Welcome!

Speakers Bureau Application Webinar: 10-11 AM
Speakers Bureau Application Webinar

Hannah Schwendeman
Speakers Bureau Program Manager
March 16, 2020
Overview

• Speakers Bureau Program
• Humanities Washington’s Speakers
• The Application Process
• Tips for a Great Application
• Your Questions!
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What is Humanities Washington?

Humanities Washington creates spaces for people to explore different perspectives, opening minds and bridging divides.

- State affiliate with the National Endowment for the Humanities
- Statewide nonprofit since 1973
Our Programs

- Speakers Bureau
- Prime Time Family Reading
- Grants
- Center for Washington Cultural Traditions
- Think & Drink
- Washington State Poet Laureate

Learn more at humanities.org
The humanities provide necessary social and cognitive tools to *navigate civic life*. However, *access* to the humanities is an issue. Specifically designed to reach *rural and underserved communities*, Speakers Bureau provides fact-based educational and cultural programs so all Washington residents can thrive as members of a democratic society.
Speakers Bureau

- Free, public presentations by expert humanities speakers
- Any nonprofit organization, school, or community center in Washington State can receive funding to host a speaker
- Events occur in every district and county with a particular focus on rural and underserved communities
“Humanities Washington not only helps us pay for the presenters...which is a wonderful thing; it is a distant second to the work they do in finding these presenters, vetting them, and making them available.”

-Tumwater Timberland Librarian
2019 Impact

- 412 presentations statewide
- 149 communities served
- Programs in every county and district
- Over 14,000 Washingtonians served

“We’re so grateful for Humanities Washington and all the wonderful speakers that you all offer. It's so rare to find a resource that really helps us take part as a rural community. Thank you!”

– Host, Chewelah Library
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Humanities Washington’s Speakers

- Benefits for speakers:
  - $300 honorarium
  - Round-trip travel reimbursement
  - Flexible schedule
  - Reach new communities

“Conversations with participants have been fun and informative, and folks tell me they are leaving with more questions than answers. Thank you, Humanities Washington, for providing me this most beautiful platform to connect and engage with Washingtonians I’d never meet in my regular life!”

-Speakers Bureau Presenter
How It Works

• Community Partner’s Role: Event Coordination and Promotion
  • Hosts contact Humanities Washington with an interest in your program
  • Speaker connects with the host organization to schedule
  • If approved, host receives promotional resources and support from staff
  • Host coordinates the event and provides evaluations afterward

• Humanities Washington’s Role: Programming and Funding
  • Selects qualified speakers every two years
  • Connects the speaker and the host organization
  • Facilitates application process
  • If approved, provides funding and resources to the host organization
Speakers’ Responsibilities

Speakers who are selected will be asked to:

- Agree to be available for 5-10 presentations during each program year at mutually agreed-upon times with host organizations
- Attend a one-day speaker orientation in August 2020 in Seattle (specific date TBD)
- Provide their own mode of transportation (Round-trip travel costs are reimbursed)
- Encourage dialogue and conversation among program attendees through a one-hour interactive presentation at each scheduled event
- Reach out to potential host organizations to generate interest in their presentation
- Work collaboratively with Humanities Washington to promote their Speakers Bureau talk
- Maintain communication with the Speakers Bureau program manager about all events and pertinent updates
- Offer the approved presentation exclusively as part of the Speakers Bureau program for the duration of their contract with Humanities Washington
Speaker Requirements

- Significant or advanced expertise with the subject matter of your proposed presentation. This can include:
  - Recognition from cultural community as a teacher or interpreter of traditional cultural knowledge
  - Advanced formal study in the field (master’s level or higher)
  - Extensive professional and/or life experience on the subject
- Demonstrated success in working with public audiences
- Ability to work well with culturally, economically, and geographically diverse audiences
- Interest in – and ability and willingness to – travel to communities across the state
Presentation Requirements

- Topic and focus must be based in the humanities.
  - Storytelling is key!
- The content deepens people’s understanding of topics presented and welcomes diverse perspectives on that topic.
- The topic is relevant and of interest to communities around Washington State.
- The presentation prioritizes audience participation and interaction.
Select Presenters

NICK BOND
Are Salmon Doomed? Hatching a Plan to Save a Northwest Icon

CLYDE FORD
Let's Talk about Race

TRAVIS RIDOUT
Hacking Democracy: What Social Media is Doing to US Politics

MICHELLE LIU
The End of Atticus Finch?
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The Application Process

- Online Application – Due April 8th!
- Statewide Review Committee
- June: Online Auditions for select applicants
  - Present for 25-30 minutes, then Q&A
  - Conducted via Zoom for a live audition
- July: Final speakers selected
- August: 1-Day Orientation
- January 1, 2021 – December 31, 2022: Speaker
Resources for Your Application

humanities.org/become-a-speaker

Become a Speaker
Resources

Join Humanities Washington on March 16 from 10-11 AM for an online webinar to learn more about the application – sign up to join or receive a recording after the event: Register for Webinar

Apply Now

Instructions to Access Application

Call for Applications

Preview Application

Application Notes

Best Practices for Speakers Bureau Presentations

Questions?

Contact Speakers Bureau program manager, Hannah Schwendeman, with any questions at hannah@humanities.org or 206-682-1770 ext. 101.
Logon Page

Email Address*

Password*

Log On  Create New Account

Forgot your Password?

Welcome to Humanities Washington's application website!

New Applicant: If you have not previously submitted an application, please select "Create New Account" to get started. You can find step-by-step instructions about how to create an account on our website here.

Previous Applicant: If you have previously submitted an application, please log-in with the email you originally provided to get started.

Questions?
If you have any questions about our applications, please contact Humanities Washington at info@humanities.org or 206-682-1770.

You can reach Foundant technical support at 877-297-0043.
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Tips for a Great Application

1. Choose your topic strategically.
   - Expertise
   - Passion!
   - Statewide Relevance
   - Scope

*You can only apply with 1 specific topic and you can only submit 1 application.*
Lessons from Our Most Successful Speakers Bureau Talks

1. **Less is more.** Have a particular focus and a few key take-aways. Be able to express the core of your talk in a sentence. Ask yourself: what do you want your audience to remember afterwards? Example: At the end of my presentation, the audience will be able to better separate fake news from legitimate news.

2. **Set the level.** Since not everyone is coming into the room with the same amount of knowledge about your topic, be sure to get everyone up to speed. Avoid jargon and define your terms. Example: If your talk is about dystopian literature, define “dystopian” and provide relatable and clear examples, like 1984 or The Hunger Games.

3. **Tell a story.** Stories and specific examples emotionally resonate with your audience and help make points real. Too much theory feels academic and disconnected from the real world. Additionally, your talk should have a clear structure and flow that carries your audience with you. Example: In a talk about Washington State history, use the narratives of a few individuals to help illustrate points.

4. **Keep your slides simple.** If you use slides, make sure they are not text-heavy. No more than three bullet points per slide is a good rule of thumb. Bullet points should only be a sentence long, not a paragraph. Make sure your images are high-quality and cleanly laid out. Do not stack images on top of each other or lay them out haphazardly. **Resource:** Top Ten Slide Tips

5. **Break it up.** Be sure to engage your audience with discussion questions, activities, or opportunities for input. Even if your talk is chiefly a lecture followed by Q&A, breaking it up with brief interludes of audience participation will help keep your audience’s attention. Example: (To the audience) When you look at this graph, what stands out to you?
Tips for a Great Application

1. Choose your topic strategically.
   • View our current speakers for inspiration
   • What kind of conversations do you want to start in communities?
   • What can you discuss in 45-60 minutes?
   • What do you want communities to take away?
Tips for a Great Application

2. Be specific and clear in every question.

- What is your topic and why did you choose it?
- What are your goals for this presentation?
- Why are you qualified to present this subject?
- Every question matters!
Tips for a Great Application

3. Be open.

- How will you welcome diverse perspectives?
- How will you support meaningful conversations across difference?
- How will you represent Humanities Washington?
Contact Me

Hannah Schwendeman
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206-682-1770 ext. 101
Thank you!
Questions?