

Filming/Streaming Worship Services and Other Content on the Cheap!

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A lot of churches have had to pivot during the Covid-19 Shelter-in-place to exclusively digital formats. You may be wondering how to do that. Asking questions such as, "Do we have the equipment, software and/or expertise?"

Most of you do even if you don't know it.

If you have a cell phone purchased or leased in the last 5 years, you have a very powerful and capable camera and likely have software built in. If you have internet at your house or access to a local coffee shop, you likely have a connection that is strong enough to upload your content and share it.

Best Practices when filming with a cell phone

1. Use the back-facing camera. It is much much better than the forward facing cameras which are designed to take close up selfies.
2. Try to frame the person speaking in either the right or left third of the image (rule of thirds for composition)
3. Try to frame from the waist (or slightly above) to the top of the head if the person is being imaged as talking to a group. (think seminar)
4. Try to frame from the lower to mid chest, to top of the head if you are going for a more conversational feel. (think newscast)
5. Remind the speaker to speak to the camera, NOT to the screen.
6. It's worth it to spend a small amount of money for an external mic. This \$40 mic used with an iphone improves the sound from the built in option.
https://www.amazon.com/gp/product/B0723D3FVL/ref=ppx_yo_dt_b_asin_title_o04_s00?ie=UTF8&psc=1 There are also decent quality clip on bluetooth mics available for less than \$100.
7. If you can create background depth - it's a good idea. What that means is don't stand at the back of a room with a wall right behind you. Instead stand in the middle of the room or at the front with the wall in the distant background. This helps the eyes.
8. Avoid distractions in the background (check your set up to make sure there is nothing that will draw people's attention away from the speaker.
9. A lot of professional videos put a little soundtrack underneath the audio to add depth. You can search youtube or google for free sound libraries to find something that matches the mood you are looking for. Most video editing software (imovie - free on Mac) can layer this easily. (Do not try to use your favorite song from KLove, your video will get flagged for copyright violation)

There are lots of other things we can do to make our digital content more attractive. These are just a few tips that might be especially helpful. They are considerations for the remainder of shelter-in-place as well as beyond.