

Legal Geeks Use Zoom to Distribute Geeky Content



Summary

- The Legal Geeks is a blog/vlog with a geeky angle on the law.
- It features video podcasts recorded on Zoom.
- Favorite Zoom features: minimalistic interface, simple recording, and high quality audio and video.



When someone goes to a lawyer, there is little thought as to whether this lawyer has a life outside of his or her legal practice. When thinking of lawyers, people construct in their minds the image of hermits that spend several years educating themselves in the practice of law, and then go on to do little else. It's almost forgivable to think that lawyers aren't doing much else with their lives than focusing on their work. After all, popular media and movies often depict them as cookie-cutter people who have no other ambitions, hobbies or dreams of their own except to memorize and practice the law.

In reality, this couldn't be further from the truth. Lawyers live colorful lives, trying to find a balance between work, family and their hobbies. One lawyer, Josh Gilliland, happens to have a passion many share. We had the pleasure of speaking with him about the things he does when he isn't in court.

"I'm a geek at heart," says Gilliland. "Lawyers are people, too. People tend to forget that. They sometimes think that getting a law degree, or even becoming a judge, involves living in some sort of monastery, without any friends, separated from society. That is simply not true."

To Gilliland, being a lawyer is one of the central components of his life, but it isn't the only one.

"Before becoming an attorney, most people had hopes and dreams," he said. "There were some who went to comic book stores growing up, and some still do. They stood in line when Star Wars came to theaters in 1977 as eight-year-old boys and girls. A lot of judges we meet - and fairly influential partners at firms - are in the 'generation X' demographic. They grew up playing with a Y-wing fighter in the backyard for hours on end. These people were shocked the first time they saw Darth Vader tell Luke, 'I am your father,' in Empire Strikes Back. This had lifelong effects. The point is that there are many geek lawyers out there, and they dwell on long-held interests that to outsiders have little to do with legal practice."

Aside from practicing law, Mr. Gilliland runs a blog, called Bow Tie Law, where he posts content demonstrating and taking apart actual court cases and promotes a valuable SaaS product that analyzes large troves of data for the purposes of digital forensics. In addition to the textual content he posts, he also runs an online vlog (video blog) called The Legal

Geeks. As the name suggests, it's a vlog with a geeky angle on the law, often throwing science fiction into the mix. This vlog contains a combination of Gilliland's personal content and interviews he and his partner Jessica Mederson conduct with others.

"We have many interviews taking many angles, such as Indiana Jones and various science fiction topics," he said. "These things are a lot of fun to focus on, and there are a lot of legal implications."

The software he used for conducting interviews on his regular video podcasts was less than ideal, though. It often had issues that were unacceptable in the long run. For that reason, Gilliland chose to look for new solutions. In the end, he found greener grass as soon as he started using Zoom.

"I absolutely love to use Zoom as a tool to do video podcasts," said Gilliland. "We switched to Zoom around the late spring of 2013, and my first thoughts were that this software is easy to use. Recording was straightforward and simple, in stark opposition to other software I've encountered where I had to download obscure file formats and use several workarounds to get the stream into both my podcast and our YouTube channel."

To conduct his interviews, Gilliland needed software that had a simple, no-hassle recording option that would allow him to upload videos wherever he pleased without having to convert anything and go through tedious processes. He also needed a clear and high-quality image, which was difficult to find on competing software.

"When I'm not recording on my digital camera, I'm doing live interviews using my webcam. Out of everything I've tried, Zoom has given me the clearest, crispest image," he added.

High-definition video is a must when posting streaming content. It's very difficult to find video channels that have succeeded without superior quality in their videos. But even if a video meeting doesn't have the destiny of being uploaded to a streaming venue, it's still important for subjects and participants to see each other clearly to have a vibrant conversation. In this aspect, and many others, Zoom didn't just meet his expectations. It exceeded them.

"I especially like the fact that Zoom alternates between active speakers automatically, allowing our audience to see who's talking rather than scanning through a side-by-side layout," said Gilliland. "The recording won't show inactive speakers sipping water or making gestures that may distract viewers. Also, in addition to the higher-end hardware I use to participate in Zoom meetings, the software takes noise cancellation a step further."

In the end, he was trying to fix a couple of problems that made it difficult to post his videos online. However, what he found with Zoom was a much broader solution. The ability to alternate active speakers has created an environment that was more immersive than side-by-side alternatives and its ease of use has made it a perfect tool to meet via video with practically anyone running any hardware.

"I would say that some of the best parts of using Zoom are its ease of use, and the fact that I can record video and immediately download an MP4 of the video after the meeting is over," said Gilliland. "Another thing that I use often is the scheduling feature, which works with Google Calendar and iCalendar."

Because he found Zoom, Josh Gilliland plans to expand on top of what he currently does with it. "In the future, we may add product demos, webinars, and remote learning," he said.

As a result of adopting Zoom, Gilliland can now conduct his meetings more smoothly with these added benefits:

- A minimalistic interface that lacks no features.
- Simple recording and straightforward retrieval of recorded video.
- High-quality audio and video meetings.
 - Active speaker switching, which makes meetings look much more professional.

Compatibility with virtually any hardware and any platform. With Zoom, Gilliland can continue showing the world what goes on when he unpacks his briefcase and lays back. This discovery of his will allow him to move forward and deliver engaging content that shows people how the law ties perfectly into things that may surprise them.



About Zoom

Zoom, the cloud meeting company, unifies cloud video conferencing, simple web meetings, and group collaboration into one easy-to-use platform. Our solution offers the first available mobile-screen sharing and an innovative hybrid cloud service, and works across desktop, tablet, mobile and room systems. Zoom services over 40 million participants and more than 100,000 businesses globally.

Website
zoom.us

Innovations

First 3-in-1 Cloud HD Meeting Platform
First Mobile Screen Sharing
First Hybrid Cloud Service