter experts, and posing questions to generate discussion and highlight local knowledge. As virtual activities are not bound to a physical location, you may even consider inviting someone to join you from outside of New York to encourage inter-city dialogue. This can make for an even more dynamic activity!

Recruit Help (Tech-Support and Co-Leaders)

Depending on the type of activity you plan, additional support can be a big help for day-of logistics. For example, if you are hosting a conversation on Zoom, consider asking 1-2 people to tend to the technical aspects, such as moderating the chat and Q&A, sharing presentation slides, or admitting attendees into the virtual room. This makes for a much less distracting experience for you as a host. You also don't have to lead your virtual activity alone! Often times a co-leader can help to create a more comfortable, fun, and conversational activity.

Stay Curious, Learn, and Practice

Don't worry about being an expert. You are a professional in your own experience of the city and you have plenty to share. However, if you are leading a live activity, such as conversation on Zoom or social media, we encourage you to practice on the platform ahead of time, inviting any special guests who may join you to ensure they are also comfortable using the technology. This will help to avoid technical issues day-of, and will allow you to rehearse, check your internet connection, and get your lighting and background just right. If you are sharing an on-demand activity, it is helpful to seek feedback from some friends before finalizing the details too!

Connect with Jane's Walk NYC Leaders

Walk leaders have requested more opportunities to stay connected with each other and seek support from the Jane's Walk community. As a step to achieve this, MAS has set up a Jane's Walk NYC Slack. On Slack, you can communicate with each other, share helpful resources, seek help in Jane's Walk planning, or offer to lend a hand! We welcome feedback to ensure that Slack functions in a way that is helpful for everyone. The link to join Slack is available by emailing janeswalknyc@mas.org.

SUBMITTING TO JANE'S WALK NYC

SUBMIT AT WWW.MAS.ORG/JANES-WALK-NYC BY MARCH 31!

Live Activity Scheduling

To provide participants with flexibility to experience a variety of activities over the course of the week, we have staggered start-time slots for May 3-9, 2021 to be 9 AM, 11 AM, 1 PM, 3 PM, 6 PM, and 9 PM.

Things to Consider about the Time Slots

- Traditionally, popular time slots have been 11 AM, 1 PM, and 3 PM. Leading a morning or evening activity can mean less competition with other activities and better attendance.
- We recommend a duration of 30-minutes to 1-hour for a live virtual activity, such as a conversation on Zoom. If you are hosting a live conversation on social media, be sure to check for any time limits on the platform.

Make the Title and Description Clear, Succinct, and Catchy

Coming up with an enticing title and description can help to attract the attention of potential attendees amid the hundreds of activities offered during Jane's Walk. Feel free to bounce ideas off the Jane's Walk team—we're here to help.

If there are specific instructions that are helpful for participants to know in order to join your activity, such as the platform, be sure to share those details too!

**SUBMIT YOUR WALK ONLINE BY MARCH 31 AT
WWW.MAS.ORG/JANES-WALK-NYC**

SPREADING THE WORD

MAS will promote Jane's Walk through our website, social media channels, and media partners, but we ask that walk leaders also do their part to spread the word.

Here are a few ways to encourage participation:

- Share the MAS Jane's Walk NYC Facebook event page on your wall or invite your friends to join.
- Post on social media so your friends hear directly from you in your own words. Aim for three mentions to drive participation: one post a few weeks out announcing your walk, one post a week or so out inviting people to join you, and one post the day of or night before expressing your excitement about being part of Jane's Walk. Make sure all of your posts link to your Jane's Walk listing on mas.org so people know how to join in.
- Share fun videos or stories from your activity on your social media and tag MAS! We may repost what you have shared!
- Share an announcement by email or on local neighborhood boards, physical or virtual. Remember people in both your personal and professional networks may be interested.

Tag us using the MAS handle to help spread the word and get promoted!

 **@MASNYC**

 **@MASNYC**

 **@MAS_NYC**

**HELP TO GET JANE'S WALK TRENDING ON SOCIAL MEDIA
BY USING THE OFFICIAL HASHTAG
#JANESWALKNYC**

DAY-OF LOGISTICS

Provide Context, Instructions, and a Warm Welcome

No matter the platform that you choose, it helps to consider the following for participants:

- Introduce yourself (and co-leaders, if applicable) and share the goals or a synopsis of what to expect from your activity. If you are leading a live experience, you may also want to consider sharing technical instructions for how participants should engage with the platform (e.g. using the Q&A function in Zoom Webinar to ask questions). If you are hosting a live virtual conversation, it is also good practice to mention if the program is being recorded.
- Briefly explain what MAS is, who Jane Jacobs was, and explain a little bit about the Jane's Walk festival (suggested points to cover are on page 13).
- If you're hosting a live activity, take a moment to learn about your group. Ask participants where they are from, what they know of the area or topic, and what attracted them to your activity. For example, if you're hosting a conversation on Zoom or social media, a nice way to welcome your audience is by posting a comment in the chat section such as, "Thanks for joining! As we begin, please share where you are joining from!"

Encourage Conversation

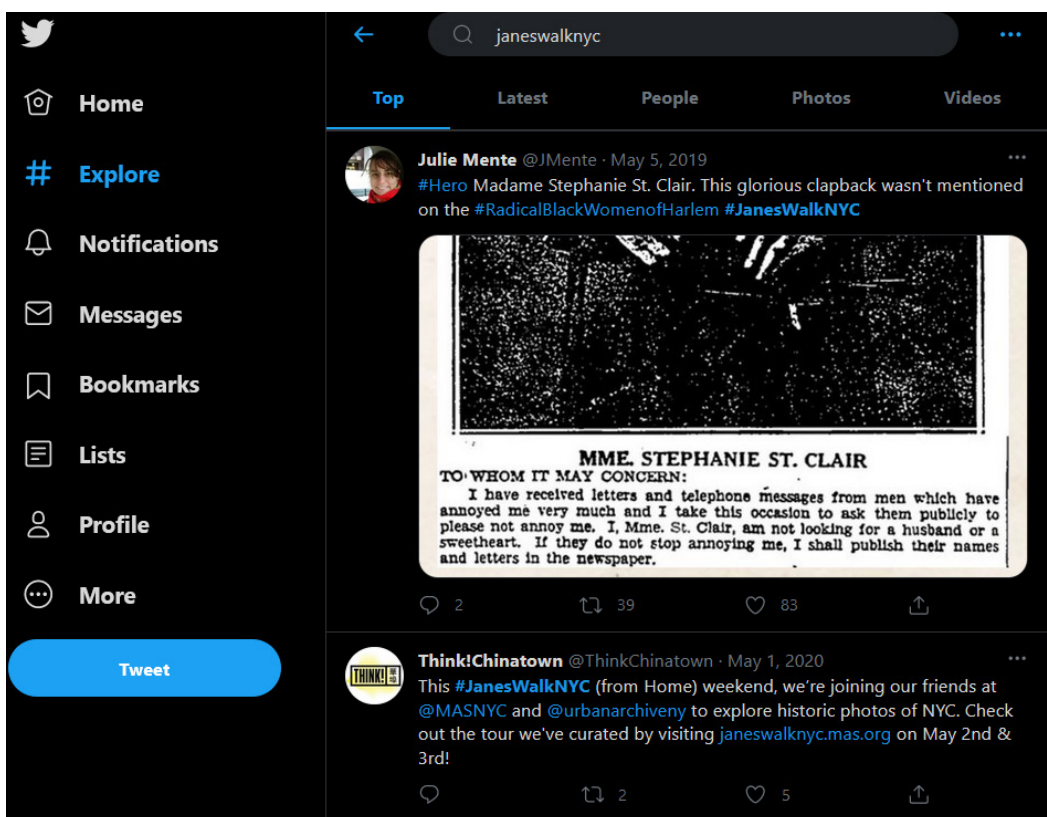
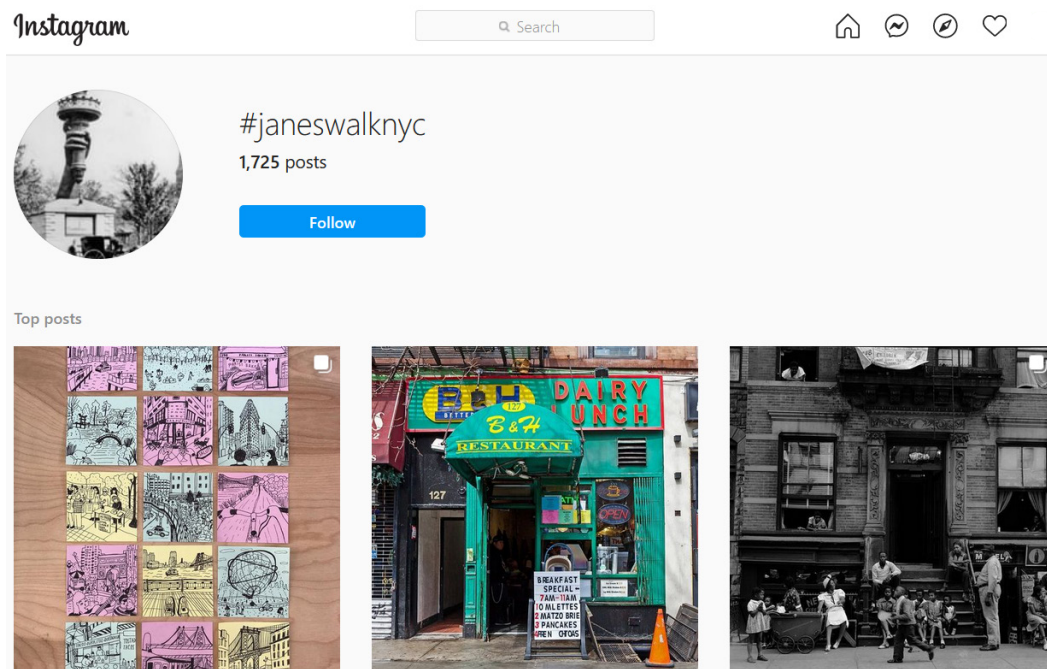
- If you're hosting a live activity, open the floor to questions or thoughts from participants throughout (e.g. via the chat, hand raise, polling, or Q&A functions on Zoom, or the comments section on social media platforms). If your activity is on-demand and participants have the ability to react or comment, consider including a prompt for your audience.
- For live activities, brainstorm a few questions beforehand to generate conversation.
- If you're leading a live activity and don't know the answer to a question, that's okay! You may want to use the opportunity to ask if anyone in the audience has the answer. It's great for walk leaders to learn something new at Jane's Walk too. You can also choose to share your email or other contact information to make yourself available to answer questions after your activity concludes.

Go the Extra Mile

- Consider any supplemental materials you might want to prepare to enhance your activity, including reading materials, links, and photographs that may provide context. For slides, the less text, the better!
- Keep the experience going after your activity. Consider ending with a way for people to stay in touch, or a recommendation for how your audience can learn more or continue exploring (e.g. if your activity features your favorite small businesses in your area, share some ways that your audience can support them!)

Document Your Activity

MAS encourages walk leaders and attendees to share about their Jane's Walk experience. For example, if you're leading a live activity on Zoom, you can ask attendees to pose for a screen shot at the end, or share a recording of the conversation afterwards. If you have planned a self-guided walk, ask participants to share their photos of the experience by posting to #JanesWalkNYC! While the festival is functioning differently this year, we look forward to seeing all of the memories that you have to share.



What is MAS?

For more than 125 years, the Municipal Art Society of New York (MAS) has lifted up the voices of the people in the debates that shape New York's built environment, leading the way toward a more livable city from sidewalk to skyline. In addition to organizing Jane's Walk, we advocate on planning, preservation, and policy issues that shape New York's built environment and offer many public programs and walking tours throughout the year.

What is Jane's Walk?

Jane's Walk is an annual festival of free, volunteer-led, neighborhood walks that generate conversation about the city and celebrate its vibrant past, present, and future. While Jane's Walk is traditionally an in-person festival of guided walks, activities in 2021 will be virtual and self-guided due to the COVID-19 pandemic.

How often is Jane's Walk?

Jane's Walk takes place the first weekend in May every year, to coincide with Jane Jacobs' birthday on May 4. For 2021, the festival will be a week-long celebration, May 3-9.

How is Jane's Walk adapting to the COVID-19 pandemic?

MAS will not be including guided group-walks in the festival for 2021. While guided in-person walks remain suspended, Jane's Walk leaders will have a variety of opportunities to host walks in virtual and socially distanced formats, including self-guided in-person walks, virtual talks, social media activations, and more.

Who was Jane Jacobs?

Jane Jacobs was a famous urban activist and writer who lived from 1916-2006. She is best known for galvanizing New Yorkers to stop Robert Moses' project that would have built an expressway through Greenwich Village. She believed in the power of individuals to influence their city. Today, her principles represent the participatory planning approaches that have been embraced in communities around the world.

Who can lead a Jane's Walk activity?

You can! Anyone is welcome to lead a Jane's Walk activity, whether you are affiliated with an organization or just an impassioned individual. Jane's Walk is an opportunity to share your knowledge with fellow urbanists. Don't feel like you have to be an expert—adding local voices and a variety of perspectives makes for an even more dynamic experience.

Does MAS vet and approve Jane's Walks?

MAS is committed to promoting healthy dialogue about issues affecting the city. We support the principles of self-organization and civic engagement that Jane Jacobs so fervently upheld. The festival is crowdsourced, not curated. Therefore, inclusion in Jane's Walk does not imply MAS

endorsement of the specific perspectives or proposals put forth by individual Jane's Walks or by their respective leaders.

However, MAS reserves the right to withdraw a walk if the subject, location, or leader poses any harm or danger to participants, makes use of hate speech, or defames or excludes specific individuals or groups.

MAS also reserves the right to edit a walk's title and description on our website for the sake of clarity, brevity, and grammatical consistency.

Can a Jane's Walk take place on private property?

If a self-guided walk instructs participants to enter private property, walk leaders also must provide written permission from property owners via email to janeswalknyc@mas.org.

Can I seek compensation for leading a walk?

Jane's Walk is free and open to the public, and therefore leaders are also prohibited from soliciting compensation (including monetary tips) from attendees.

How is Jane's Walk paid for?

The cost of the festival is underwritten by MAS, a registered 501c3 non-profit organization. We receive support from individual donors, government grants, private foundations, and sponsorship. For more information on MAS and our financials, please visit mas.org. If you are interested in donating to help underwrite the costs of producing the festival, contact Britt Densmore, Vice President of Development, at bdensmore@mas.org.

How are Jane's Walks promoted?

MAS promotes the festival as a whole, but participating individuals and organizations agree to identify themselves as part of Jane's Walk through inclusion of the event logo and language in their respective communications (e.g. email, social media, printed collateral) leading up to the event.

Can I use Jane's Walk as a promotional opportunity?

Distribution of marketing materials outside of those provided by MAS is prohibited. However, the festival can serve as an opportunity to share information about a particular project, initiative, or event with fellow urbanists as it relates to your walk.

How will registration work for live virtual activities?

MAS will be taking registration for live virtual activities. Walk leaders must submit a join link for live activities on Zoom or social media, and MAS will share it directly with registrants. For privacy reasons, MAS cannot provide registration lists to walk leaders, but we can share registration numbers upon request.

What Will MAS Help with? What Won't MAS Help with?

For support in your research and planning, we will be hosting a variety of training opportunities on Zoom before the festival in May. We are also available for brief rehearsal bookings during the month of April using Zoom meeting, where you can share your plans for your activity, practice, and ask questions. A link to sign up for rehearsals will be shared with confirmed walk leaders once submissions close on March 31.

However, MAS is a small team. We are not able to set up or manage your activity on your chosen virtual platform.

What if I need to cancel my activity?

As we have learned this past year, things can happen in life that are beyond our control. As much as possible, it helps to have a plan in place if you no longer can lead a Jane's Walk activity. Do you have someone who can lead it for you? Can you post an update on the platform for your activity to notify people? Are you able to reschedule for another time during Jane's Walk week? Please contact the Jane's Walk NYC team at janeswalknyc@mas.org to share any necessary cancelations or scheduling changes so the online roster can be updated accordingly and registrants can be notified.

Where can I find more information about Jane's Walk and learn about other walks happening during the festival?

The full list of walks is available on our website at www.mas.org/janes-walk-nyc starting in mid-April. It's easy to find a walk using the date, theme, format, and borough filters. The website also features helpful information and resources for the festival.

How do I stay involved with MAS year-round?

MAS is a membership organization that offers events, programs, and tours throughout the year. Visit our website at www.mas.org for more information.

Who can I contact if I have more questions?

We're here to help! Contact the Jane's Walk team at janeswalknyc@mas.org with any questions you may have.

The deadline to submit a walk is Wednesday, March 31, 2021

RESOURCE INDEX

Research Tools

The list below is a small sample—there are many other academic, historic, and museum collections that can be helpful in your planning! Many of these institutions below also plan an assortment of programming that may offer inspiration for thinking through types of formats and topics.

- Bronx County Historical Society: <http://bronxhistoricalsociety.org>
- Brooklyn Public Library: <https://www.bklynlibrary.org>
- Center for Brooklyn History: <https://www.brooklynhistory.org>
- Greenacre Reference Library: <https://www.mas.org/about-us/greenacre-reference-library>
- Landmarks Preservation Commission: <https://www1.nyc.gov/site/lpc/designations/designation-reports.page>
- Museum of the City of New York: <https://www.mcny.org>
- New York Public Library: <https://www.nypl.org>
- New-York Historical Society: <https://www.nyhistory.org>
- NYC Dept. of Records: <https://www1.nyc.gov/site/records/index.page>
- Queens Historical Society: <https://queenshistoricalsociety.org>
- Queens Public Library: <https://www.queenslibrary.org>
- Staten Island Historical Society: <https://statenisland.pastperfectonline.com>
- Urban Archive: <https://www.urbanarchive.org/cities/nyc>
- Talking to community members!

Virtual Audience Engagement

- KARP Strategies produced a great program and a toolkit for best practices on virtual community engagement. Check it out here: <https://www.karpstrategies.com/virtual-toolkit>
- Mentimeter (for presentations, polls, brainstorming, and real-time feedback): <https://www.mentimeter.com>
- Slido (for live polls, quizzes, and Q&A): <https://www.sli.do>
- Typeform (for online form and survey-building): <https://www.typeform.com>

Design and Presentation Tools

There are a number of other free online and app-based editing software available—this list below is a small sampling!

- Adobe PDF (Useful for sharing slides as a PDF to maintain certain design elements or decrease file size)
- Adobe Photoshop & Adobe InDesign (for image and graphic design)
- Canva (a free, online design platform with a range of templates and graphics): <https://www.canva.com>
- Google Slides (free online platform to create slides if you don't have PowerPoint)
- Keynote (a presentation tool that is compatible with Mac only)
- Microsoft PowerPoint (for slide presentations)

Zoom Trainings

Zoom offers a number of live and pre-recorded trainings on the various functions of the platform, along with many other support topics:

- Pre-recorded: <https://support.zoom.us/hc/en-us/articles/217214286-Watch-Recorded-Training-Sessions>
- Live training schedule: <https://support.zoom.us/hc/en-us/articles/360029527911-Live-training-webinars>
- General support topics: <https://support.zoom.us/hc/en-us>
- Details for using the Zoom app on a mobile device: <https://support.zoom.us/hc/en-us/sections/200305413-Mobile>

Free to Low-Cost Website Builders

- <https://www.wix.com>
- <https://www.format.com>
- <https://www.squarespace.com>
- <https://wordpress.com>
- <https://www.blogger.com>

Recording Devices

Your personal computer or phone camera/mic may be a perfectly suitable option for whatever activity you have planned, but if you seek to enhance your production value, here are some options:

Video:

- GoPro plus grip for video with built-in stabilization
- Handheld video stabilizer for smartphones
- Gimbal video stabilizer for DSLRs and camcorders

Audio:

- Wireless Lavalier mics
- Headphones
- Bluetooth earphones with built-in microphones

Video and Sound Editing and Production

- Adobe Premiere Pro
- iMovie
- BRIC's Media Center offers a variety of free and budget-friendly, high-media production courses. Visit <https://www.bricartsmedia.org/art-education-media-resources>.
- Innovations in Socially Distanced Performance has a list of software and hardware recommendations for manipulating video, broadcasting, recording a podcast and more. Visit <https://www.sociallydistantperformance.com/tools>.
- Manhattan Neighborhood Network (MNN) provides low cost media and production training courses and also provides equipment and studio space rentals for certified producers. Visit <https://www.mnn.org>.

Accessibility

- **Free to low-cost captioning**
 - For pre-recorded videos, there are free and DIY tools available for captioning, including:
 - <https://amara.org/en>
 - <https://dotsub.com>
 - <https://subtitle-horse.com>
 - MAS used a platform called Rev to provide live closed-captioning in Zoom Webinar. Check out Rev here (note this is a paid service): <https://www.rev.com>
 - YouTube Caption Editor: YouTube can automatically generate captions using speech recognition technology. For more information go to Translate Videos & Captions in the YouTube Help Center here: https://support.google.com/youtube/topic/9257536?hl=en&ref_topic=9257610
- **Non-English Language and Interpretation:**
 - If you're leading a non-English activity, consider asking someone to help as an interpreter.
 - Consider asking someone to join who can provide ASL and interpretation for those unable to hear, if captions are not an option.
- **Phone Listening**
 - If you host a talk on Zoom, consider enabling phone listening for those who cannot join by computer.

THERE ARE ALSO ADDITIONAL RESOURCES AVAILABLE ON THE
JANE'S WALK NYC PAGE UNDER THE "RESOURCES" SECTION! VISIT
WWW.MAS.ORG/JANES-WALK-NYC

GET IN TOUCH

Do you still have questions? The MAS Jane's Walk NYC team is here to help. Give us a call or shoot us an email for more information.

janeswalknyc@mas.org

(212) 935-3960 x1282

mas.org/janes-walk-nyc



Thanks to our funding partners:

SwigEquities
ARTISTRY IN OWNERSHIP®



**Council on
the Arts**

Jane's Walk NYC is paid for in part by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.