MX AV Team:
Brian Hill, Jeff McGlawn, Ross, Brown, Jeff Fogarty, Leon Sewkaran
Johnathan Worthy (backup)

Sunday August 6, 2023 Meeting Agenda

1) Introduction
2) Overview of Vision Statement (noted below)
3) Discussion of Current State
    a. Current pain points
4) Discuss Possible Future State
    a. Options and insights from Chris Burkholder
5) Action items (homework)
    a. Diagram current setup
    b. Evaluate other potential hardware/software
        i. Cost
        ii. Environmental dependencies
    c. Evaluate upgrading current software (ProPresenter, Apple iOS, Google-Drive, etc.)

Vison:
MX wants to use audio and video technology to enhance the Sunday worship service. As the Sunday worship is the primary focus, the following is order of importance:

1) sermon is audible to those in the sanctuary,
2) supporting slides are visible to those in the sanctuary,
3) sermon and slides are stored and made available on-line,
    a) Without violating copyright laws
    b) Without compromising anyone's privacy
4) sermon is made available live on-line,
5) entire worship service is made available live-online

Architectural Considerations:

a) As simple as possible allowing for easy maintenance and cross-training
    - Cross-train for Sunday worship, classes, weddings, funerals, etc.
b) Should allow for systems to be on the latest versions (OS, applications, etc.)
c) Reasonable cost
d) Recoverability – should be able to rebuild/replace within a week

We should use our financial and people resources to better ensure we support this vision, focusing on order of importance noted above. There are multiple areas vying for the attention and resources of the church and we need to be able to allocate those resources appropriately.

PROS to Video and Live-Streaming:

Having a live video stream at a Christian church can serve various purposes, enhancing the church's outreach and engagement with its congregation and the wider community. **Some of the key goals for having a live video stream at a Christian church include:**

1. **Wider Reach and Accessibility**: Live video streaming allows the church to reach beyond its physical location and connect with individuals who may not be able to attend services in person due to distance, illness, or other reasons. It makes the church's content accessible to a broader audience, including those with mobility challenges or homebound individuals.

2. **Inclusivity**: Live streaming promotes inclusivity by providing access to worship services, sermons, and events to people of all ages, abilities, and backgrounds, regardless of geographical location.

3. **Community Engagement**: It fosters a sense of community among church members who may be unable to attend in person but can still participate in live events and interact with each other through online platforms.

4. **Evangelism and Outreach**: Live streaming offers a valuable tool for evangelism and outreach, as it enables the church to share its message, teachings, and events with a broader online audience. It allows non-members to explore and learn about the church in a non-threatening environment.

5. **Enhanced Communication**: It provides a platform for effective communication within the church community. Church leaders can share announcements, updates, and important information in real-time, ensuring that everyone is informed and engaged.

6. **Youth and Young Adult Engagement**: Live video streaming can be particularly appealing to younger members who are accustomed to digital communication and media. It can help the church connect with and engage the youth and young adults more effectively.

7. **Archive and On-Demand Access:** By recording and archiving live streams, the church creates a valuable resource for on-demand viewing. This allows individuals to access past sermons, teachings, and events at their convenience.

8. **Virtual Events and Celebrations**: Live streaming enables the church to hold virtual events, celebrations, and special services that may attract a broader audience beyond regular attendees.

9. **Fostering Spiritual Growth:** Live streaming provides an opportunity for people to engage with worship and spiritual teachings regularly, even if they cannot be physically present at the church. This consistent exposure can foster spiritual growth and reflection.

10. **Real-Time Feedback and Interaction**: Live streaming platforms often offer chat features, allowing viewers to interact with each other and church representatives in real-time. This feedback can be valuable for assessing the impact of the message and addressing questions or concerns.

It's important to note that while live video streaming can bring numerous benefits, it should complement the physical gatherings and not replace them entirely. The in-person experience of community and worship remains essential for many churchgoers, and live streaming should be seen as a tool to supplement and enhance the overall church experience.

CONS to Video and Live-Streaming:

While live video streaming at a church can have numerous benefits, there are also some concerns and potential drawbacks to consider. **Here are some reasons against having a video stream at a church:**

1. **Distraction during Services:** Live video streaming might distract some attendees during worship services. People may become preoccupied with the technology, chat features, or their appearance on camera, leading to a lack of focus on the spiritual aspects of the gathering.

2. **Privacy Concerns**: Live streaming may inadvertently capture and broadcast the presence of individuals who do not wish to be on camera or have their identity revealed. This can compromise their privacy and make them uncomfortable attending church events.

3. **Inauthenticity**: There's a risk that live streaming could encourage some individuals to act differently or put on a show for the camera, leading to a lack of genuine worship or authentic interactions.

4. **Technology Issues**: Technical difficulties, such as internet outages, camera malfunctions, or audio problems, can disrupt the live stream and detract from the overall experience of those participating online or in person.

5. **Dependency on Technology**: Relying heavily on live streaming might cause the church to prioritize technology over personal connections and face-to-face interactions, potentially leading to a decline in community bonding.

6. **Divided Attention**: For some churchgoers, watching services online may lead to a diminished sense of commitment to attending physical gatherings. They may prefer the convenience of virtual worship and become less engaged with the local church community.

7. **Exclusion of Certain Demographics**: While live streaming aims to include more people, it might unintentionally exclude certain demographics, such as the elderly or those who are not tech-savvy or lack access to the required technology.

8. **Recording and Copyright Concerns:** Archiving live streams raises copyright and licensing issues, especially if copyrighted material (such as music) is included in the broadcast without proper permissions.

9. **Shallow Engagement**: Online interactions, including virtual attendance at church, may foster a shallower level of engagement compared to in-person gatherings, which can impact the depth of spiritual experiences and connections.

10. **Financial Costs:** Implementing and maintaining live video streaming infrastructure can be expensive, requiring investments in cameras, software, internet bandwidth, and technical support.

11. **Regulatory Compliance**: Depending on the location and content being streamed, churches may need to comply with certain broadcasting regulations, which can add complexity and potential legal risks.

It's essential for churches to carefully weigh these potential drawbacks and address any concerns before implementing live video streaming. A balanced approach that integrates technology while preserving the core values and community aspects of the church is crucial for a successful and meaningful worship experience.

Attachment A

Below is an earlier email about some of the current pain points with the MX AV setup

Brian Hill <hillbrian@att.net>
To:M Bret Blackford
Cc:Kaylynn Myers,Jeff McGlawn,Fogarty Jeff,Ross Brown,Leon Sewkarranand 3 more...
Tue, **Jul 18** at 8:42 AM

(1)
Software Updates: I don't think it's Chrome that needs updated. That app tends to update itself autonomously. The Google Drive app, however, had a pop-up last Sunday that stated our macOS (operating system) is no longer compatible with the latest Google Drive app and therefore it has stopped auto-syncing to & from the Auditorium computer with shared accounts. So what Kryder uploads to the shared Google Drive folders isn't automatically available on the Auditorium through the Google Drive app, what's housed on the Auditorium computer isn't automatically available to Kryder (and others) like it used to be. There is, however, a work around; everyone can access the Google Drive and shared files through the web browser. It requires an added step or two, but is a functional work around for the time being, if needed. Additionally, being on the Apple ecosystem allows us to use AirDrop to instantly drop files from one computer to the other if logging into Google Drive via the web browser isn't an option.

(2)
ProPresenter 6 is what we're running on the Auditorium Computer (latest version is 7). It works well, but it's also what's holding us back from updating the macOS to the latest version & thereby resuming automatic syncing functions of the Google Drive app. Again, not a make-or-break type of thing, but it does remove a degree of convenience we're used to & does require those extra couple steps to work around it by using a web-browser to access G-Drive or using AirDrop. I've done a little research into what versions of our current macOS ProPresenter 6 will run on but I would have to sit down at the auditorium computer in order to know it's specifics before I could offer thoughts on other work-arounds or where to go from here. It's something I plan to do after I return from my vacation this coming week. AirDrop is the quickest & easiest work around for the time being in my opinion.

(3)
ProPresenter: The largest issue being caused for ProPresenter by the G-Drive app not being able to auto-update files on the computer is that many of the ProPresenter files (background graphics for example) are housed on the Auditorium computer & available to others via the shared Google Drive. So when the Drive stopped auto-updating people lost access to those Auditorium computer files via their devices. Again, it's not a make-or-break and can be worked around using the preceding suggestions, but it's not ideal in relation to the immediacy & convenience we've gotten used to.

(4)
Using licensed material: Regarding copyright - we moved to using YouTube in order to be free of fear from licensing. We are welcome to use nearly any music at all on YouTube. We can use copyrighted music during service without fear of being fined, sued, or our account being removed. YouTube is built specifically to allow that type of sharing. In fact nearly EVERY service we have streamed via YouTube has had a copyright claim placed on it. If we were going to get shut down it would have been long ago. The way it works is, once a stream ends, the YouTube algorithm reviews the video & finds what it thinks might be copyrighted materials, which includes any song the praise team uses in the worship service. YouTube then notifies who it understands the owner of that copyrighted material to be, and the owner then lays claim to that section of our livestream. This either stops it from streaming in certain places (generally other countries outside of the US) and/or allows the owner of the copyrighted material to monetize our video for their own profit. In either situation our video still plays without issue, but the company that owns the copyrighted material benefits from it being shown. So music & possibly videos that we feature during a Sunday Service are not likely to be an issue at all unless we begin live-streaming entire professional productions from Hollywood (as an example). If that becomes a practice then we may need to do more investigating into fair-use laws & copyright reuse practices.

(5)
Equipment Training: In my absences (which seems to be the common theme in this question so I'll address it in that manner) the team absolutely has the skills & knowledge to operate all of the equipment & produce both an in-house & livestream service. In short I have full confidence in them - they don't need me at all to make it happen. I am learning that I might have a deeper knowledge of details that others aren't aware of because of how closely Jeremy and I worked through & following the pandemic, but that doesn't negate the knowledge base & skillset of the team in my absence. They've got this; no doubts at all.
With that said I would also fully support offering additional training to the existing team in areas where they feel they might benefit, as well as offering opportunities for new people to learn. Abby Hollingsworth has been shadowing for some weeks now, offered suggestions, & on occasion operated the camera or soundboard. We could benefit from someone committed to the camera and / or the lighting if we had them on some occasions. I think using the upcoming Ministry Recruitment event Kryder mentioned recently would be a great thing to do in order to invite people to ask questions. I have a feeling our level of busy & focused during a service or event likely dissuades people from engaging us in those convos.

(1) **Lighting system** - The 4 lights on the stage are my only real complaint that I'd like to see updated so that they're integrated into the new lighting system. A wishlist item I have is purchasing a physical board to provide a more immediate & fine-tuned control over the lights individually instead of the digital interface which is great for presets, but isn't great for on the fly changes.
(2) **Audio Board**: The current board has a fair number of small issues that I believe are basically due to age & usage wearing it down. I'd like to have it either (1) serviced or (2) replaced. However, in the meantime it's functioning as we need it to & we can certainly teach the quirks to other users as needed.
(3) **Video System:** ProPresenter is working for me as is. Maybe training people on how it interacts with Google Drive, & thereby how it interacts with what other people build using ProPresenter on other computers & then share to the Auditorium computer might be beneficial, but I have no complaints with it as is.
(4) **Video Recording:** As stated above; the teams knows how to produce a livestream in my absence. The production of that livestream creates the file that YouTube then automatically posts to our channel. Livestreams saved on our YouTube channel aren't uploaded by me; it's a by-product of the initial livestream that automatically happens. In regards to troubleshooting the ***SlingStudio*** equipment & the iPad app used to control it; I'm pretty sure Ross & possibly McGlawn know more than I do about its workings at this point. I'm confident they can troubleshoot anything I can, and more. However, you do bring up a good point in regards to what the protocols are in the case where a livestream goes down. In those instances the only thing we record is the sermon, and I'm not sure if the team knows what apps to launch & what steps to take in order to make sure we get that done. So that's likely something we need to set up time to include in a training session.

(6)
Misc: Other than the Google Drive issue (and possible other complications) outdated stage lights and the worn-down soundboard, which isn't really a lot in the grand scheme) I don't feel any major pains in the A/V tech side of things. I also recognize that I come from the legacy of Mid-County & MX-Gym services where the general practice was 'take-what-you-get-&-make-it-work' so little inconveniences don't hit my radar the way they might for others so I'm open to other feedback.
With that said I will say that we would be good to be developing a plan for how we will replace ***SlingStudio***[i] eventually. I firmly hold that we do not need to replace it now, or even soon. But I'd like to have something that we have learned & can quickly swap in for when the day ***SlingStudio*** gives out on us, or becomes obsoleted by advancing software compatibility issues. For now, like this fiscal year or maybe longer, I think our funds can be used in more immediately impactful ways (replacing/repairing worn down tech) before we invest in a ***SlingStudio*** replacement.

I would also be happy to lead a class/classes about "how-to" the various A/V tools & equipment.
We absolutely need to schedule a time for the team to learn the protocols for responding to a complete loss of streaming, but in the meantime if it's something we experience while I'm away just call me and I'll talk y'all through it.

Looking forward to continuing this convo & work!

-Brian Hill
(he, him, his)

On Jul 17, 2023, at 1:05 PM, M Bret Blackford <bret_blackford@yahoo.com> wrote:

MX Tech Team;

We are doing a great job transitioning post-Jeremy, but we should probably meet soon to discuss any gaps or needs. Here is a short list of a few items to discuss, in no particular order:

1. **software updates** on the A/V machines
    1. do we need to update Google Chrome on the Macs?
        1. on computer, open Chrome
        2. at top right, click **More**
        3. click **Help -> About Google Chrome**
        4. click **Update Google Chrome** (if option not available you are on latest version)
        5. click **Relaunch**
2. **Pro-Presenter** Version - https://renewedvision.com/propresenter - I am unsure what version we are running or if any issues

3. **Pro-Presenter** - file transfers - do we have a good understanding and documentation of how to build and transfer slides from Jeff Kryder or any guest speaker?
4. **Using licensed material** (songs or video clips) - we need to understand how we can properly use licensed material in our Sunday live-stream. If we fail to properly use material our video can be removed from YouTube and we could be fined (neither good). We'll need a team to investigate how to properly pay and use any licensed material.
5. **Equipment Training** - is the team comfortable with the Sunday A/V setup and all the vacuous equipment. Do we have adequate cross training and/or documentation on:
    1. new lighting system
        1. presets
        2. manual operation
    2. audio board
    3. video system
        1. pro-presenter
        2. starting projector
        3. setting up files
        4. etc.
    4. video recording
        1. in Brian's absence do we have the equipment and knowledge to do the Sunday live-feed
        2. Slingbox (not sure if this is the proper name of the box we use for live video feed) - do we know how to use and troubleshoot
        3. Troubleshoot - should we have an issue with live feed do we know (besides Brian Hill) how to upload video later to YouTube channel?
6. **Other/Misc** What else do we need to make sure we discuss or document? What other pain points are there?

I am impressed at how well our Sunday service has been going post-Jeremy and want to make sure the A/V team gets the training and resources needed. Look for a follow-up email soon as I work to get a date/time on a meeting.

THANKS AGAIN FOR YOUR TIME, TALENT, and EFFORTS, and feel free to email with any question or issues.

---- Bret

[i] ***SlingStudio*** – this is the live-stream video hardware used by McKnight crossings. Below are links with additional information.

1. https://www.myslingstudio.com/ - main info on the product
2. Questions about support - https://tinyurl.com/2nk67xr9
3. Availability on ebay - https://tinyurl.com/ycxtnh67