

Taking Your Church Online

Virtual Town Hall Meeting – March 18, 2020

Tools

- Cameras (Mevo, DSLRs? mobile devices, in-house cameras)
- Mevo pricing
 - New! Mevo Start <https://mevo.com/mevo-start/> (\$300 US) Not available until August 30, 2020
 - Mevo Plus <https://shop.mevo.com/products/mevo-plus> (\$300 US)
 - Mevo Boost <https://shop.mevo.com/products/mevo-boost> (\$200 US)
- Kobra Tech phone mount for a tripod ([Amazon.ca](https://www.amazon.ca))
- Newer Portable tripod ([Amazon.ca](https://www.amazon.ca))
- <https://sonix.ai/> Transcription for the hearing impaired

Resources

- The Gospel Coalition
<https://www.thegospelcoalition.org/article/livestream-church-service-practical-guide/>

Level 1 is shooting live video via mobile phone. The strength here is in its portability and cost. It's essentially free (you could add the cost of a [\\$20 phone mount](#) and a [\\$30 microphone](#) to improve quality), and it provides a great, informal experience that lends itself well to live video platforms, providing a personal and “behind the scenes” experience for followers that can be lost as production quality escalates.

Level 2 is shooting video via a dedicated live camera. The dominant player in this space is the [Mevo camera](#). For somewhere in the \$500 to \$1,000 range, the Mevo provides a great solution for live video. The production quality on the Mevo is significantly higher than the mobile phone, retains some of the informality of the platform, and provides a cheap fixed-point live video solution. Starting at level 2, you'll be able to broadcast to both Facebook and also YouTube at the same time.

Level 3 is a hybrid solution that gives you more control than Mevo but doesn't require a substantial media budget. One of the best examples here is [Boxcast](#). For \$100 per month, you get the hardware and software necessary for streaming your service on the web. You'll also need to invest in cameras capable of HD capture (in the \$500–1,000 range per camera) as well as a high-quality microphone and amplification (perhaps what your church already uses will work). Other computer-based software solutions (such as

Restream or OBS) can achieve some of the results of Boxcast with a little experimentation and technical know-how.

Level 4 involves HD video capture that is processed and streamed live via multiple cameras. Level 4 is usually only accessible for churches with large budgets or substantial media teams. Production quality is extremely high, but it's also important to note the principle of Ockham's razor: the more cameras, audio equipment, computers, streaming software, and so on that are involved, the more likely it is that something will go disastrously wrong. An organization should only attempt level 4 live production when an experienced team is at the helm.

Deciding between these approaches involves three factors:

Budget: Level 1 will cost between \$0 and \$50. Level 2 is between \$500 and \$1,000. Level 3 is a \$1,200 per year investment with initial costs around \$1,000. Level 4 could easily start around \$10,000.

Crew: Talk with your elders, pastors, or A/V team to determine what they're comfortable with or use most often. At the same time, be cautious about committing to obscure or complex hardware, software, or streaming methods that won't work unless a single member of the team is able to run them.

Vision: Although your church may be making a temporary compromise with live streaming, wise planning for how you invest during this season can reap dividends for your ministry down the road. So, make sure that whatever purchases you make or methods you try will serve you well in the long run. Think about future uses of your technology, should you decide to stop live streaming your services. This might include midweek update videos, pre-recorded announcements, baptism or other testimonies, special non-Sunday teaching series, Q&A videos, or non-English teaching videos. Perhaps consider doing a special daily series of videos for Holy Week or during Advent.

- https://drive.google.com/open?id=1_Tiwp-pvYKeGXZQ4CO95Im6UtrbpIFXV
This PDF also does a great job explaining various options. On page 22, a side by side comparison of features of various platforms is provided. Page 7 also contains very useful information.
- Free videos on Wistia's site: <https://wistia.com/learn>
 - <https://wistia.com/learn/production/shooting-video-with-an-iphone>
- **Tips for using a DSLR camera as a webcam:**
<https://www.obs.live/articles/2019/6/7/using-a-dslr-as-a-webcam-a-guide-amp-tutorial>

Platforms:

- YouTube
 - Embedding your YouTube video on your website:
<https://support.google.com/youtube/answer/171780?hl=en>
- Vimeo
 - Vimeo/Mevo producer (livestream) account:
<https://shop.mevo.com/collections/plans/products/vimeo-producer>
 - Vimeo plans <https://vimeo.com/upgrade> (CCMBC uses PREMIUM plan, \$95 CAD a month))
 - Embedding your Vimeo live stream on your website:
<https://vimeo.com/blog/post/how-to-embed-your-gorgeous-videos-across-the-nets/>
- Facebook live
- [Loola](#)
 - Provides the capability to go live on all social media outlets at the same time from your computer
 - [Pricing info](#)
- ZOOM
 - Great for interaction
 - Zoom pricing: <https://zoom.us/pricing>
 - Zoom Webinar info & pricing: <https://zoom.us/webinar>
 - **Tips for setting up Zoom for live stream:**
 - <https://support.zoom.us/hc/en-us/articles/115001777826-Live-Streaming-Meetings-or-Webinars-Using-a-Custom-Service>
 - <https://restream.io/blog/how-to-multistream-with-zoom/>
- [Open Broadcast Platform](#) - cross-platform free software for creating streams
- [ReStream.io](#) - online service for simultaneously sending streams to multiple streaming platforms (eg. send to Facebook Live and Youtube at the same time)
- Slido <https://www.sli.do/>
 - Setting Slido moderation: <https://help.sli.do/650028-Manage-audience-questions>
- Mentimeter: <https://www.mentimeter.com/>

Licensing

A [streaming license through CCLI](#) is required for live streaming **music portions** of a worship service. Please note that this license is required regardless of the platform you choose (e.g. Facebook live, youtube, etc..)

It might be worth a conversation with your provincial conference about the possibility of receiving discounted rates of licenses from CCLI.

Contact bomba@mbcm.ca for information on how Manitoba currently offers this to their churches.

In B.C., send CCLI-related questions to Sandra Schmidt (sandra@bcmb.org)

In Ontario: Scott Street Church, Ministry Support Service: David Ceballos (david@scottstreetchurch.ca)

Further questions:

- Reaching seniors
 - Transcripts?
 - Sunday afternoon phone calls?
 - Broadcast to senior's homes?