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

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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
Start at the Beginning…

- Why?
  - Spread the Word?
  - Reach diverse congregants?
  - Stay modern/relevant?
  - Monetize?
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?
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
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](http://www.telestream.net/wirecast)
  - 10% non-profit discount: [www.telestream.net/non-profit.htm](http://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