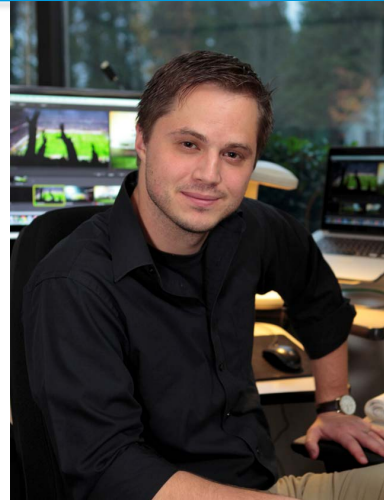# telestream

From Concept to Delivery:
How to Set Up Your Church for Live Streaming

Stephen Heywood
Wirecast Support Lead

Andrew Haley
Applications Specialist

What You'll Learn in This Webinar

- Critical steps to pan and build a live streaming system

- Key equipment and components

- How to reach your audience

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Start at the Beginning…

- Why?
  - Spread the Word?
  - Reach diverse congregants?
  - Stay modern/relevant?
  - Monetize?

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Who to talk to…

- Senior pastor
- Key members of the congregation
- Vestry board
- Not just one conversation

Establish a Budget

- Future proof
- Be realistic
- Make 3 Lists: high, medium, low
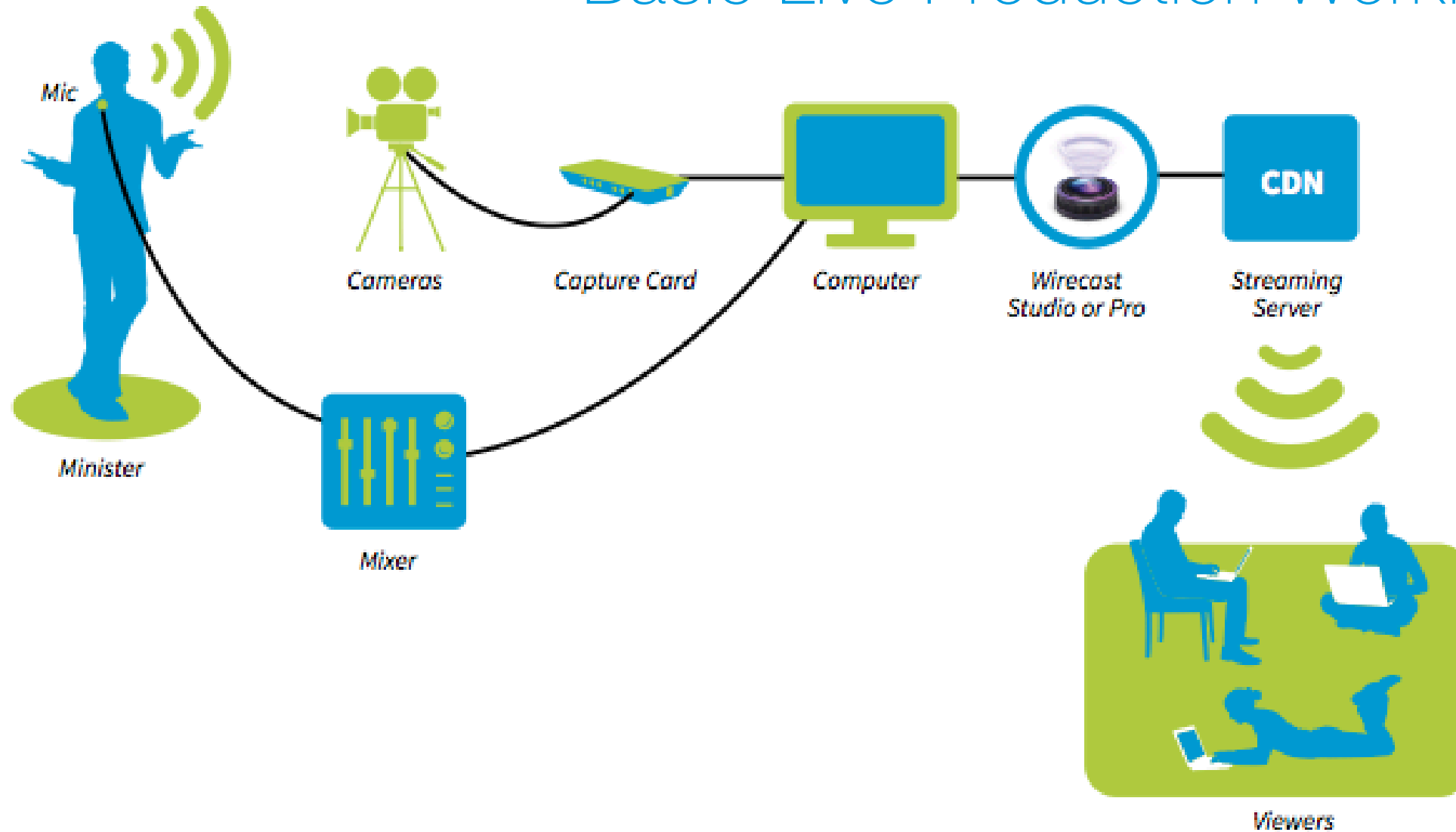
Key Basic Ingredients

Audio/Video $+$ Encoding $+$ Internet

Basic Live Production Workflow

Camera Options

Webcams: Cheapest, lightest and easiest to use, but may lack fine-tuning controls.

HDMI cameras: More control and friendlier user interface. Tend to be consumer-grade.

SDI, professional & PTZ cameras: Full featured, very high quality. Most costly option.

Microphone Options

Wireless Lapel Mic: Great for pastors on the move!

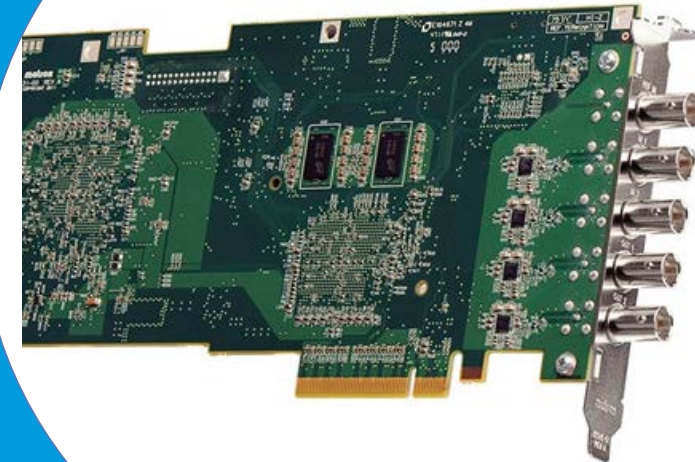USB & XLR: Run these through your existing sound system or through your computer

Capture Device Options

Lets you bring in feeds from multiple cameras. SDI, HDMI, S-video, etc.

External: Flexible option, can be used with laptops.
Connects via HDMI, Thunderbolt, USB 3.0…

Internal: Inserted into PCI slot on your computer

Hardware Options
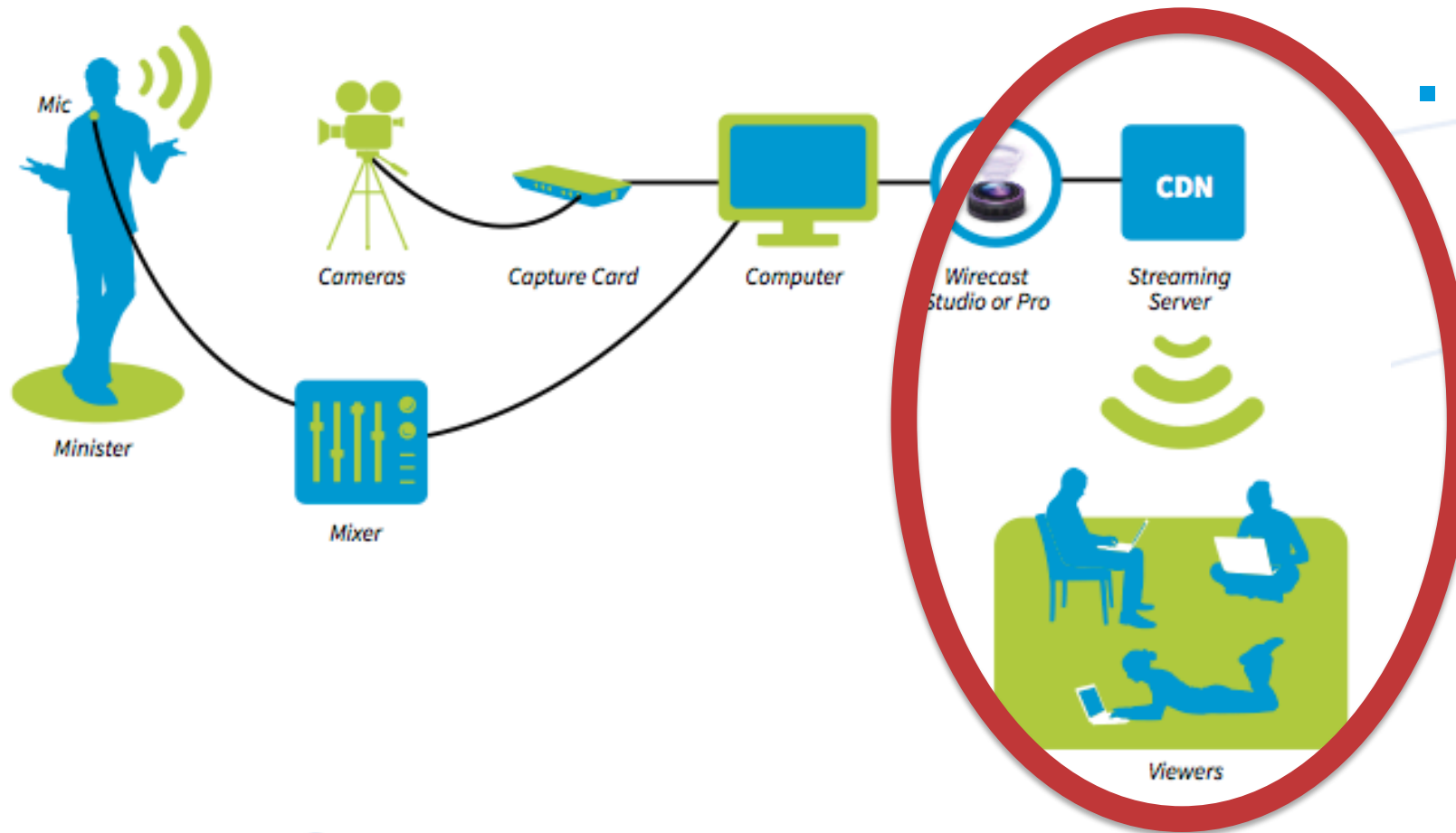
Mac or PC? Laptops or Desktop?

Mac

Laptops
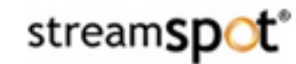
PC

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Streaming Video Workflow Basics: Share with the world

- Encode and deliver your stream
  - Content Delivery Networks (CDNs)
  - General streaming platforms
    - Niche streaming platforms
  - Setting up your own streaming server

Wirecast Streaming Partners

We make it easy to deliver your stream!
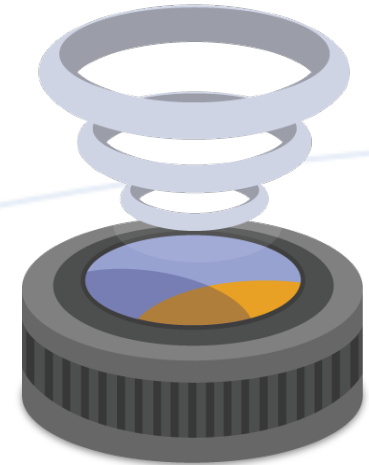
Resources to Support Houses of Worship

- *E-book:*
  - Church Broadcasting on a Budget
- Case studies
  - Shiloh Ministries
  - Phillips Street Church of Christ
  - Van Buren First Assembly of God
- Webinars
  - Church Broadcasting Setups for any Budget

Go to: http://www.telestream.net/wirecast/resources.htm

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Shiloh Ministries

- Started extremely simply

- Very low budget

- Built up system slowly over several years

Shiloh Ministries cont'd…

- Social media played a huge role in building their web presence and bringing in an audience

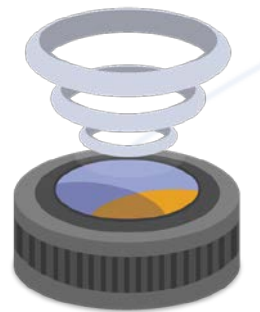- IPTV boxes allow anyone to watch from their living room

Shiloh Ministries cont'd…

- Word of mouth and consistent streams helped spread the word to Watching online can be great and useful for many
- Shiloh has viewers all over the world

More Information

- Get started with Wirecast! Download a free trial: www.telestream.net/wirecast
  - 10% non-profit discount: www.telestream.net/non-profit.htm

- Register for more webinars on live streaming your church services
  - October 6: *Ready, Set, Stream! Complete Turnkey Solutions*
  - November 17: *Navigating the Waters: Best Practices for Live Streaming*

Contact Information

Desktop Sales

http://www.telestream.net/company/
    contact-desktop-sales.htm

Desktop Support

http://www.telestream.net/telestream-support/
    wire-cast/contact-support.htm

Wirecast Resources

http://www.telestream.net/wirecast/
    resources.htm