

**PLTG Meeting Minutes**  
**Friday, April 17, 2009, 9:30am**  
**Paul, Hastings, Janofsky & Walker LLP**  
**Park Avenue Tower**  
**75 East 55th Street**  
**New York, NY 10022**

Meeting called to order at 9:30 by President Carol Gerber who opened the meeting with a thank you to meeting hosts Jeanne Marie Boswell and Paul, Hastings, Janofsky & Walker LLP for hosting today's meeting. Carol spoke briefly on the following:

- **Membership Renewal** – PLTG is moving right along with membership renewal. Carol thanked everyone who has decided to stick with PLTG for another year and said that she and Lisa Reminick have list of firms that have not yet paid and asked that those that have not yet renewed, please go to the PLTG website to do so.
- **May Meeting** – Carol remarked that the May meeting would be “a very interesting and interactive meeting on the topic of diversity, and how becoming aware of our own perspectives and biases can make us more effective trainers.” Paul Hastings volunteered to host the May meeting.
- **Treasurer's Report** - Current balance is \$10,688.05, up from last month thanks to the firms who have sent in membership dues already. The money will be used for work to make our website more useful for our members, and to pay for breakfasts where hosting firms are not able to subsidize us.
- **Today's Topics**

Carol introduced the meeting's speakers and topics - Marsha Flowers from Cravath, who will update the group on what the New York Word Legal Users Group is doing with their Legal Industry Document Standards initiative, and Greg Renza, who will continue his series on using new technology in training. Greg will talk about using podcasts in training.

**Marsha Flowers and LIDS:**

Marsha Flowers, Training Manager with Cravath, Swaine & Moore LLP, who is currently also a member of the core leadership team at the New York Word Legal Group, and a former PLTG President was introduced.

Marsha introduced herself and asked for a show of hands from those who had heard about LIDS? Response was about 50%. She went on to explain that the genesis was that the new version of Office was being released and the legal industry had other concerns beyond the interface, which seems to be Microsoft's main selling point. The initiative was organized in July of 2008. During the past year the goal has been to develop a relationship between the legal industry and Microsoft's product development team, who had been difficult to reach, so that we could communicate the needs of the legal industry to Microsoft and get their support. Outreach to other user groups, e.g, document expert legal industry experts in UK, have been unsuccessful. After discussion with domestic legal document experts, it was decided that main goal should be to standardize document production. First step was standardization of document styles with the end benefit hoped to be improved document collaboration between firms, co-counsel and clients.

Accomplishments over the past year: Review of initial document collection from various firms by Microsystems. Support and interest from other legal industry experts (Encore Tech, Stephanie Krieger). Representation from Microsoft.

Tasks: LIDS has reviewed the Normal.dot of nine participating firms. Developed a style matrix. In the process of preparing a Wish List for Microsoft e.g., getting rid of "same as previous" and returning to showing the recent styles used at top of task pane. Microsoft was initially hesitant to listen but has softened. Progress has been made. Firms involved thus far include **Clifford Chance, Seward and Kissel, Ropes and Gray** and **Moses & Singer**.

Next Step: Microsoft wants to know who is involved - would like a collective voice. Microsoft is not making any promises to deliver, but does promise to listen.

Marsha concluded by letting the group know how to get involved: The LIDS tab at the WLUG website, [www.nywlug.org](http://www.nywlug.org), includes such resources as a presentation of styles slideshow and combined style matrix which is a good starting point to see if there are core legal styles that should be part of native word. Marsha asked that members take a look and that those who would like to get involved send email to [nywlug@gmail.com](mailto:nywlug@gmail.com). Participants will receive a blank matrix and presentation that can be used. At a minimum, the exercise to discover the styles in use at your firm is helpful in your own Office 2007 upgrade planning.

### **Greg Renza on Podcasts:**

The next speaker, Greg Renza, Manager of Knowledge Systems and Strategies at Weil Gotshal, was announced by Jennifer Cadieux, who stated that Greg has "always been on forefront of technology."

Greg introduced the topic, Podcasting and Training with a series of questions including: What are podcasts? How can I make one? How can I use them in training? What if I don't have an iPod? Answers followed: A Podcast is a recorded program. It can be audio visual. It's playable on many devices. They're easy to subscribe to and they are in plain English. Greg stated that audiences are hungry for information and that Podcasts are free. There has been a timeshift – we have become accustomed to getting information when we wish to consume it. We need to make the connection on how to use Podcasts in the workplace for training. Greg showed "[Podcasting in Plain English](#)" video on YouTube.

iTunes is used to subscribe to and download Podcasts. Similarly, Tivo to go allows programs to be converted to computer then downloaded to MP3 players. Basic audio-visual is playable on many devices (not just iPods). Audio alone does not work for training, and a screencast is important, but the podcast subscription model does lend itself to training. Greg asked who has experience with Camtasia, etc? What is the difference between video and Podcast? Greg showed screencast of "Learn Excel from Mr. Excel," available as a podcast through iTunes, and we discussed the pros and cons of a "talking head" video, of the brand that Mr. Excel had developed, and the following that he had developed with his short (about 2 minutes) broadcasts.

**Metaphors:** We considered how training and traditional media metaphors transfer to the world of podcasts: Radio – no. TV – no. Presentation – maybe. Seminar – maybe. Interview – maybe. Demonstration – yes. E-learning Tutorial – no.

**Playback options and considerations for the podcaster:** Audio and video. Video can be put on BlackBerry. Will it be live stream or download? Viewable on computer or portable? Viewable on large or small screen. Size must be considered. Small devices - BlackBerry or iPod don't really work. PCs do because everyone has one and there is standardization at firm.

How can it be used in training? Announcements, updates with video, voice over. What would make it a Podcast? What we are really discussing is how to use Audio/Video. More policy as opposed to hands on skills. Ensures consistency of messages. Mixes up to a degree what can be very dry new hire training. Just in time learning – small nuggets. The latest news, information. Could be useful on iPod as demonstration while using PC. Can preload to laptop or USB drive. Could be opportunity for trainers to offer class. This is next step in blogging.

In New York, attorneys admitted more than two years can get CLE credit for some MP3 programs.

**Expectations:** Like blogs, podcasts are expected to be available at regular frequency. Technical quality needs to be excellent. Aesthetic quality needs to be high.

**Production methods:** Design, Write, perform, capture, edit, produce, distribute.

**Useful skills for podcast production:** Instructional design, training experience, audio engineering, video production, non-linear editing, web design, voice talent, on screen talent.

**Design:** Define goals, determine output formats, create an outline, create a storyboard.

**Write:** Always write a script, read it out loud, rewrite it

**Perform:** Voice talent, on screen talent, block scenes, rehearse, break into scenes when possible

**Capture material:** Audio, video, screen captures, screen recording, graphics, slides

**Hardware tools:** good microphone, audio recorder, video camera, digital transfer, computer (one per major task)

**Optional hardware tools:** lighting, soundproofing, teleprompter, digital storage.

**Software tools:** Audio editor, video editor, screen capture.

**Optional Software:** Media converters, graphics editor, PowerPoint

**Demonstration of Audacity:** Audacity ([free version available](#)) can be used to record audio. A short audio clip was recorded and played back. Techniques explained including multi track and saving and exporting of recorded audio.

**Demonstration of Windows Moviemaker:** Audio-video content can be edited directly through with this tool. Options and settings explained and demonstrated. Two clips were recorded through a laptop webcam, titles and music were added, screen shots were edited in.

**Demonstration of Camtasia:** Screen capture/recording tool. Be sure to shut down anything other than what is being recorded. PC should be firm standard. Suggest working on a dedicated machine. Features and tools of Camtasia were demonstrated. Recording, playback, saving and editing were demonstrated. The Camtasia AVI file was then imported back into Moviemaker.

Questions about free podcasting music (Google search “Free iPod music”) and lighting.

There is downloadable software that records BlackBerry actions which can be included with BlackBerry emulators available through the service providers.

Much of the discussion focused on how to put all of the pieces together and incorporate the resulting podcast into what we already do.

**Brand your Podcast:** Name the show, opening sequence, theme music, host or cast, consistent format, get feedback.

**Conclusions:** Podcasts are consistent with some traditional metaphors (demonstration, etc.). Podcast can be informative and educational. People are comfortable consuming media on a variety of devices. Work with support desk to get topics for videos, e.g., this week's top problem. People are more visual and "show me" is preferable to a list of steps.

How professional does it need to be? Clips need to be tight, audio needs to be good. Consistency is important.

- Free Training Opportunities: Carol announced that Chris Brady had an idea for PLTG to serve as a clearinghouse of free training opportunities for trainers and said that he had a hard copy list of opportunities from Adobe and others. She asked that those interested check in with Chris during our networking time today for the list of free stuff, and that if anyone hears of any new training freebies or has any ideas for how we can distribute the information before our new website is up and running, please talk to Chris.
- Conclusion: In closing, Carol thanked the speakers, Jeanne Marie and Paul Hastings for hosting, everyone who has renewed their membership and everyone for coming.

Meeting adjourned at 11:30am.