

# LIVE STREAMING FOR CHURCHES

*The Easy Way*



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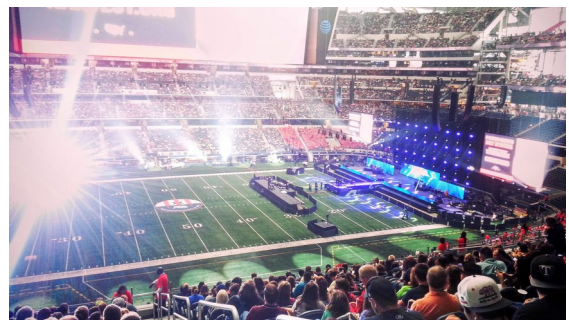


Everywhere we look, people are streaming live video. From the janky vertical birthday surprise party stream to a live point-of-view stream from a concert, everyone now has the power to bring you and I into their world for an instantaneous look at what's happening now.

One of the best uses of live streaming is to give people who can't be there personally, the ability to enjoy your event. No matter what the event is.

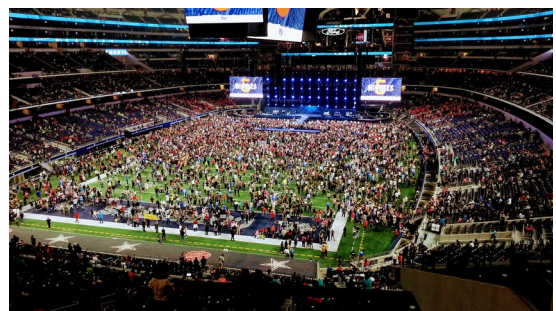
As a video producer for the last 25 years, I've produced hundreds of hours of live content. For a while, every conference I shot, was to be live streamed as well. Heck, a few months back, I shot and streamed a TEDx event. The ability to amplify the audience you have *beyond* the venue is a huge and powerful thing.

Last year, my family and I attended the Harvest America crusade event here at the Dallas Cowboy stadium. I was blown away at the size of the crowd. What blew me away even more was when the numbers started coming in for the global audience. Over 2000 churches around the world and over 5000 small groups (non church or home groups) all streamed the event live via the internet.



Between the event at the stadium and at all the remote sites, about 25,000 people made decisions for Christ. **That's HUGE!**

This is a fantastically extreme example of the power the church can have, using and maximizing Live Video Streaming.



# "We're NOT Harvest Ministries."

No you're not. Neither is my church. Our entire church budget is probably less than their media ministry budget... BUT *most* of the technology that they use is available to you at some level.




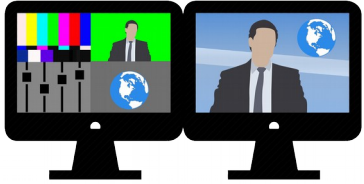
If you're new to [Church Training Academy](#), our mission is to help small and medium sized churches and ministries leverage and maximize all this wonderful digital technology that we all have sitting at our fingertips . The level to which you incorporate and exploit that technology, is up to you.



## "So Where do we start?"

Excellent question! It's almost like you're reading my mind! The first thing you need to do is take a little inventory of the equipment you have. With that, you can determine which level you want or can start your live streaming with. Let's take a quick look at the 4 types or 'modes' of streaming. You may end up using two or more of these modes on a regular basis -- and you should :) Lets take a look at them.

Note: Links to hardware and software may be affiliate links. If you use them to buy, CTA will get a small commission - this won't affect your price, but will help us :) Thanks!.

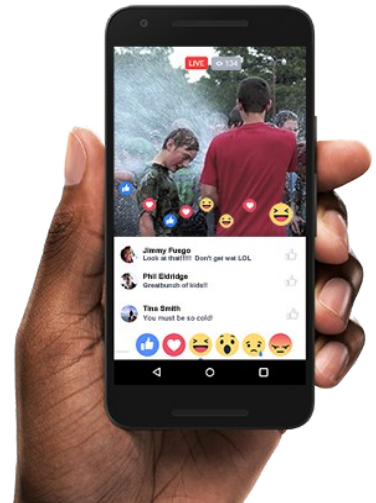
Selfie Mode	Indie Mode	Desktop Mode	Broadcast Mode
			



## Selfie Mode

This is the easiest way to get started. In essence, all you're doing is 'going live' from your phone. There's a few different services that can help you do that with the simple click of a button.

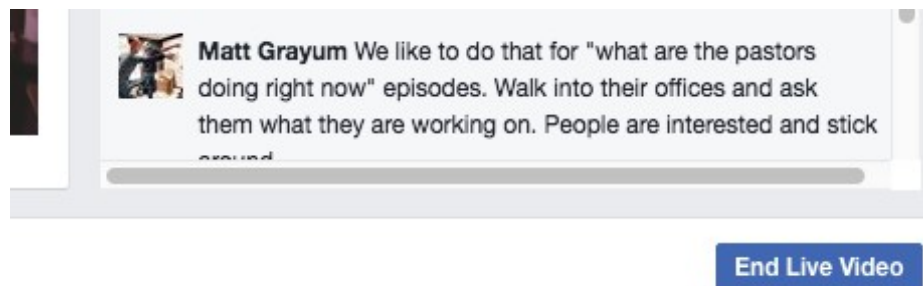
- Facebook Live
- Periscope
- Livestream
- YouTube



Each of these services has both an app for 'in the moment' style live streaming as well as a more robust, production level. The apps let you go now. The producer versions allow you to stream TO the service from 3rd party hardware and software.

One of the great things about live streaming in 'selfie mode' is that you can very easily do 'in the moment' types of streams. When working with an audience or followers, being authentic and genuine goes a VERY long way.

People love to see behind the scenes video. They love looking at the man behind the curtain. One of my ministry buddies shared one of the ways they use Facebook Live...



That's a fantastic idea and it's very 'low impact' from a production standpoint. Simply asking the Pastor or another staff member what they're working on and let them chat for five minutes or so. Because it's on Facebook, people who follow the church's page or the Pastor's page or profile, will get a notification that they are "Live Now" -- and they'll be likely to engage for a few minutes.



## Indie Mode

Indie Mode -- as in "independent filmmaker" takes Selfie Mode to the next level by adding a little production gear which increases the overall quality of the stream. It'll sound better and not be shaky!

You'll be using your phone and apps like Facebook Live and Periscope, but you'll be treating it more like a proper camera by adding things like:

- Tripod or Monopod for stabilization
- External shotgun, handheld or lapel microphone
- External light
- Case or housing to hold the phone and accessories

There's many types of housing and stabilization devices out there, but in my opinion, nothing is better for iOS devices than the iOgrapher. It allows you to connect a light, mic pack or shotgun mic to your phone and has a mount for 37mm lenses. So you can have a wide angle or telephoto lens. Heck, with an adapter, you can put some serious lenses on there like super high quality Nikon or Canon lenses. They also make one for every iOS device. So you can use your phone, or iPad -- which ever you have.

It also gives you a bigger footprint for doing hand-held shooting. The grips on either side widen the area you're holding for better stability.

There's also a version that is more universal and works with Android devices as well as GoPro or other small "action cameras".

The iOgrapher, as well as other housings or cages have a standard tripod screw mount on them as well so that you can put it on a tripod or a monopod.

For a modest investment, you can upgrade the quality of your live streams and videos by using one of these devices and the accessories with the phone you already have. I've put together a small list of gear that can help you get this kind of rig started. [Get your Live Streaming Gear Guide.](#)



If you're going to do anything beyond "Selfie Mode", a rig like this. It'll make a difference and won't cost as much as buying a camcorder.





## Desktop Mode

When streaming live events or services, you want to have as high quality of a stream that you can. That's where "Desktop Mode" comes in. In Desktop Mode, you're going to use your laptop or desktop computer as a live video switcher.

Desktop Mode involves using:

- Laptop or Desktop computer
- Camera(s)

Webcams, DSLR or Video Cameras (or a mix)

- Video Capture Device(s)
- Switching Software



When putting together a system like this, it's important that your computer has enough power and memory to handle multiple cameras. Most current laptops that have i5 or i7 CPUs will be able to stream 720p video with relative ease. However, it's important that they have as much ram, storage space (hard drive) and video processing power (GPU) that you can afford. Each of these increases the capabilities of your production.

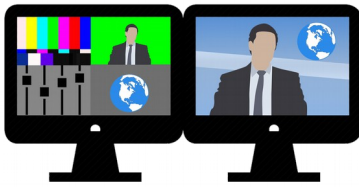
Basically, if you buy a \$300 laptop, you can stream with a webcam but not do a whole lot beyond that. If you buy a \$1500 laptop or iMac or Mac Mini - you can do a lot more, easier. - this isn't a hard and fast rule, but it's a good rule-of-thumb.

The more horsepower your computer has, the more you can do!

When you're looking to stream at Desktop Mode, you can start with something as simple as a webcam or two and some free streaming software or you can ramp up the hardware, cameras and software to a level that comes near to professional. It's really up to you and your budget.

To get started and test what your current capabilities are, I recommend that you download [Open Broadcaster Software \(OBS\)](#) and hook up your webcam. [I've put together a basic "getting started" lesson for you to help you get OBS set up.](#) I've also got a video that shows [how I've been using Desktop Mode at my church.](#)

When you're ready to get serious in Desktop Mode, you'll upgrade to Wirecast Studio and get a much better 'end product'.



## Broadcast Mode

In a church environment, "Broadcast Mode" is a lot of fun. I'm not gonna lie, it can get expensive, but the quality and versatility that come with streaming at this mode far outweigh the price. And actually, the pricing, isn't *that* bad.

When I first started doing video production, my university spent over \$40,000 (1991) and it was state-of-the-art. Today, a self-contained production box, like a Tricaster or Livestream box can cost less than \$10,000 and give you a "television studio."

Having an integrated video system like those from Newtek or Livestream allows you to use multiple high quality cameras and devices as video sources. You can use VERY high end cameras or much more affordable camcorders. All you need is HDMI outputs on the camera. These systems are very versatile.

Imagine having 3 cameras to shoot the service, an iMac with ProPresenter providing song lyrics and the Pastor's slides to your streaming audience and an iPad providing live scripture reference. Imagine controlling the broadcast from an iPad while you sit in the audience with your family.... The scenarios are endless.



There are two primary 'players' in the "Broadcast Mode" streaming playing field that I recommend. Newtek -- makers of the Tricaster family of devices and Livestream - makers of the Studio HD systems.




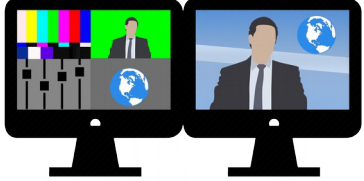
Each have various levels of hardware, starting with entry level systems with 3-5 inputs to professional level systems with 8+ inputs (Livestream has one with 17 :) ) Blackmagic Design makes a whole slew of video hardware that can be integrated among itself to make a broadcast level streaming solution, or that can be used to supplement and expand on the all-in-one boxes.



I've been using Tricasters for over 10 years. You can see my [review of the Tricaster Mini-HD4](#) to get an idea of how easy it is to setup and work with.

# To Recap

We've gone over the 4 primary modes of live streaming.

Selfie Mode	Indie Mode	Desktop Mode	Broadcast Mode
			

If you're not currently using live streaming video in your ministry, you can get started the easy way with Selfie Mode and Indie Mode. I've provided a short list of tools below that can help you get Indie Mode off the ground quickly. For a more comprehensive list, be sure to check out my ["Live Streaming Gear Guide"](#).

## iOS (iPhone - iPad)

- [iOgrapher iphone filmmaking housing](#)
  - NOTE: this links to the iOgrapher page which has housings for the various iOS phones and iPads. Please be sure to choose the one that is designed for your phone. ;)

## Android / GoPro

- [iOgrapher Go](#)
  - [Universal Phone Clamp](#)
  - Wireless Lapel Mic
    - [Audio Technica ATW-1701](#) [GOOD]
    - [Sennheiser EW112PG3A](#) [BETTER]
  - Wired Lapel Mic
    - [Audio-Technica ATR3350iS Microphone](#)
  - LED on Camera Light
    - [Manfrotto ML240 Mini](#)
- ### Accessories
- iOgrapher Lenses
    - [iOgrapher 37mm 2X Telephoto Lens](#)
    - [iOgrapher 37mm Wide / Macro Lens](#)
  - Shotgun Microphone
    - [Rode Video Mic Go](#) [GOOD]
    - [Rode Video Mic Pro](#) [BETTER]



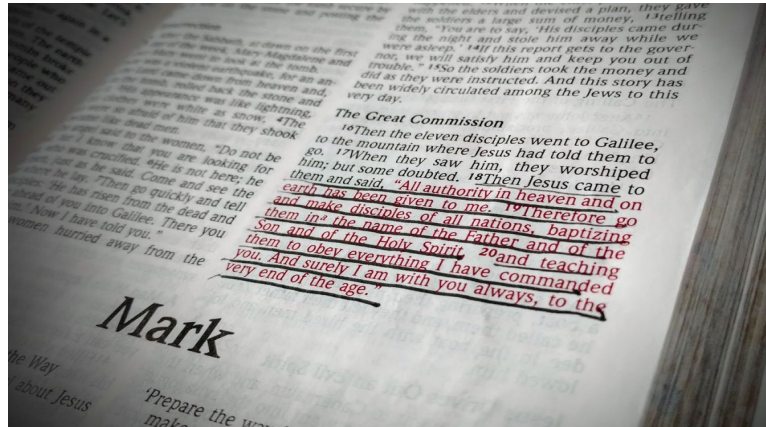
# Final Thoughts

Jesus told us, to go in to all the world, make disciples and teach them all that He commanded.

We should, as Christ's Church, be doing this in our community, our own church and beyond the borders of our church.

Live streaming, like podcasting and live events (worship services) is another tool that I believe each body of believers should be mastering and exploiting – every media tool should be, but we'll save that for another guide.

I encourage you, brothers and sisters, to start using this amazing technology and see if you can not only feed your current body but grow one beyond the walls of your church.



If you would like to take these skills to the next level, as well as learn other digital tools and methods for spreading your message, be sure to come join the community at [Church Training Academy](#).

We're building a slew of training and tools designed specifically for churches and ministries so you can be fully equipped to spread the Word in this amazing, technological age we live in.



Thanks  
Dave