

How To Stay Connected With Your Congregation Use Media

Tools To Help You Tell The GOOD NEWS Today...

INTRODUCTION - uncertain times, what comes next?

In this rapidly changing health situation, it is important to remember that God's presence and promises remain constant. As we prayerfully navigate each week, it is important for us to care for our congregations and community while being smart and keep safe health practices.

It is our heart to serve as much as possible, while also keeping others from risk. Our desire is to help you provide worship opportunities that connect us to God and to one another while also practicing social distancing to "flatten the curve".

As many people are quarantined and the rest are encouraged to limit social interactions we are offering some ideas on how to bring worship to everyone where they are. We also realize that budget and speed of delivery is important, so we want to outline some solutions that can be done for cheap or free with materials you already have.



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DO IT YOURSELF - simple tools to get you started today.

Audio Recording

- Using a laptop built in microphone, smartphone or tablet you can record a message.
- Most smartphones have built in apps to record.
 - iPhones and I pads look for the [Voice Memo](#) app
 - [Voice Recorder](#) on Android
 - You can use your phone's earbuds with a microphone to get a higher quality audio recording near your mouth.
- Computer
 - [Audacity](#) (free) works on most operating Systems (Windows, Mac, Linux)
 - [Garageband](#) - Free Mac only
 - [Voice Memo](#) app on Mac
 - [Voice Recorder](#) on Window
- If you have funds consider purchasing a clip on microphone for clear audio for your phone, tablet or computer. [Lavalier Lapel Microphone](#) \$29.99
- If you already have a stage microphone or audio mixer but need a way to connect to the phone or computer consider a simple usb audio interface.
 - [Microphone XLR-to-USB Signal Adapter](#) \$50 - Computer Interface
 - [iRig XLR to iPhone](#) \$99- iPhone,iPad, or Computer Interface

Post Audio Recordings

- Once the audio is recorded you can upload the file online.
- You can upload to online storage spaces such as dropbox, google drive, onedrive.
 - Make the file sharable to the public with a link, then you can post that link in an email or on your website.
- Other options may include hosting the file on an audio site that provides RSS feeds. These services may be free and paid. These sites might connect to itunes and allow you to create a playlist such as a sermon series.
 - [SoundCloud](#)
 - [Free with limitations](#)
 - [paid plans](#)
 - [Submitting your RSS feed to iTunes](#)
 - [Sermon.net](#)
 - Paid subscription
 - geared towards churches.
 - [Speakers](#)
 - Free with limitations
 - [Sermon Audio](#)

Video Recording


- How to make a video recording
 - Record Video on [iphone](#)
 - Record Video on [iPad](#)
 - Record Video on [Mac](#)
 - Record Video on [Windows](#)
 - [Create a youtube live stream via webcam](#)
- Tips
 - [Turn on Do not disturb](#) so phone calls don't interrupt your recording.
 - Set the recording device horizontal (how you view a TV)
 - Use a [Tripod](#)
 - If possible add [lights](#) just off camera to the left and right of the camera to fill in your face.
 - Use the camera settings on [iPad](#)

Posting Video

[YouTube](#) video posting

- Visit [Studio.Youtube.com](#) - log in with the google/youtube account associated with your organization.
- In the upper right click "Create" then "Upload"
 - Select the video file you want to upload.
 - Follow the prompts to add a title, description
 - On YouTube, you can add details below your video and add links to things like your social media accounts and website. Using the template below, add these items in your description. See how [our example looks](#) below the video:
 - Website | <https://sllcs.org>
 - Online Giving | <https://sllcs.org/give/>
 - Facebook | <https://www.facebook.com/stlukesoviedo/>
 - Twitter | <https://twitter.com/stlukesoviedo>
 - St. Luke's School | <https://stlukeslutherschool.org/>
 - Contact Us | <https://stlukeslutherschool.org/contact-us/>
 - When selecting visibility, pick scheduled, set your time of service & then click "Set as Premiere" - this will make the video go live as if it was a live stream.
- YouTube Tips
 - Encourage Subscribers - with 100+ subscribers you can create a custom URL like <https://www.youtube.com/c/StLukesLutheranChurchSchool> - [Here's how to set it up.](#)
 - Encourage people to like or comment on the video. This will make your video show up near the top of the search results.
 - With the live chat and comment function you could allow participants to comment with prayer requests. This would help engagement as well as continuing to provide that ministry without face to face contact.
 - Create a thumbnail - or use sites like [Unsplash](#) to find a free image to use.

Facebook video posting

1. Click Create Post at the top of your News Feed or timeline.
2. Click  Photo/Video.
3. Choose a video.
4. Select your audience, then click Post.

<https://www.facebook.com/help/166707406722029>

Multi destinations streaming service - Live Stream To Social Media Platforms Simultaneously

- <https://castr.io/>
- <https://streamyard.com/>
- <https://restream.io/>

Online Giving

- If you don't already have a platform for online giving, a quick way to get going is [PayPal](#). PayPal has a low fee option for non-profits and you can easily add a link to your video description and website.
 - Be sure to add a link to this in the video description so you can direct people to there during that part of your service for easy access.
- [Give](#)
- [Venmo](#)

EXAMPLES - check out what others are doing

[This service](#) was pre-recorded with a cellphone & laptop. The phone was used to record our pastor's liturgy and sermon and we used the laptop to do a screen recording of the slides for the song with music via the laptop microphone. Once we had the clips, we did a quick edit using the free video editing software on the computer (iMovie or Windows Movie Maker) to put the clips in the correct order. Once we had a video file ready to go, we uploaded the video to Youtube as "unlisted" and set up the video description with our links on how to give and social media accounts. Finally we scheduled the video to go live at a preset time as if it was a "live" event.

- Sermon Podcast on SoundCloud [Soundcloud](#)
- Sermon Podcast on [Apple Podcast](#)
- Youtube <https://www.youtube.com/c/StLukesLutheranChurchSchool>



[Live with Pastors](#)

[Bible Lesson](#)



[Daily Deviation](#)

[360° Behind the Scenes](#)

Personalized Assistance - if you get stuck, we can help

If you would like some personalized support in your situation, we can offer one on one support and consulting for you and your church for any of the below topics. Please contact us if you would like to pursue that option.

Email: mediasupport@sddlcms.org

- Recording & upload videos with equipment you already have
- Video or Audio editing support
- Youtube channel support
- Equipment selection if you wish to purchase a more robust recording or streaming set up
- Installation documentation and assistance for installing a live stream or recording equipment

LICENSING - keeping it legal

To stream or podcast your live-recorded service with music you need to have proper licencing.

- CCLI <https://us.ccli.com/>
- [Concordia Publishing House](#)

PRO TIPS - low-cost and no cost tips

Audio Tips

- Using an audio software to touch up the recording, [audacity](#) is free
- Normalize level, compressor / limiter noise, set gain to peaking at -5db
- For best audio save as a .wav file
- Use an external microphone for better audio
- Place a microphone closer to the person presenting.
- If you can record directly from the soundboard is generally a good option.
 - It is common for digital soundboards to allow recording to USB thumb drives, check to see if your board can.

Video Tips

- [Three point lighting](#)
- Set your camera recording to 24 frames per second
- Resolution HD 1920x1080
 - 4K is good but for livestreaming most people's bandwidth or data plan is not going to utilize this. And the files size is a lot larger to work with.

ADVANCED OPTIONS - level up for congregational engagement

If you purchase hardware consider reaching out to companies and ask if they have nonprofit pricing. Some businesses have education pricing you can use if you are a church and school.

Recording & Streaming Software

- If you have a better web camera or a video camera and capture card you could use computer software to record, stream and mix.
 - [OBS](#) Free and works on (Windows, Mac, Linux)
 - [Wirecast](#) \$500 has a lot more options (Windows or Mac)
 - [Ecamm](#) - Subscription \$12-\$25 a month (Mac)
 - [Vmix](#) - Starting at \$60 (Windows)

Capture Devices

- [Elgato HD60s](#) - \$250
- [Magewell USB Capture HDMI Gen 2](#) (\$299.0)
 - Allows you to connect a HDMI video source into a computer with USB 3.0
- [Blackmagic Design Intensity Shuttle for USB 3.0](#) (\$199.00)
 - Allows you to connect different types of video source into a computer with USB 3.0
 - Requires a little more set up (not plug and play)
- [Blackmagic Design DeckLink Mini Recorder 4K PCIe Capture Card](#) (\$195)
 - PCI card for a computer Tower
 - Works with

- This capture card paired with the operating [Linux Mint](#) & [OBS](#) is a great setup for streaming on a low cost tower. We purchased a \$300 tower on sale at Staples installed Mint and this capture card and we stream to youtube every week.

Show Software

- [Propresenter](#) - presentation & production application for live events.
- [Companion](#) - ability to trigger buttons via OSC, TCP, UDP, HTTP, WebSocket and ArtNet.
 - Pair with [stream-deck](#) for hardware buttons to control your system gear.
- [QLAB](#) - sound, video and lighting control for macOS.

Camera

- Before you purchase a camera with HDMI confirm the video out does not display the camera menu on the HDMI output display. Many cheaper camcorders have HDMI out for playback only. Live view has menu info on your stream or record.
- [Mevo Plus](#) \$399
 - This might be a quick solution to get streaming fast without a lot of setup or extra hardware. This camera requires an external device like an ipad to control the camera views and configure settings.
 - A battery booster can be purchased with this to run 6+ hours on battery.
 - Connect to Wifi and start streaming to youtube or facebook
 - Record local on micro SD card.
 - Record audio from device or ipad audio
- [Marshall PTZ Camera](#)
 - CV620-IP \$1700 - Stream, Control, and power POE+ all over one network cable.
- [PTZ Optics cameras](#)
 - Stream, Control, and power POE+ all over one network cable.
- [Canon XA11 Compact Full HD Camcorder](#) \$1299
 - HDMI out, Two XLR audio in, 20x optical zoom
- [Canon XA15 Compact Full HD Camcorder with SDI](#) \$1799
 - SDI is better for running long cables. If you plan on expanding your system I recommend cameras with SDI. If budget is a limiting factor you can purchase the a cheaper camera now and a [HDMI to SDI adapter](#) later if needed for \$60

Audio

- [BEHRINGER Audio Interface](#) \$65
- [Focusrite Scarlett Solo](#) \$110

Mobile & Tablet

- [iphone tripod](#) \$19.99- stabilize your recording device. Music stand or stack of books could also work.
- [ipod music stand holder](#) \$26.99 - stabilize your recording tablet..
- [Lavalier Lapel Microphone](#) \$29.99
- [iphone headphone adapter](#) \$7.99 plug in headset / external microphone on new iphones
- [Double Lightning Adapter for iPhone](#) \$7.99 plug in power and microphone
- [3.5mm TRS to 3.5mm TRRS Patch Adapter Cable for iPhone Smartphone](#) \$10.95
- [Video Microphone](#) \$39.95 great way to improve the audio quality on your, phone, tablet, or DSLR
- [Teleprompter](#) App \$20 voice control auto scrolls at your pace.
- [Teleprompter](#) App - Free but has less features
- [FilMicPro](#) - app to manual control camera and audio on phone
- [Instamic](#) - bluetooth audio recorder

Studio Hardware

- [Blackmagic Design](#)
 - We used a lot of Blackmagic Design hardware; video switchers, mini converters, capture cards.
 - [Blackmagic ATEM Mini](#) \$300
 - [Blackmagic Design ATEM Television Studio HD](#) \$1000
- [SlingStudio](#)
 - I personally have not used this but I know a few people who said it worked well for them. If at all possible I like everything hardwired so this is not my first choice but if it could be a possibility for your environment consider this wireless mixing Studio.
- [Teleprompter](#)
- [Parrot Teleprompter V2 Kit by Padcaster](#)

Online Video Group Collaboration

- [G Suite: Google Hangout Meet](#)
 - Free (included in Google Suite)
- [Group FaceTime call on iPhone](#)
 - Free - OSX users
 - you can invite up to 32 participants
 - Screen Sharing
- [Whatsapp](#)
 - Free - Android, iPhone, Mac Windows
 - 4 people Total
- [Google Duo](#)
 - Free - Android, iPhone, Mac Windows
 - Up to 8 users

- [Zoom - Video Conference](#)
 - Free with limitations
 - Paid plans with more features
 - Learn [Keyboard Shortcut Key](#) space bar = push to talk
- [Go To Meeting](#)
 - Free trial - monthly subscription
- [Join.me](#)
 - Free trial - monthly subscription

Tips for Video Calls

- [Online Meeting tips for the modern age](#)
- Lighting for your face
- Test camera
- Test Microphone
- Test Internet connection speed
- Neutral background
 - Select a room with low echoes / or hang blankets to absorb sound
- Recording the event - in case you need to refer back to it
- Tips on etiquette
 - Mute microphone when you are not talking to help with feedback

Sending Large Files

- [Dropbox](#) Basic 2GB
- [Google Drive](#)
- [WeTransfer](#)
- [FromSmash](#)

Include audience interaction

- [poll anywhere](#) - Text message
- [Slidesome](#) - Live slideshow
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Overwhelmed? Just email...

We hope this info is useful to you in your time of need. If you have any comments on the content please reach out to us so we can continue to make updates. Please check back as we continue to update this document. Please share this with anyone else that may benefit from this information.

Our email address is: mediasupport@sddlcms.org