



# Tips on Video- Making For Your Church





|  |                |
|--|----------------|
| <b>1. Create a Culture of Storytelling with Your Church Videos</b>             | <b>page 4</b>  |
| <b>2. Production and Inspiration</b>   | <b>page 10</b> |
| <b>3. A Short Guide to Facebook Live</b>                                       | <b>page 16</b> |
| <b>4. Best Practices in Fair Use and Copyrighted Material for Video-Making</b> | <b>page 31</b> |
| <b>5. How can video projection be used in worship?</b>                         | <b>Page 35</b> |



# Tips on Video- Making For Your Church

## **1. Create a Culture of Storytelling with Your Church Videos**

# Create a Culture of Storytelling with Your Church Videos

(adapted from materials by the Nonprofit Film School, [nonprofitfilmschool.com](http://nonprofitfilmschool.com))

## Why does story matter?

Ultimately, we know that stories drive people to ACT. You can tap into their emotions, their logic and their need for credibility. You can answer the question, “Why should people trust us?”

Through sharing success stories, you're showing people a clear demonstration of what you do and why. People love seeing positive life change, and they're itching to support churches that make this change happen.

## Determine your communication strategy.

Whenever you share a story through a video, make sure you've created a simple communication strategy and only share stories that fit within that strategy.

|                                 |   |
|---------------------------------|---|
| Simple Communication Strategy = | Know your goals<br>+<br>Know your audience<br>+<br>Know your One Big Idea |
|---------------------------------|---|

## Know your goals.

You are going to want to look for stories that support the goals of your videos. Your goals can vary. Whatever your goals are, take the time to define them. By writing out your goals, you're not only thinking more in-depth about why you're communicating with your audience, but you also make sure that all of your content (videos included!) is helping to push that goal forward.

## **Know your audience.**

One of the keys to successfully sharing your stories is to make sure that HOW you are sharing and WHAT you are sharing actually connects with your audience.

### ASK THESE QUESTIONS:

- Who is our audience?
- What do they like to see?
- What has our audience responded to in the past?
- Are we asking our audience to do something? If so, what? If not, should we be?

### HOST A FOCUS GROUP

Sample questions you can ask:

- Why are you involved/interested in our church/project/mission? What makes this church one that you want to support?
- How do you see us impacting others?
- What looks like success to you for this particular church/project/mission?

### COMMUNICATE

Take good notes and communicate what you've learned. The people within your church — from volunteers to those in your council or on a committee — need to understand your goals and your audience in order to make active storytelling a key mindset for everyone. Make it a team effort to gather stories!

## **Know your One Big Idea.**

Every story should have one major idea that everything else is centered around. Addressing too many concepts in one video can cause your audience to lose focus when watching it. What is the one thing you want people to walk away with after having watched it?

Make sure that your videos:

- Correlate with your goals as an organization
- Speak to what your audience wants to see
- Call attention to your One Big Idea

## **Capture your stories!**

### STORY VAULT

Use an easy-to-access document to type and record each story you learn about. The goal is to have an archive of current, recent and even older stories all in one place. Not only will this provide you with inspiration for new projects, you can keep track of dozens of potential stories in a way that's accessible to your whole team!

### FILLING UP YOUR STORY VAULT

- Be on the lookout
  - Ask your team to share one story per week. Even if these stories were not captured as videos, you can use your church stories to drive your newsletter, email, direct mail and/or social media campaigns.
- Be an example
  - Set a goal for yourself to share a certain number of stories per month with your team. This will keep everyone motivated and passionate about your cause, as well as model a mindset of storytelling.
- Write out your stories
  - Add all of the stories your team shares to the Story Vault for future reference.
- Save your video stories
  - Upload your stories to a shared drive (such as Dropbox or Google Drive).
- Learn the basics
  - Walk your whole team through how to use smartphones to capture video. That way you're getting usable images and audio.
- Get to action!
  - Commission your team, volunteers or church members to pull out their smartphones and start filming (or even writing down) stories that they come across.

## **Follow up on great stories!**

For those stories in your Story Vault that really stick out to you, be sure to keep the momentum and follow-up on stories you'd like to feature in a Planned Video. Consider:

- How can you find new angles/methods for telling the story?
- How can you reach your One Big Idea?
- How can this video be used?

## **The Five "W"s and the "H"**

This is the crux of all news – you need to know five things:  
Who? What? Where? When? Why? How?

Any good story provides answers to each of these questions. For example, if you wish to cover a story about a local sports team entering a competition you will need to answer these questions:

- Who is the team? Who is the coach? Who are the prominent players? Who are the supporters?
- What sport do they play? What is the competition?
- Where is the competition? Where is the team normally based?
- When is the competition? How long have they been preparing? Are there any other important time factors?
- Why are they entering this particular competition? If it's relevant, why does the team exist at all?
- How are they going to enter the competition? Do they need to fundraise? How much training and preparation is required? What will they need to do to win?

## **The Inverted Pyramid**

This refers to the style of storytelling which places the most important facts at the beginning and works "down" from there. Ideally, the first section should contain enough information to give the viewer a good overview of the entire story. The rest of the video explains and expands on the beginning.

A good approach is to assume that the story might be cut off at any point due to space limitations. Does the story work if the editor only decides to include the first two sections? If not, re-arrange it so that it does.



## **A Few More Story Tips**

It's About People – Good stories are all about how people are affected.

Have an Angle – Present your story with a voice to make the purpose of the story clear and give it focus.

Keep your sentences and sections short – When you've finished, go through the entire story and try to remove any words which aren't completely necessary.

Leave space for your audience to put the pieces together – Think about your favorite movies and books. The moral of the story was probably never explicitly stated, but instead shown through the characters' experiences.

Be strategic with your empty spaces – People come to stories with their own assumptions and perspectives, and we have to account for them. To account for bias, we must leave space for people to see themselves and their values and worldview reflected in the story.

Use visual language – Vague language may lead people to avoid or deny an issue or solution if they feel it threatens their preferences. Instead of using abstract concepts, we should use visual language that paints a picture of what the problems and solutions associated with these concepts look like in the mind of our audience.



## 2. Production and Inspiration

# Production and Inspiration

## Pre-Production

### **Plan ahead so you can tell a story**

Thoughtful, emotive storytelling is the heart of any successful social video. When you want to motivate, persuade, or be remembered, start with a story of human struggle and eventual triumph. Determine the beginning, middle, and end to your story, the setting and the conflict to be overcome. Write a real script. Do this and you can capture your viewer's hearts by attracting their brains.



## Production

### **Keep it organized**

As you shoot, create and use a system of organization for the footage. Naming the raw files to identify the project and the shots is helpful for editing.

### **Keep the camera steady**

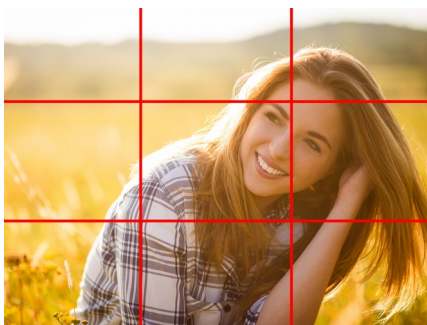
You wouldn't mail out a thousand brochures with a crooked logo, so why would you make a social video with a shaky hand? Investing in a tripod can help you make a more professional looking video. Your audience will be able to better focus on the story if the video has a smooth picture quality.

### **Emphasize the visuals**

If you watch the evening news, you'll notice that what you're really paying attention to is the video, not the script. The script does enhance the video, but at the end, you remember what you see more than what you hear. Also, pay attention to the background; if there are distracting things, such as passers-by, you will need to re-shoot or re-locate.

### **Use the Rule of Thirds**

Whenever you're filming anything (or taking photos), remember the "Rule of Thirds."



Imagine your shot is divided into nine equal sectors by two horizontal lines and two vertical lines. Notice how the primary subject in the image is positioned where two of the four points (which are known as the "anchor points") intersect? This technique

is used to draw the eye toward the main points of interest in the shot. The viewer's eye will naturally gravitate towards the top-left anchor point, and many people will spend longer dwelling on this area than other parts of the shot, making it a logical point at which to position the main area of interest in your shot – in this example, the face of the subject.

This is a pretty standard composition using the Rule of Thirds, and although it might not seem that remarkable, composing your shot in this way makes it easier for the eye to “read” and results in a much more aesthetically pleasing shot overall. Your audience probably won't even notice the composition of the shot, because it just “works.”

The Rule of Thirds can be applied to just about any type of shot, including landscapes.



### **If audio is key to the story, consider an external mic**

Perhaps your video will feature a few witty bits of dialogue or the sounds of animals crooning in the night. Whatever audio effect you're going for, your story will pack more punch if the viewer can clearly hear all the action. The built-in microphones on most smartphones leave something to be desired. With a quality external mic, you'll be recording quality audio with your video in no time.

Check the acoustics of your filming location. Before you start filming, check the acoustics of the location in which you're shooting. Is there an echo or ambient noise? If so, try and find somewhere else to shoot.

### **Vary your shots**

Variety keeps your audience awake. Use a variety of shots, including long shots, medium shots and close-ups. Use shots that show motion rather than just a static image of someone talking. Edit with a flow and a pace in mind. Watch other videos to get ideas for your own.



### **Don't use digital zoom**

Though it sounds like a good idea in theory, when you use digital zoom, it can make for a very blurry video. Until technologies evolve, avoid the zoom and just move closer to the person or object you're trying to capture.

## **Lighting is key**

Few things will ruin a video faster than a shot that is either too light or too dark. Yes, you can correct image brightness and contrast in post-production to some extent, but it's better to get the shot right on the day of the shoot than relying on "fixing it in post" later on.

Avoid conflicts between natural and artificial light. Wherever you're shooting, ensure that your primary light source is even and consistent. If you shoot indoors, avoid rooms with windows. If this isn't possible, position your subject sufficiently far from the windows to avoid the daylight interfering with your shot.

Smartphone cameras have small image sensors, so if you try to shoot in a dark environment, it will give you grainy, low-quality video. Choose a brightly lit setting for your video.

Also keep in mind that the auto exposure on mobile phones is often slow to adjust when changing from one scene to the next, so be mindful when moving from dark areas to bright ones. Avoid backlighting and direct overhead spotlighting.

## **Avoid 'spotlighting' your subject**

Unless you're filming a Broadway musical, you should probably avoid placing your subject in bright pools of direct light. Intense primary light sources can blow out the brightness and contrast of your shot and cause unflattering reflections on your subject.

## **Don't shoot from a million miles away**

Get close up to the subject. Fill the frame. Be aware of every inch of space. Don't let anything into the frame that distracts from the subject or scene focus.

There is often a tendency to go with long shots – strive for medium shots or closer!

Capture what is crucial for the viewer's understanding and ease. If the audio refers to a visual that is present, such as a picture or a slide presentation, capture the visual.

## **Shoot for your intended platform**

For most social video, landscape mode (horizontal) is best. Videos are almost universally presented horizontally. That's how we watch them on TV and in movie theaters, so it's natural that a landscape mode would be most pleasing to the video watcher's eye.

Aim to catch attention quickly. If you can hook your audience in the first 30 seconds of video, they are more likely to stick around and engage.



### **Always cut 'on the action'**

When editing a shot of someone doing something, make sure to cut to the next shot during the action that your subject is performing.

### **Post-Production**

#### **Use an editing app to trim unnecessary stuff out**

Perhaps the beginning of your video features the speaker preparing or hesitating. Maybe they stumbled over a few words or the audio quality was off. To showcase a professional looking video to your audience, you'll need to edit those parts out.

#### **Consider using subtitles or on-screen text**

Although we'd like to think that the bulk of video watching goes on during leisure hours, the reality is most people watch videos at work. If the message of your video is not easily communicated through the action alone, you might consider adding subtitles. That way, whether or not the sound is on, the viewer can appreciate the story you're trying to tell. And let's not forget how often videos are watched without sound on social media—on Facebook, it's 85 percent.

#### **Keep it short**

A fascinating scientist giving an enlightening Ted Talk might earn hundreds of thousands of YouTube views with a 15 or 20 minute video, but for the most part, shorter is better. Twitter videos are capped at 30 seconds, Instagram has a 60-second maximum and Snapchat videos are capped at 10 seconds.

#### **Don't say everything**

Let the visuals tell some of the story. If you can show it, don't say it. It makes for more interesting video.

#### **Don't overdo it with transitions and effects**

#### **Do backup.**

Keep multiple copies of raw footage and edits as you go. A dedicated hard drive is recommended.

Once you get a handle on these quick video tips, you'll be in business. Keep in mind, you need to be able to answer the question "**why will people share this video?**" before you ever start producing it.

A good way to answer that question? Listen to your social media followers. See what videos they're already sharing and analyze them. Let these successes inspire your approach to social video.

## **Look To Your Core Values For Inspiration**

Video brings your core values to life. While the end goal may be to promote your service or ministries, viewers have a deeper desire to buy into the lifestyle and principles that led you to create your church in the first place.

**Have fun!**



### **3. A Short Guide to Facebook Live**





## A Short Guide to Facebook Live

### WHY SHOULD YOU USE FACEBOOK LIVE?

#### **Getting started with live video is easy!**

Your church probably already has a presence on Facebook, which means no additional app to set up. It's also super easy to get started – all you need is your smartphone.

#### **Live uses Facebook's social power!**

People get notified when their friends are watching a Live video, and users can invite others to watch with them. They can also jump in at any time while the video is streaming, using Facebook reactions and comments to engage with the video while also watching how other viewers are reacting.

And, yes, other video apps have similar social features, but only Facebook is as big as, well, Facebook.

#### **Facebook favors Live!**

Facebook updates its algorithms often, but major changes tend to both reflect and shape the way we create and consume content. Take the algorithm change that favored posts with photos, for instance. Facebook incentivized users to add more visual elements to their social posts, while at the same time updating the Newsfeed to make photos more prominent.

Its latest update to the algorithm favors video, especially Live videos, over other content. So if you're working hard to reach your follower segments on Facebook, video will make it a little easier.

#### **Users like it!**

It's hard to beat the value of creating things that your audience wants more of. Social video already generates 1,200% more shares than posts with images or text, and people clearly enjoy interacting with video content. Live video takes that engagement up a notch, so it's becoming popular with organizations and individuals alike. People spend three times as long watching Live videos as they do regular ones.

## **DEVELOPING YOUR FACEBOOK LIVE PLAN**

The first question to answer before you start creating Facebook Live videos: "Why are we creating Facebook Live videos?"

Video is a great medium for reaching audiences and engaging with them about the things they care about. Live video is even more attention-grabbing. It gives you a new way to share content and connect with your audience.

But not everything is right for every church or every situation. Carefully evaluate your reasons for using video and specifically Live video to make sure it aligns with your overall goals.

### **Types of goals you could set include (using Facebook's video metrics):**

- Video views
- Engagement, i.e., reactions or comments on the video
- Clickthroughs on your call to action (which you can append to a live video when it's done)
- Actions taken based on your video and the call to action

Tie these goals in with your overall communications strategy.

You may direct followers to a landing page urging them to donate to a specific cause. You could also drive people to sign up for your newsletter, register for a webinar, or download a template.

You should also try out different content formats to see which resonates with your audience.

### **Try out one of these different types of videos that are perfect for live streaming:**

- Behind the scenes activities
- Conferences or events
- Feature stories
- Q&As or interviews
- Podcasts
- Contests

## FILMING YOUR FACEBOOK LIVE VIDEO

Now that you're armed with compelling reasons to create a Facebook Live video and a plan of action, what do you need to actually create one?

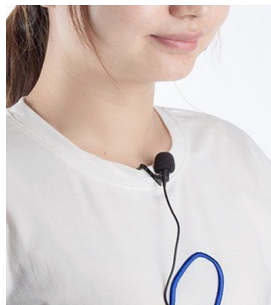
### The simple list:

- A personal Facebook account or a group page
- A smartphone, laptop, or other recording device with access to the Facebook app, the Facebook Pages Manager app (App Store / Google Play)
- A strong internet connection

That's really it! Of course, the types of videos you create will have a lot to do with the goals you set. You may not want your video to be super polished if you're trying to give everyone a taste of what it's like to be in the crowd at a concert or event. You probably want to up your equipment game if you want to produce a high-quality broadcast of an event, though.

### AUDIO

Audio quality is crucial. Try to put your recording device close to the action. Lavaliers or directional microphones will vastly improve your audio quality for interviews and events.



## **VIDEO**

To reduce shakiness of the video (and to attend to your content and viewer interaction), use a tripod or a stand. Always be aware of your surroundings. If you're filming inside, make sure your lighting works when you look at what your followers will be seeing. If you're outside, don't stand in front of the sun or cross back and forth from shade to sun.

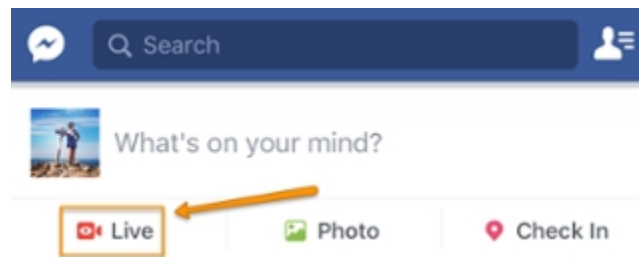
## **INTERNET CONNECTION**

You don't need to be on WiFi to use Facebook Live, but it's the best choice. If you can't get WiFi, then you need at least a 4G network connection to make it work. If your connection isn't good enough to stream, the button will be grayed out.

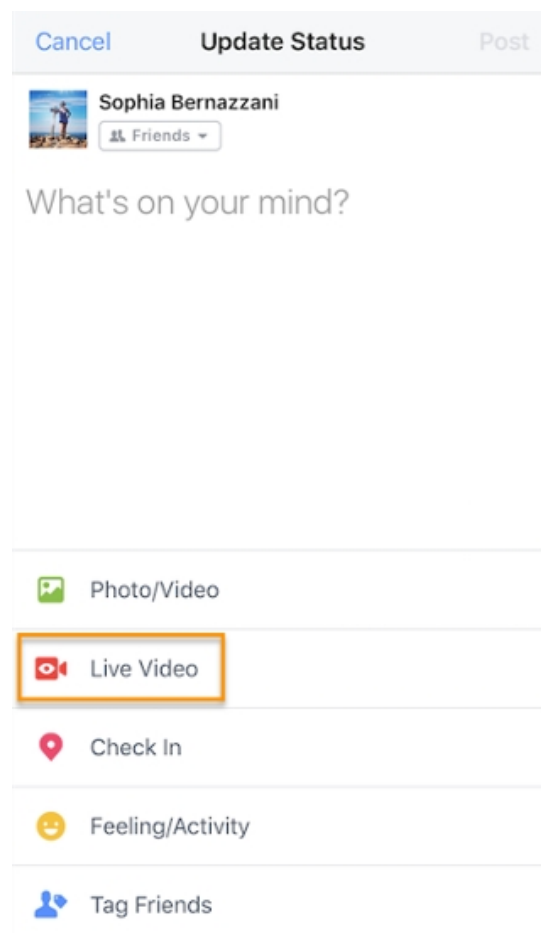
## HOW TO BROADCAST ON FACEBOOK LIVE VIA MOBILE

To get started, get out your mobile device and open up the Facebook app.

**Step 1: Go to the News Feed, and tap the "Live" option denoted by the camcorder icon.**

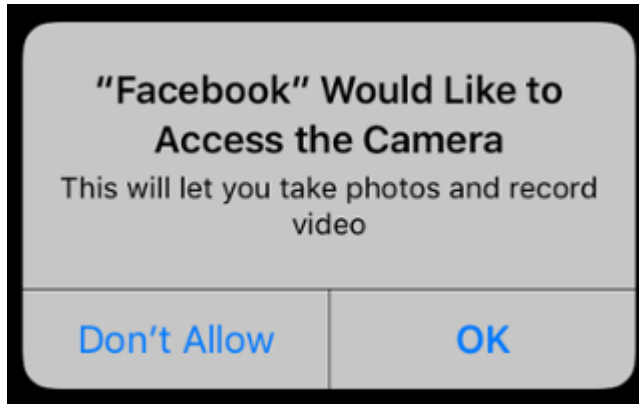


You can also go live on your own Facebook profile. Open up the status bar by tapping the text that reads "What's on your mind?" Then, select the "Live Video" option from the menu.



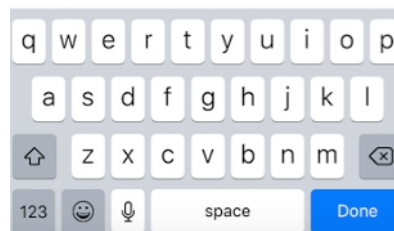
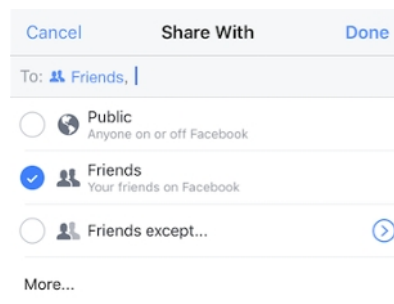
**Step 2: Give Facebook access to your camera and microphone when prompted.**

You'll stop receiving these prompts after the first time you use it.



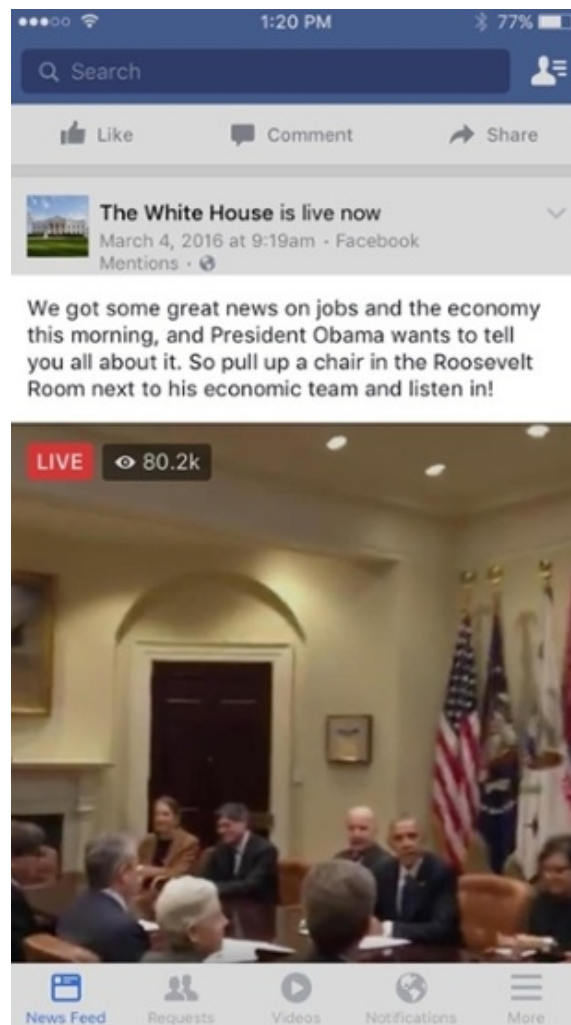
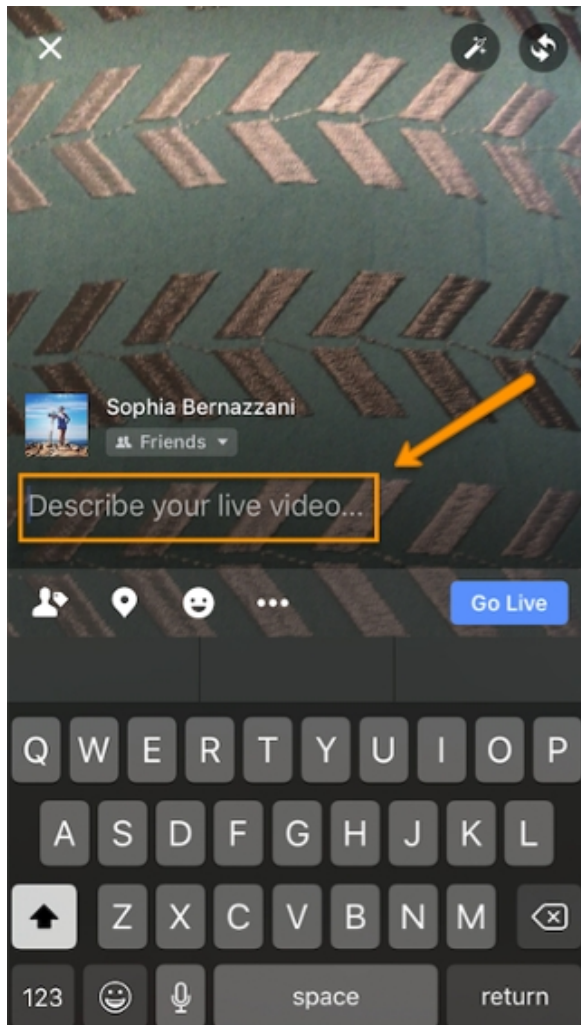
**Step 3: Choose your privacy setting.**

If you're posting for a church, you'll probably want to make it public. If you're posting as yourself, you might want to reserve your broadcast for friends. But if you're new to Facebook Live and want to test it out first, or want to see what something will look like, then switch the privacy setting to "Only Me." You can find the "Only Me" option by clicking "More" and scrolling all the way to the bottom.



#### Step 4: Write a compelling description.

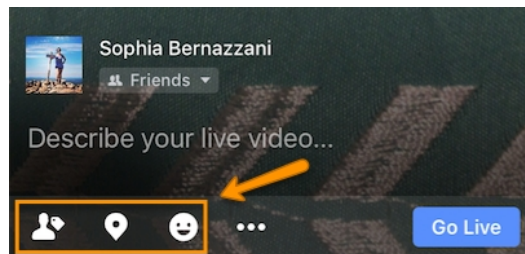
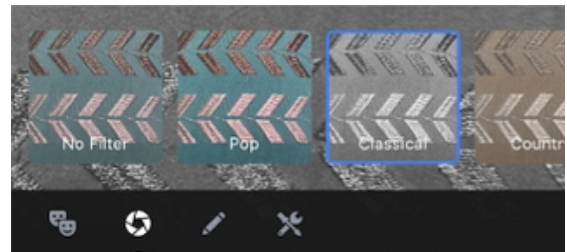
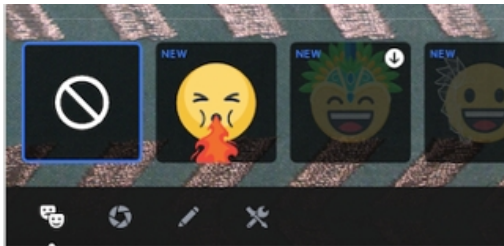
Give your broadcast a description, which will show up on people's News Feeds like a status update above the video. To get people to tune in, write an attention-grabbing headline and help them understand what your broadcast is about. Check out the example below from The White House's live broadcast.



Source:: Facebook

**Step 5: Tag friends, choose your location, or add an activity.**

Tap the icons at the bottom of your screen to tag people who are in the Facebook Live video, add the location from where you're shooting, or share what you're doing in the broadcast. These touches can add more personalization to your video, increase discoverability, and make people want to tune in.



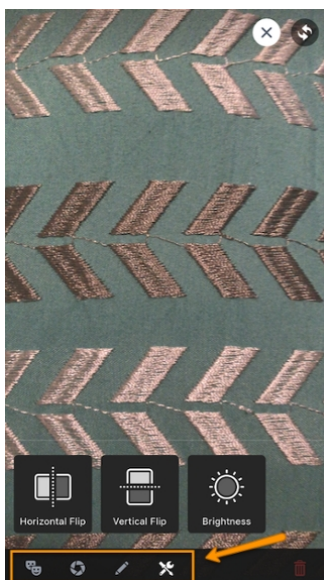


### Step 6: Set up your camera view.

Before you click "Go Live," be sure your camera's pointing in the direction you want it to. The background of your setup screen will show you what your camera sees. If you want to change the camera view to selfie or vice versa, simply click the rotating arrows icon in the upper right-hand corner of your screen.

The video will be a square, so it doesn't matter whether you hold your mobile device vertically or horizontally.

You can choose if you want the image to be horizontally or vertically mirrored, too. Tap the magic wand icon in the upper right-hand corner of your screen, then tap the tools icon at the bottom of your screen to film from a different view or to adjust the video's brightness.



**Step 7: Thoughtfully add lenses, filters, or writing and drawing to your video.**

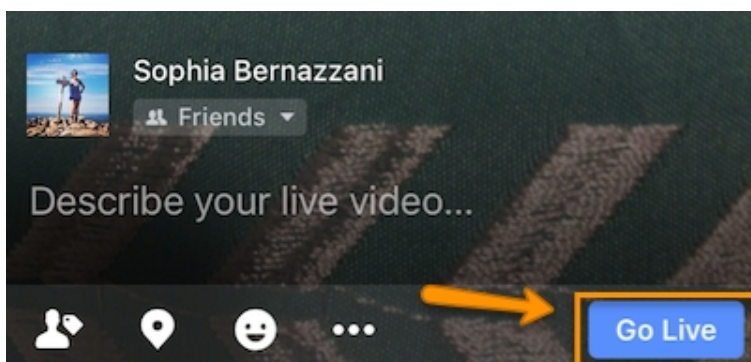
Tap the magic wand icon in the upper right-hand corner of your screen, and choose if you want to add lenses to your face, change the filter of the camera, or write or draw to make the video more whimsical.

If it enhances your content, go for it; however, keep it minimal so that viewers do not get distracted from the content of the video.



**Step 8: Click the blue "Go Live" button to start broadcasting.**

Once you click it, Facebook will give you a countdown -- "3, 2, 1 ..." -- and then you'll be live. As soon as you start streaming, your live video will appear in your News Feed -- and others' News Feeds -- just like any other post.



Your broadcast can be up to 90 minutes long, but keep in mind 2 minutes is the sweet spot. After that, the drop-off in engagement is significant. Short and sweet is a safe strategy. Assume that your viewers are busy. But don't sweat over a few seconds here and there if you're still going to come in under the 2-minute mark. And, if you're new to video, start with short videos under 2 minutes. This will help you get a feel for what resonates with your audience before you invest in longer content.

If the viewer would benefit from brevity, go short. If they'd benefit from depth, don't cut just for the sake of cutting, but try to stay under 5 minutes. Keep in mind that you can have different parts, topics and/or episodes.

### Step 9: Interact with viewers.

To keep your viewers engaged, encourage them to interact with your live video (which will help your ranking in others' News Feeds). You can also interact with them both by speaking directly to them in your video and, if you want, by having someone else respond to comments from a desktop computer elsewhere.

Where can you see these comments? While you're broadcasting, you'll see the time elapsed on the top left along with the number of viewers, and comments will show up live on the bottom of your feed. They'll appear in reverse chronological order, like on Twitter, so keep in mind that the earlier ones may be farther down.



Source:: Facebook Newsroom

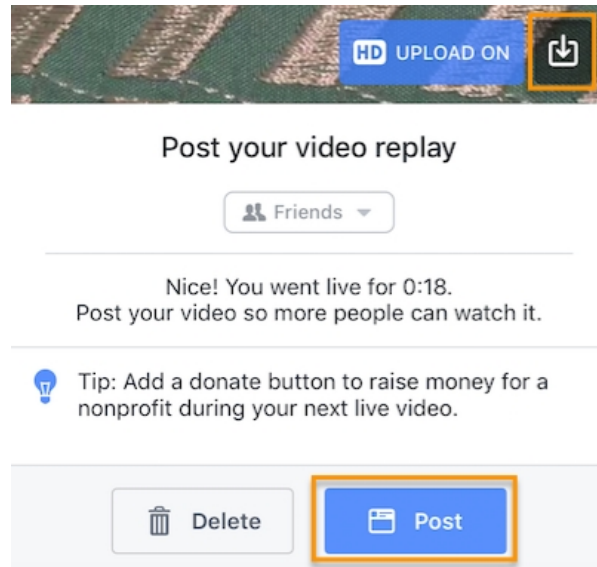
You can also block viewers during a live broadcast by tapping the profile picture next to a viewer's comment and then tapping "Block." You can unblock someone you've previously blocked, too.

### Step 10: Click "Finish" to end the broadcast.

Once you do this, the video will stay on your Timeline or Page like any other video post.

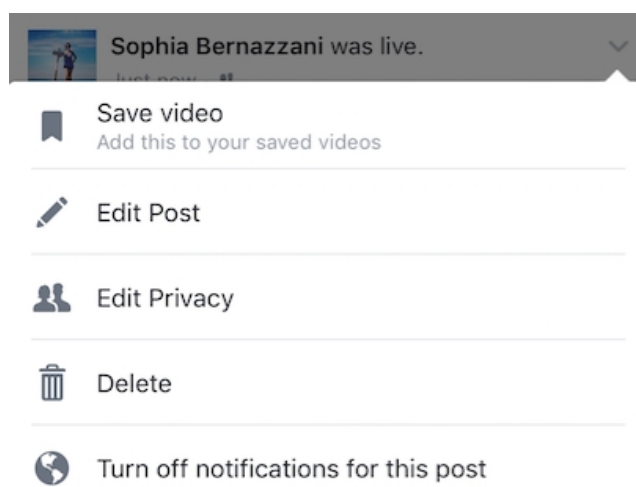
### Step 11: Post your reply and save the video to your camera roll.

Once you finish your broadcast, you'll be met with a screen similar to the one I've screenshot below. If you want to post it, that will enable others to view your video once you've stopped broadcasting. Then, tap the download button to save the video to your camera roll so you have a copy of the original for safekeeping.



### Step 12: You're done.

You can always go back to the post on your Timeline or Page and edit the description, change the privacy settings, make it searchable, upload thumbnails or delete the video, just like you would any other post.



## **Here are a few things you can do to capitalize on the momentum of your Facebook Live video:**

### **1) Repackage and release short clips**

You can download your Live video file and create lots of smaller pieces of content out of it. If you live streamed an entire event, try creating small clips to use in various social media posts or blog posts in the future.

If your video is longer than 10 minutes, you likely have at least a couple of smaller segments you can turn into clips and repackage with other types of content.

### **2) Link to it from relevant content**

Treat your Facebook Live video just like an article. If you write a blog post or create another video that's relevant to the same topic, mention or link to your Facebook Live video and give people a chance to rediscover it. You can also embed a Facebook Live video into your website.

### **3) Distribute it through other channels**

Your video itself can be a story. You can cover it on your blog or other marketing channels and talk about the process of the video coming together, analyze comments or reactions, do a follow-up piece based on questions you didn't get to during the live broadcast – there's plenty of opportunity if you adopt the mindset that your Live video was just one piece of the puzzle.

### **4) Check out the report on your results**

Don't forget those important goals you set and the benchmarks you looked at when planning your Facebook Live push. After your video is completed and your post-promotion is done, remember to check in with Facebook's video metrics platform to see your stats. Go to the Insights tab of your Manager page and click "Video" on the left sidebar. Then scroll to find the specific video. You'll be able to see performance metrics such as Peak Live Viewers, Minutes Viewed, Unique Viewers, and Average % Completion.

## **And keep in mind:**

Users spend an average of 22 minutes per day on Facebook. And while that adds up when you consider the amount of time they spend on the platform per month or year, it doesn't mean your audience is guaranteed to see your attempts at using Facebook Live. If you want more viewers, don't forget to promote your video before, during and after your broadcast!

Audience members could join you at any time. Make sure to occasionally welcome new viewers and give them a brief recap of what they're watching

Pay attention to the live comments coming in to see if there are any questions you can answer or feedback. People might tell you things like “your audio is wonky” or “you're too shadowed” that you might not realize when streaming.

Mistakes will happen during anything live! Just go with it and know that your audience also understands you're live and things won't be perfect – that's part of the appeal of the medium, after all.



#### **4. Best Practices in Fair Use and Copyrighted Material for Video-Making**

# Best Practices in Fair Use and Copyrighted Material for Video-Making

(adapted from resources of the Center for Media & Social Impact, cmsimpact.org)

This code of practices is organized, for ease of understanding, around common situations that come up for online video makers.

Inevitably, considerations of good faith come into play in fair use analysis. One way to show good faith is to provide credit or attribution, where possible, to the owners of the material being used.

## Commenting on or Critiquing of Copyrighted Material

Video makers often take as their raw material an example of popular culture, which they comment on in some way. They may add unlikely subtitles. They may create a fan tribute (positive commentary) or ridicule a cultural object (negative commentary). They may comment or criticize indirectly (by way of parody, for example), as well as directly. They may solicit critique by others, who provide the commentary or add to it.

➡ The use should not be so extensive or pervasive that it ceases to function as critique and becomes, instead, a way of satisfying the audience's taste for the thing (or the kind of thing) that is being quoted. In other words, the new use should not become a market substitute for the work (or other works like it).

## Using copyrighted material for illustration or example

Sometimes video makers quote copyrighted material (for instance, music, video, photographs, animation, text) not in order to comment upon it, but because it aptly illustrates an argument or a point. For example, clips from Hollywood films might be used to demonstrate changing American attitudes toward race; a succession of photos of the same celebrity may represent the stages in the star's career; a news clip of a politician speaking may reinforce an assertion.

➡ To the extent possible and appropriate, illustrative quotations should be drawn from a range of different sources; and each quotation (however many may be employed to create an overall pattern of illustrations) should be no longer than is necessary to achieve the intended effect. Properly attributing material, whether in the body of the text, in credits, or in associated material will often reduce the likelihood of complaints or legal action and may bolster a maker's fair use claim.



### **Capturing copyrighted material incidentally or accidentally**

Video makers often record copyrighted sounds and images when they are recording sequences in everyday settings. For instance, they may be filming a wedding dance where copyrighted music is playing, capturing the sight of a child learning to walk with a favorite tune playing in the background, or recording their own thoughts in a bedroom with copyrighted posters on the walls. Such copyrighted material is an audio-visual found object. In order to eliminate this incidentally or accidentally captured material, makers would have to avoid, alter, or falsify reality.

- ➔ In order to take advantage of fair use in this context, the video maker should be sure that the particular media content played or displayed was not requested or directed; that the material is integral to the scene or its action; that the use is not so extensive that it calls attention to itself as the primary focus of interest; and that where possible, the material used is properly attributed.

### **Reproducing, reposting, or quoting in order to memorialize, preserve, or rescue an experience, an event, or a cultural phenomenon**

Repurposed copyrighted material is central to this kind of video. For instance, someone may record their favorite performance or document their own presence at a rock concert. Someone may post a controversial or notorious moment from broadcast television or a public event (a Stephen Colbert speech, a presidential address, a celebrity blooper). Someone may reproduce portions of a work that has been taken out of circulation, unjustly in their opinion. Gamers may record their performances.

- ➔ Fair use reaches its limits when the entertainment content is reproduced in amounts that are disproportionate to purposes of documentation, or in the case of archiving, when the material is readily available from authorized sources.

### **Copying, restoring, and recirculating a work or part of a work for purposes of launching a discussion**

Online video contributors often copy and post a work or part of it because they love or hate it, or find it exemplary of something they love or hate, or see it as the center of an existing debate. They want to share that work or portion of a work because they have a connection to it and want to spur a discussion about it based on that connection. These works can be, among other things, cultural (Worst Music Video Ever!, a controversial comedian's performance), political (a campaign appearance or ad), social or educational (a public service announcement, a presentation on a school's drug policy).

➔ The purpose of the copying and posting needs to be clear; the viewer needs to know that the intent of the poster is to spur discussion. The mere fact that a site permits comments is not enough to indicate intent. The poster might title a work appropriately so that it encourages comment, or provide context or a spur to discussion with an initial comment on a site, or seek out a site that encourages commentary.

**Quoting in order to recombine elements to make a new work that depends for its meaning on (often unlikely) relationships between the elements**

Video makers often create new works entirely out of existing ones, just as in the past artists have made collages and pastiches. Sometimes there is a critical purpose, sometimes a celebratory one, sometimes a humorous or other motive, in which new makers may easily see their uses as fair under category one. Sometimes, however, juxtaposition creates new meaning in other ways. Mashups (the combining of different materials to compose a new work), remixes (the re-editing of an existing work), and music videos all use this technique of recombining existing material. Other makers achieve similar effects by adding their own new expression (subtitles, images, dialog, sound effects or animation, for example) to existing works.

➔ If a work is merely reused without significant change of context or meaning, then its reuse goes beyond the limits of fair use. Similarly, where the juxtaposition is a pretext to exploit the popularity or appeal of the copyrighted work employed, or where the amount of material used is excessive, fair use should not apply. For example, fair use will not apply when a copyrighted song is used in its entirety as a sound track for a newly created video simply because the music evokes a desired mood rather than to change its meaning; when someone sings or dances to recorded popular music without comment, thus using it for its original purpose; or when newlyweds decorate or embellish a wedding video with favorite songs simply because they like those songs or think they express the emotion of the moment.



**5. How can video projection  
be used in worship?**



## Worship Resources: Frequently Asked Questions

### How can video projection be used in worship?

*The worship staff receives a number of similar inquiries on worship-related topics from across the church.*

*These responses should not be considered the final word on the topic, but useful guides that are to be considered in respect to local context with pastoral sensitivity.*

*The response herein may be reproduced for congregational use as long as the web address is cited on each copy.*

In churches today, video projection equipment is increasingly becoming as common as audio reinforcement (60% of churches according to a [2005 Calvin Institute of Christian Worship survey](#)). The prevalence of video projection in the church is due to several factors: its crossover from the business world, decreasing costs of technology, and the mega church movement. Its role in worship is to serve the liturgy (as opposed to the liturgy being warped to serve the video projection).

#### **Principles for Worship, Application S-15A**

“The use of audiovisual elements in worship requires careful consideration. Such media are desirable when they enhance rather than replace essential congregational action. Their function of assisting the assembly’s participation in worship through the visual arts may include providing the color and form of seasonal artwork. Because of the many ramifications of the use of this technology in worship, careful integration must be assured. Technological equipment (sound boards, light systems, microphones, speakers, cameras, projectors, video screens) is most effective when it does not impair liturgical movement, obscure primary symbols (meal, preaching, baptism), or adversely affect the design of the space and its worship. Sound reinforcement, when necessary, is held in careful balance with natural acoustics. The effective use of media and technology often calls for particular skills and training.”

#### **The new stained glass**

The video screen has become the new stained glass in 21st Century churches. One of the functions of stained glass in centuries past was to provide instruction and impart the

biblical narrative to those who were illiterate. Video projection offers the same functional opportunities: to beautifully communicate God's story in a visual medium.

We live in a visual culture. The common currency for communication has shifted from text to images. One only needs to observe the rows of icons on the screen of any smart phone to exemplify this. However, our worshipping assemblies are centered on text and Word. "Music, the visual arts, and the environment of our worship spaces embody the proclamation of the Word in Lutheran churches" ([The Use of the Means of Grace](#), Principle 11). "It's not either image, or text. It's both/and, image and text. The Word became flesh and dwelt among us. Jesus was a man (image) living among us. He was also text (the Word become flesh)" (Leonard Sweet, *The Gospel According to Starbucks*, p. 107). Churches can think in limited terms about the possibilities of video projection.

### **Possible functions of video projection in worship**

There are many different functional uses of video projection in worship. As a core function, video projection should be used for enhancing the environment for worship. In serving the liturgy, it should not be distracting but aide the space for worship as the body of Christ gathers. "In the worship space, beauty is a portal to the mystery of God" (Principles for Worship, Principle S-20). Video projection offers an opportunity to bring beauty into the space for worship. Through images of scenic landscapes, ancient stones, and flowing waters for example, video projection can complement a sense of worship and mystery. Works of art can also be displayed to draw the assembly into reverence and contemplation. A repertoire including the most ancient works of art is suddenly available for our services. Photographs taken by a parishioner and drawings from younger members of the congregation can express the unique context of the assembly. Images from our global partners and the church across the world can increase our awareness of the communion of saints in all places.

Environmental projection is the concept of using video projection on surfaces that surpass the screen. The scale is often much larger. Images can be projected onto entire walls or even a building's exterior side. Plain surfaces can be transformed into something entirely different through environmental projection. Video projection can also enhance the church's marking of time through various seasonal representations. The projection of symbols and colors tied to the church's calendar can highlight our ritual feasts, fasts, and celebrations.

Image magnification is another use of video projection suited for larger worship spaces. With additional camera equipment, live video of worship can be displayed on a screen for people in the back of a large space or in areas with obstructed views. This technology is especially useful for showing choirs and musicians in a loft or during baptisms.

Along with photography, video content can be projected in worship. There are many creative video elements available online that present prayer, scripture, and other content in fresh, engaging ways. A video team from the congregation or synod could be created to find where God is at work and capture the story on video for sharing with others. Testimonies and other special messages could be video recorded for display at multiple services.

Displaying the textual content of worship is another function of video projection. The text of hymns, prayers, scripture readings, and all other liturgical elements can be projected for ease of viewing. Projecting the text is beneficial for many people in worship. Projection benefits parents with children who cannot juggle hymnals and other printed materials. Projection benefits the elderly who cannot read smaller print. Projection benefits the disabled who cannot lift hymnals and other printed materials for a sustained time. Projection also lifts the assembly's posture during singing and allows the body freedom for the gestures of worship.

Particular skills and training are needed to do video projection well. There are also associated costs upfront as well as long term. If done poorly and without excellence, video projection has the potential to be detrimental to the assembly and worship. There is need for professionalism in how the video presentations are prepared as well as how they are executed. Just as with music, licensing is also required for the projection of some video content. Christian Video Licensing (CVLI) is one organization that provides licensing for the use of some video. Photography projected in worship should also be used responsibly by giving credit to the photographer and following any terms of use.

## **RESOURCES**

### [Frequently Asked Questions](#)

- How can technology help lead congregational singing?
- How do we use the body in worship?
- How does worship involve all our senses?
- What are some considerations on art and environment for worship?

### [Resources Available for Download on the ELCA Website](#)

- Principles for Worship. Minneapolis: Augsburg Fortress, 2002. (Available in English and Spanish)
- *The Use of the Means of Grace: A Statement on the Practice of Word and Sacrament*. Minneapolis: Augsburg Fortress, 1997. (Available in English and Spanish)

### [Resources Available from Augsburg Fortress](#)

- Crowley, Eileen D. *A Moving Word: Media Art in Worship*. Minneapolis: Augsburg Fortress, 2006.
- *Leading Worship Matters: A Sourcebook for Preparing Worship Leaders*. Minneapolis: Augsburg Fortress, 2013.

### [Other Resources](#)

- Herring, Brad. *Sound, Lighting and Video: A Resource for Worship*. Burlington: Focal Press, 2009.
- Hipps, Shane. *Flickering Pixels: How Technology Shapes Your Faith*. Grand Rapids: Zondervan, 2009.
- McElroy, Luke. *Environmental Projection: The Collision of Modern Technology and Sacred Spaces*. Nashville: SALT Conferences, 2016.
- Proctor, Stephen. *Leading Visual Worship*. Ebook available at <http://illuminate.us/>
- Schultze, Quentin J. *High-Tech Worship?: Using Presentational Technologies Wisely*. Grand Rapids: Baker Books, 2004.
- Wilson, Len and Jason Moore. *The Wired Church 2.0*. Nashville: Abingdon Press, 2008.

#### Photography and Graphic Internet Resources

- Unsplash.com (<http://www.unsplash.com>)
- Sundays and Seasons.com (<http://www.SundaysAndSeasons.com>) (this site requires a subscription)
- Ignite Media.com (<http://www.ignitermedia.com>)
- Church Media Drop.com (<http://www.churchmediadrop.com>)
- Text Week.com/art (<http://www.textweek.com/art/art.htm>)
- Canva.com (<http://www.canva.com>)

#### Video Internet Resources

- The Work of the People (<http://www.twotp.com>)
- Motion Loops.com (<http://www.motionloops.com>)
- Sermon Spice.com (<http://www.sermonspice.com>)
- Shift Worship.com (<http://www.shiftworship.com>)