



*Church Media*  
**DEVELOPMENT**

CTCLC MEDIA MINISTRY



*Description*

# CHURCH MEDIA DEVELOPMENT

Developing a comprehensive strategy for presenting the ministry to the world.

Developing a team and purchasing the appropriate tools, equipment, and software to accomplish the mission.



# Introduction

## WHERE ARE THEY NOW?

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**K**mart

Ames

Sears

TOYS R US

BLOCKBUSTER

Service  
MERCHANDISE

\* Zayre

# Walmart



**-Groceries**

**-Office Supplies**

**-Clothing**

**-Cleaning Supplies**

**-Alcoholic Beverages**

**-Party Supplies**

**-Electronics**

**-Pet Supplies**

**-Baby Needs**

**-Late Night Hours**

**amazon**

The Amazon logo consists of the word "amazon" in a bold, lowercase, sans-serif font. Below the letters "a" and "z" is a curved orange arrow that starts under the "a" and points to the right, ending under the "z".



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*Church Media*  
**DEVELOPMENT**  
TECHNOLOGY, SOFTWARE, TOOLS, EQUIPMENT

# **Media Technology**

**Where do we start?**

- Technology**
- Staff**
- Volunteer recruiting**
- None of the Above**

**This can be daunting!**

**Remember to set obtainable goals and grow if you  
can on a schedule.**

# **Media Technology**

**"Let's start at the very beginning,  
a very good place to start..."**

**Julie Andrews sang Rodgers and Hammerstein's  
famous line in The Sound of Music.**

- **Most times that work**
- **Let's fast forward for a second to the end**  
**(This is where we will find the beginning)**
- **Make Lists; what do we need to make a success story of our church's development. What do you want to do:**
  - **Outreach Ministries**
  - **New Membership**
  - **Stay in contact with current members**
  - **Special event promotions**
  - **Your turn give me a few examples**

**Today's churches are competing for worship space**

- **We don't like to think of it in these terms, but it is true**

- **Many members are staying home either because it's convenient or because they are still not a hundred percent willing to be in mass gatherings.**

- **THANK YOU COVID! NOT!**

- **Either way, if you are not proactive then your members will seek other ministries. If you are not online, you are losing valuable ground.**

- **Video can be expensive**
- **Somethings can be achieved for free or little cost**
  - **Some software switchers like Vmix but you will need IP Cameras and or IP encoders.**
  - **Social media is free (for the most part) but many things especially those that make you look more polished come with an expense.**
  - **Stream yard (if you're using mobile devices)**
  - **I'm sure there are more options**
- **We will talk about a few of these points at length**
  - **Don't be afraid to budget for technology. The hardest part is stepping out front.**
  - **Make a 1, 3, 5, and, 7 year plan. Media can't always be birthed overnight.**
- **It all starts with a look to go with the message! Now lets talk TECH!**

# **Online Streaming: What are you using?**

- Cell Phone?**
- Tablet?**
- Computer?**
- Production Console?**
- ALL THE ABOVE**

# **ALL THE ABOVE**

- **In some cases whatever you have, however, you must be choosy on what you use and when and how it looks.**

- **Remember: Whatever you release in the public is there to stay. Just like the website, it is your first introduction to a potential new member.**

**Always look highly professional.**

- **One way to look highly professional: match the look and feel of all platforms of your church/organization.**

- **Flyers, Online Graphics, Broadcasting Graphics, Pamphlets and so forth.**

- **This becomes important when you are unifying all your ministry aspects.**

- **Consistency is key!**

# Media Platforms

- **Social Media**
  - Facebook
  - YouTube
  - Instagram

## Website

- **Don't forget about your website!**

**This is your best low-cost advertising component**

- **Set things to be professional and clean.**

**This is the WORLD'S first look at who you are.**

# **Equipment can come in all types**

- Switchers**
- Cameras**
- Graphic System**
- Routing and Media Distribution**
  - Streaming**
  - Engineering Tech**
    - Editing**
- Social Media Monitoring**

- **PTZ (pan tilt zoom) or Robotic cameras**
  - **PTZ Optics**
  - **Marshall (Highly Suggested)**
  - **Datavideo**
  - **Standards (JVC, Sony, and Panasonic)**
- **Each of the above options have their own advantages and disadvantages.**
- **Stand alone or ENG style Cameras (ENG: Electronic News Gathering)**
  - **Black Magic Design**
  - **Standards (JVC, Sony, and Panasonic)**
  - **RED by Oakley (yes, the sunglasses people)**
  - **And a number of others**

- **Editing Systems**

- **Premier**

- **AVID**

- **Final Cut**

- **Black Magic DaVinci Resolve**

- **Switchers**

- **Edirol**

- **Black Magic Design ATEM Switcher**

- **Vmix – Software based (runs off PC)**

- **And many more**

- **Graphics System Live Production**
  - **ProPresenter**
  
- **Streaming**
  - **Streamyard**
  - **Blackmagic Design Web Presenter**
  - **Matrox**
  - **VMix**
  
- **Engineering, Routing and Distribution**
  - **Tech Room Needs (Various)**

- **Whichever way you choose, stay consistent!**
- **Choose an ecosystem that you can advance with.**

# **Media Technology - Other Resources**

- **Networking and Trade Shows**
- **Probably one of the best ways to see the technology in one location and have fun doing it.**
  - **NAB – National Association of Broadcasters convention (Las Vegas)**
  - **NAB New York – Just learned about this. Going on this week**
  - **Info Comm**
  - **WFX Conference – Worship Facilities Conference and Expo**
  - **These are but a few...**
  - **Look to outside resources to help with talent and support**
  - **IT TAKES A COMMUNITY TO MAKE IT HAPPEN!!!**

- **All of these things we mentioned center around something in technology.**
- **Sometimes you also need to mix a grassroots approach with technology.**
- **While you're out in public introduce yourself and invite a person to your church.**
- **Give them a card with a QR code where they can find your web page or content.**



*Church Media*  
**DEVELOPMENT**

VIDEO PRESENTATION



*Church Media*  
**DEVELOPMENT**  
DEVELOPING YOUR TEAM

*Welcoming*  
**YOUR TEAM**





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# *Developing* **YOUR TEAM**

**Ryan Jarrell**



# Develop Your Team

- **Determine what you want/need at your church**
- **Establish the main positions you will need to fill**
  - **Not every church needs a full production team! Start with what is suitable for your church**
- **Cross-Training in all areas**
- **Communication**

# Staffing

- **If you have Youth you have growth potential!**

- **Youth want to be involved and they need tasks.**

**What better way than to let them be involved in this area.**

**Make the experience fun and informative. Also,**

**doing this will make recruiting easier in the future.**

- **There are many lessons for the youth in this discipline**

- **Commitment**

- **Punctuality**

- **Situational**

- **Problem Solving (oh Lord, much problem solving!)**

# Staffing

- **Adult Guidance**

- It is important to have adult or adult-like leaders to be able to move the ministry forward.

- As a Leader; act like a youth from time to time (works for me)! But make the tough calls when necessary.



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# *Developing* **YOUR TEAM**

**Fulisa Haskins**



# **The Importance of Establishing Your Team**

- **Establishing a Leader**

- **Keeping the team on task**

- **Making sure everyone is on their post**

- **There to help when needed and to keep their cool**

- **Establishing Different Roles**

- **Everyone must be in their respective role in order**

- for things to work properly and run smoothly**

# **Roles/Responsibilities**

## **Stage Manager**

**Communicates with the Producer**

## **Producer**

**Communicates with the Director**

# **Director**

**In contact with the Technical Director and  
the Graphics Operator**

# **Technical Director**

**Listens to the Director only. Also has close  
contact with the Graphics Operator.**

# **Graphics Operator**

**In charge of scriptures, lower-thirds, song lyrics, videos and any graphics to be displayed on screen.**

# **Camera Operator**

**Physically controls camera equipment**



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# *Developing* **YOUR TEAM**

**Keisha Reed**



# **1) Remember: everyone is good at something!**

- **Keys to finding strengths of individuals on your team**

- Talk with them one on one. Ask questions**

- Watch them in a group setting to see their interactions with others**

- Allow them to try new things if they ask**

- Ask them to try new things to see how they do**

# **Good Leadership Tips:**

**-Praise Sandwich**

**(compliment the good-inform them of their weakness-encourage)**

**-Allow them to explore and make sure to have them report back  
with what they find**

**- USE THEM! Nothing feels better than to feel needed or a part.**

**-Remember details about them good and bad  
(strengths/weaknesses)**

**-Do not be afraid to LEAD! You will have to correct at times,  
but do it out of love always!**

**-Expect to put in time**

## **2) Volunteer(s):**

- Don't be sensitive, be receptive**
- Show up prepared for anything**
- Your attitude affects the team! Be positive!**
- Be prompt and on time (at times be the 1st to arrive)**
- Don't stop learning, be inquisitive**

### **3) BCP (Business Continuity Plan)**

- Make it in an easy-to-read list format**

- (dumb it down)**

- Test it out on someone who has never done the job before**

- Always have the login, passwords and other information posted for the job listed in BCP**



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# *Developing* **YOUR TEAM**

**Michelle Ford**



# Things to Keep In Mind

- **Identify Processes**
- **Troubleshooting**
  - **Hire a consultant if needed**
- **Don't forget about your YOUTH!**
- **Other Ways to Further Develop Your Team**
  - **Social Media**
  - **Website**
  - **Technology Training**
  - **PR and Communications**

# Ways to Connect!

CHRIST TEMPLE CHRISTIAN LIFE CENTER



*Thank You*

FOR WORSHIPPING WITH US  
YOU'RE INVITED TO JOIN US ANYTIME!

Live Streaming



*Bishop Michael E. Ford, Jr.  
Lady Andrea L. Ford*

For more information visit [WWW.CTCLC.NET](http://WWW.CTCLC.NET) or Call 502-774-2428



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QUESTIONS?