

MEDIA BREAKOUT: REACHING BEYOND CHURCH WALLS

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Determine your church video strategy, find cost-effective equipment, and perfect compositions and movements through a few easy steps.

Who is your audience/church members?

- Do members enjoy video?
- Do members ask for a copy of the sermon?
- Are there shut-ins wanting to see the Sunday message?

What is your church capable of managing?

- Do you have members gifted in video?
- Will volunteers be willing to help?
- Does your church already have a soundboard?
- Do you have space to set up gear?
- What is your budget? Can you ask a generous donor to help?

What is your goal?

- Do you want to record each Sunday?
- Do you want to start an online campus, or give another entry point into your church?
- Do you want to produce video links to share?
- Do you want to livestream? Determine platform(s) to share recorded services:
 - YouTube / Vimeo
 - Website
 - Social media

At The Heights Baptist, we don't want people to be viewers. We want them to connect locally with us, or another body of Bible teaching believers. One thing we are trying to figure out, and one thing several SBC churches in our metro media group are trying to figure out is what we do with all the online viewers that are not in our local area. Several of us in our metro media group would love to develop a network of churches across the US where we can have a database that identifies what churches are similar to each other. Then we want to figure out a way to actually leverage the technology to communicate with people outside of our local area that watch us, and say, if you really like our services, there is a church in your area that is much like ours, and we would love to help you connect with them locally so you can grow in that local body.

GEAR OPTIONS

<https://www.blackmagicdesign.com/products/atemtelevisionstudiohd>

BM has two switchers for entry level, one without a normal control surface, and one with. They are called the ATEM Television Studio HD (\$995), and the ATEM Television Studio Pro HD (\$2295). These don't have built in scalers, so all inputs and outputs have to be the same format, but if people are using newer cameras, that shouldn't be an issue. If used with their Studio Cameras, you have camera control and intercom built into the system. The switchers also have a built-in audio mixer. Switchers also have keyers, titles, and effects built-in. It accepts 4 HDMI and 4 SDI inputs. It does a multiview output for your control room, and you can use a computer for controlling it.

<https://www.blackmagicdesign.com/products/blackmagicstudiocamera>

The BM Studio Camera is a good starting camera also. It comes in at \$1495. But it links in with the switchers they sell. They operate at HD and UltraHD resolutions, and have interchangeable lenses.

COSTS

Equipment is not a one-time purchase. Not only do you need to plan for starting a streaming ministry, but you also need to plan by saving up money over time to replace the items as they become obsolete or break. Equipment has a finite lifespan, and streaming vendors will also have changes over time requiring updates or trade-ins.

LICENSING

You will need to obtain proper licensing for doing live streaming of your services. If you are only going to live stream, or store on demand just your sermons, you might not need this. But if you are going to stream or make content available on demand that contains music, you must get a proper license. And licenses do not mean you can stream everything. If you use pre-recorded music in your services, you can't stream that. If you use video clips of movies or TV shows in your services, you can't stream that. Even some premade videos you purchase for church use can't be streamed without prior written approval. Licensing is something you will need to work with through an approved agency. Below are the major licensing groups churches have available to them. You will need to review each company, what they provide, and make the decision about who is the best fit for your church. Talk with them. Explain your service, and they should be able to guide you.

CCLI – licensing for music duplication in church, CD/DVD sales of services, and live streaming of services.

CVLI – licensing for showing movie clips in church. Does not cover showing movie clips online. Please note that this does not cover movies like Flywheel or Courageous types of limited distribution movies. If it's one of those movies, you will most likely have to go through a group like Provident to obtain a one year site license to show a movie. If you own a video, it is for private, home viewing. You have to have licensing to show movies in churches.

CHRISTIAN COPYRIGHT SOLUTIONS – an alternative licensing group to CCLI. They generally have wider copyright coverage, at a higher cost.

FRONTEND

Every streaming system needs a nice frontend. If you have a good web developer, you can get that customized. If you don't have that, you can use Life Church's free system. It's called Church Online Platform. It's great, and it's free. It's from the same people that made The Bible App. The link for it is <http://churchonlineplatform.com/>. This frontend will wrap your live stream video, and give it some life by allowing for notes, the Bible, and even prayer and chat if you want. It can be customized quite a bit if you have a programmer.

THE CHALLENGE

Matthew 10:16 says ""Look, I'm sending you out like sheep among wolves. Therefore, be as shrewd as serpents and as harmless as doves." We need to take technology, a set of tools that God has allowed man to develop, and find every possible way to use it to share the amazing, good news of Jesus Christ. We need to constantly stretch ourselves looking for new ways to use technology to reach the world for Christ.

Resources to purchase gear:

- TechSoup.org
- B&H Photo
- Full Compass
- Amazon
- Best Buy
- Point Source Audio (Lynchburg)
- StageSound (Roanoke)
- RTW (Maryland)

STREAMING VENDORS

Many of the church streaming providers have package options which include options like Roku apps, on demand storage, and analytics. Below are some options for live stream vendors.

Churchstreaming.tv

StreamSpot

StreamMonkey

Vimeo Live

YouTube

Facebook

Video Shots

- Wide (establishing)
- Medium (head to toe)
- Tight (head to chest)

Camera Placement

- Camera on raised platform in back or balcony (wide / medium shots)
- Camera(s) halfway to stage in middle, left, or right side of room (tight / medium shots)

