

TECHNOLOGY AND THE CHURCH

GINI SMITH

“Go therefore and make disciples of all the nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all things that I have commanded you; and lo, I am with you always, even to the end of the age. Amen.” **Matthew 28:19-20 (NKJV)**

1. His Sending: “go” (to lead over, carry over, transfer “DNA”)
2. His Commission: “make disciples”
3. His Planting: “baptizing them”
4. His Method: “teaching them everything”
5. His Presence: “I am with you always”

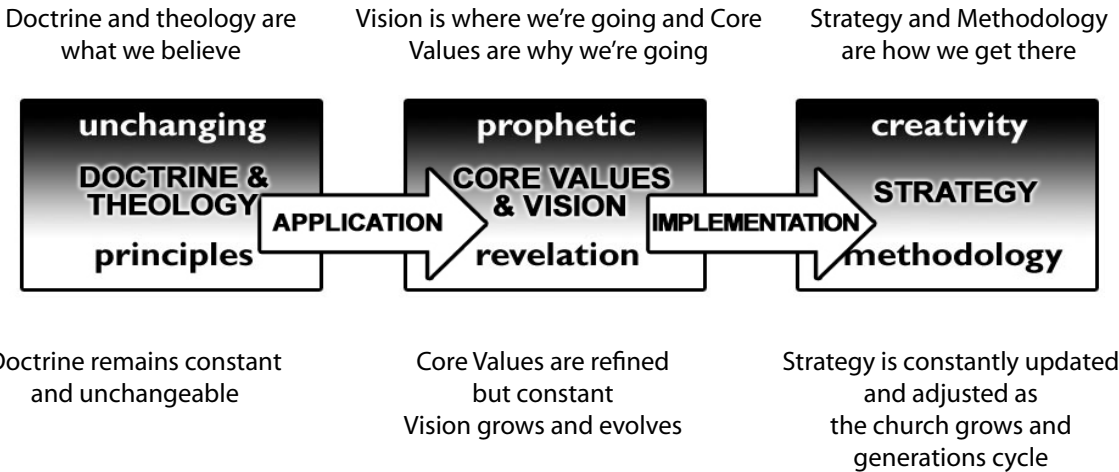
“And He said to them, ‘Go into all the world and preach the gospel to every creature.’” **Mark 16:15 (NKJV)**

“Jesus said to him, ‘Let the dead bury their own dead, but you go and preach the kingdom of God.’” **Luke 9:60 (NKJV)**

“You did not choose Me, but I chose you and appointed you that you should go and bear fruit, and that your fruit should remain, that whatever you ask the Father in My name He may give you.” **John 15:16 (NKJV)**

“We, however, will not boast beyond measure, but within the limits of the sphere which God appointed us—a sphere which especially includes you. For we are not overextending ourselves (as though our authority did not extend to you), for it was to you that we came with the gospel of Christ; not boasting of things beyond measure, that is, in other men’s labors, but having hope, that as your faith is increased, we shall be greatly enlarged by you in our sphere, to preach the gospel in the regions beyond you, and not to boast in another man’s sphere of accomplishment.” **2 Corinthians 10:13-16 (NKJV)**

“DNA” or Vision & Mission of a Local Church:



The Benefits of Transferring Spiritual “DNA”

“Nevertheless, to the degree that we have already attained, let us walk by the same rule, let us be of the same mind.” **Philippians 3:16 (NKJV)**

"Be of the same mind toward one another. Do not set your mind on high things, but associate with the humble. Do not be wise in your own opinion." **Romans 12:16 (NKJV)**

"Now I plead with you, brethren, by the name of our Lord Jesus Christ, that you all speak the same thing, and that there be no divisions among you, but that you be perfectly joined together in the same mind and in the same judgment." **1 Corinthians 1:10 (NKJV)**

"... fulfill my joy by being like-minded, having the same love, being of one accord, of one mind. Let nothing be done through selfish ambition or conceit, but in lowliness of mind let each esteem others better than himself. Let each of you look out not only for his own interests, but also for the interests of others." **Philippians 2:2-4 (NKJV)**

"Behold, how good and how pleasant it is For brethren to dwell together in unity! It is like the precious oil upon the head, Running down on the beard, The beard of Aaron, Running down on the edge of his garments. It is like the dew of Hermon, Descending upon the mountains of Zion; For there the LORD commanded the blessing--Life forevermore." **Psalms 133:1-3 (NKJV)**

1. One _____ – Coordinated effort of the Body
2. Clear _____ and defined purpose
3. Greater _____ and participation
4. _____ of the vision
5. Greater sense of _____ and accomplishment
6. Multiplied _____ and multiplied fruit
7. Blessing of "life" (expectation and hope) and spiritual _____ in the church

The Scriptures' View of Vision and Mission

"Then the LORD answered me and said: "Write the vision And make it plain on tablets, That he may run who reads it. For the vision is yet for an appointed time; But at the end it will speak, and it will not lie. Though it tarries, wait for it; Because it will surely come, It will not tarry." **Habakkuk 2:2-3 (NKJV)**

"Without a prophetic vision, the people will dwell carelessly." **Proverbs 29:18 (NKJV)**

"This Book of the Law shall not depart from your mouth, but you shall meditate in it day and night, that you may observe to do according to all that is written in it. For then you will make your way prosperous, and then you will have good success." **Joshua 1:8 (NKJV)**

"For I know the thoughts that I think toward you, says the LORD, thoughts of peace and not of evil, to give you a future and a hope." **Jeremiah 29:11**

"David, served his own generation by the will of God..." **Acts 13:36 (NKJV)**

The Importance of Church Vision and Mission

"Outstanding people have one thing in common: an absolute sense of mission." - Zig Ziglar

"This one step-choosing a goal and sticking to it-changes everything." - Scott Reed

"If you take the train off the tracks, its free but it can't go anywhere." - Anonymous

"If you have a clear understanding of what you want, you will be successful." - Gerhard Geschwandtner, author of "Superachievers"

"There is no magic in small plans. When I consider my ministry, I think of the world. Anything less than that would not be worthy of Christ nor His will for my life." - Henrietta Mears, Founder of Gospel Light

Frequently Asked Questions:

1. How can technology help your church?

Technology enables you to "go" ... more economically, more strategically and more effectively, giving opportunity to multiply your "DNA" and spread the gospel message.

- E-mail: eletter newsletter
- Web site: online registration, download messages, Pod casting
- Graphic design: reinforcing your church branding
- Proficient audio: engineering, taping, broadcast
- Powerpoint: announcements, sermon notes, etc.
- Media: video, TV, live broadcasting, DVD production

2. How important is technology to the message?

Technology is only a resourceful tool for enhancing your communication of the "DNA" and should never distract from the primary message.

Some means of eliminating distraction:

- **Inferior equipment:** count the cost before you buy, do your homework, avoid analog equipment, beware of "new" technology and "used" equip
- **Unskilled volunteers:** train your volunteers and staff take advantage of specific software class, always review video spots and announcements to avoid surprises, create a team spirit with your media personnel
- **Over emphasis:** always have a plan B and never depend on solely on technology
- **Technical problem:** Rehearse and test equipment and pray over technicians before each service

3. When should a church begin to implement tech solutions?

Technical solutions should be congruent with growth of the church.

- Plan for growth while exercising sensitivity to your church distinctives and membership.
- Implement solutions in incremental stages of growth to facilitate your vision
- Start with things you can presently manage and maintain (e.g. email, web site, church logo and branding, audio upgrade, etc)

4. How much of the annual church budget should be dedicated to technology?

The local church vision will determine the need

- Do your homework: consult and learn from others, visit some churches that are doing it
- Avoid “used” equipment: technology is changing at such a fast pace you do not want to start behind current standards
- Determine your long range goals and short term objectives: Live broadcast, TV, DVD production, etc.
- Purchase equipment that you can build on: compatible and upgradeable
- Make purchases from manufactures that offer customer support
- Avoid “new cutting edge” technology: unproven
- Use outside vendors for: start up projects, new designs, resale
- Invest in training for staff: special software classes

5. How is live broadcast different than video broadcast?

Live broadcast is projected live via fiber optics, T1 (telephone) lines or satellite technology whereas video broadcast is prerecorded and played back at any given time.

- Live Broadcast requires extensive coordination and cooperation
- Camera quality and quantity is critical to successful broadcast
- Trained volunteers (at each location) are essential: including camera operators, floor managers, production managers, director and sound engineers
- Video broadcast provides flexibility and can be edited to fit within time restrictions.
- Video broadcast limits the ability of the speaker to interact with the congregation

6. How effective is live broadcast?

The “franchise” concept finds success in duplicating the healthy function and structure of the original church.

- One church in two locations
- Highly successful
- Offers a variety of service options
- Important that you “birth” it in the same manner you want to maintain it

7. When should a church consider using live broadcast?

Count the cost...

- Consider financial investment
- Consider staffing and volunteers
- Consider demographics
- Consider the need for facilities for continued growth



AUDIO: INTRODUCTION & OVERVIEW NOBU OHARA

Audio in the church

The Most Important Media = Audio!

Faith comes by Hearing (Romans 10:17)

- Support Pastor's messages
- Support Worship
- Support Church Events
- Support Other Media
- Reproduces the Message

Characters and Qualities of a Good Audio Engineer

- Servant
- Faithful
- Patient
- Reliable
- Flexible
- Focused
- Good Ears
- Ability to handle Pressure
- Can-do attitude
- Has a good people skill
- Good understanding of equipment
- Ability to "fix" the problem
- Has a Good Attitude!

Keys to Good Sound

- Communication with pastors and musicians
- Musician is the Key!
- Balance is everything!
- Instruments must be controlled
- Know what to adjust, what not to adjust
- Understand the differences between "sound reinforcement" and "big sound"
- Use the right equipment for your church

Using In-Ear Monitors

- Great ways to reduce stage volume
- Musician can create their own mix
- Makes the musicians to listen to each other more
- Takes a while for musicians to get used to
- Makes the stage less cluttered

Creating CDs

- The simple solution is to record directly onto CD
 - › Tascam CC222mkII
 - › Tascam CD-RW402
- You can use some software to edit the CD
 - › You can edit your preaching
 - › Fade in and out
 - › Adjust volume, EQ, effects,
 - › Cut and paste
 - › You can convert your audio CDs to MP3 or other format to post on website
- You can add opening and closing
 - › Intro church and message
 - › Other information
 - › can use Freeplay music for background music
- Duplicate using computer or duplication system
 - › different systems are available (anywhere from 2 to 16 or automated)
 - › Can also print your own graphics Inkjet or Thermal Ribbon printer
- CDs are more cost effective than Cassette Tapes!
 - › Cheapest Tape per 100 = \$66
 - › Printable CDs per 100 = \$26



CHURCH COPYRIGHT LAWS

Copyright Issues for Church Media Departments

Overview of Copyright Law

The copyright laws give copyright owners several exclusive rights with regard to their “works.” This law covers a broad number of works, including among others literary works (books, brochures, manuals, articles), musical works (both the musical notes and the words), dramatic works (plays, musicals), pictorial or graphical works (paintings, photographs), sound recordings, and motion pictures, television shows and other audiovisual works.

A copyright owner’s exclusive rights include the right to copy, print or reprint the work, perform the work in public, record the work, sell or otherwise distribute the work, and make revisions or derivatives of the work. The owner has these exclusive rights regardless of whether a copyright notice © is put on the work.

Violation of the owner’s exclusive rights can lead to severe penalties under the copyright laws. Your church needs to comply with the copyright laws not only to avoid these possible penalties, but more importantly to honor the Lord by maintaining integrity in your ministry.

Because of the owner’s exclusive rights, you should assume that your church needs permission to use any copyrighted work, unless an exception clearly applies.

Most Likely Areas for Copyright Infringement

Copies

With limited exceptions, making photocopies or other copies of any portion of a book, photograph or other copyrighted work is a violation of the copyright laws.

Displaying the Words of a Song

Most churches are aware that projecting the words of a song on a screen or otherwise displaying the words is a violation of copyright law unless they have permission to do so. A license from Christian Copyright Licensing Inc. (CCLI) provides the needed permission, but you should be sure to comply with the requirements of that license.

Live Public Performance

Any live public performance of music or another work requires permission of the copyright owner. For example, without the religious services exception discussed below, your church choir would need permission to publicly perform a song during

your worship service.

Playing Recorded Music

Permission is required to play recorded music in an area open to the public or during a public gathering. Playing CDs during church services is covered by the religious services exception, but playing “hold” music for people who call your office, playing music in your church lobby and other public performances of recorded music require a license.

Playing DVDs, Videocassettes or Other Audiovisual Works

Unless it has permission to do so, a church violates the copyright law when it shows videos during a Sunday school class or youth event, plays movies or movies clips as sermon illustrations or otherwise shows audiovisual works anywhere other than a private home. Most DVDs and videocassettes are licensed only for showing in private homes.

Christian Video Licensing International (CVLI) offers a license that allows churches to play most movies during their church functions. No admission fee or other fees can be charged to the audience and the license is location specific.

Audio or Video Recording of Services

You need permission if you want to distribute or show a recording of a church service that includes any copyrighted materials (songs, quotes from books). A CCLI license gives permission to use worship songs in audio and video recordings and to distribute limited copies of the recordings.

Using Music in a Video, Television Show or Other Production

You need permission to use music in or with any video footage or other production such as a film, DVD, television program, commercial, multimedia CD-Rom, web site or audio CD. For example, you need permission from the record label if you want to use music from a CD in a video you are producing for sale in your bookstore or for use on your web site.

Permission to use music usually comes in the form of a license, and the type of license you need depends on whether you are using pre-recorded music or recording music that is performed live. You may need a synchronization (“synch”) license, master use license or mechanical license. You can avoid the need for these licenses by using music that is created in house. A performance license is also required if the production is broadcast via television or radio, but it is the TV or radio station’s responsibility to obtain that license.

Web Sites

It is common for web sites to violate the copyright laws, and this can be more serious than other violations because it is open for the entire world (including the copyright owner) to see. You need permission to show a movie or video clip, play a song, use

a photograph or artwork or display a quote from a book on your church's web site. Some photographs and clip art are available for free or limited fee use on web sites, but you must comply with the conditions placed on that use.

Getting Permission and Exceptions to the Owner's Exclusive Rights

Religious Services Exception

The copyright laws provide an exception from the requirement of obtaining the owner's permission for "the performance of a nondramatic musical work or of a dramatico-musical work of a religious nature, or display of a work, in the course of services at a place of worship or other religious assembly." This exception applies to the live performance of music during your worship services or the playing of recorded music during your services. The exception doesn't apply once the service is over or to any recording of the service.

Fair Use Exception

The fair use exception to copyright infringement allows limited use of copyrighted works in limited circumstances. Whether a specific use is a fair use depends on a number of factors, including the amount of material that is copied and the nature of the copyrighted work. This exception is very narrow.

Blanket Licenses

Some copyright owners give churches a blanket license to use their books, videos or other works, as long as the church follows the conditions set forth in the license. For example, some Sunday school curriculums indicate on the inside cover that a limited number of copies of the picture pages can be made for classroom use.

Bible publishers often give blanket permission to use Scripture quotations in various contexts (during sermons, in church bulletins, in books, on web sites, in television shows). An example is the Thomas Nelson Publishers web site, which gives the license parameters for quotations from the New King James Version. The NKJV license limits the number of verses that can be quoted, requires specific copyright notices ("Scripture taken from the New King James Version®. Copyright © 1982 by Thomas Nelson, Inc. Used by permission. All rights reserved.") and sets other requirements.

CCLI and CVLI Licenses

These licenses are discussed above and cover public display of the words to songs, printing the words of songs, recording live music, and playing videos in classrooms and other public settings.

Production Music

Some music libraries come with a blanket license that allows them to be used in television shows and other video productions without any further permission being

required. This “production” or “buy-out” music is used often on broadcast television, but these music libraries may not be suitable for church productions and don’t include current or popular songs.

Obtaining Permission

If an exception doesn’t apply and you don’t already have permission through CCLI, a blanket license or another source, then you need to obtain specific permission from the owner before you use a copyrighted work. This always requires planning ahead and can often involve substantial time and effort. Copyright owners will generally want to know how you plan to use the work, how much of it you will use and other specific information to help them decide whether to give permission.



GRAPHIC DESIGN: INTRODUCTION & OVERVIEW

KATIE VENTI

"Publish his glorious deeds among the nations. Tell everyone about the amazing things he does."

Psalm 96:3

5 Things Everyone Needs to Know About Graphic Design:

1. Design takes time

- › The more people you want it to reach the more time it will take
- › Some flyers for a ministry specific group you will only spend 30-45 minutes on, but big projects, Vision Banquet Booklet, Magazine, Brochure you will spend 20-50 hours on. (POINT: This doesn't always mean we have this time, but the Holy Spirit always helps and so does some long hours)

2. Branding breeds security

- › When your logo, font used for church name and identity remain constant, people begin to identify that look with your church/ministry.
- › It provides stability and recognition, especially if the people are visual. (ex. If Red Robin suddenly changed it's font and color we may not realize that it is the same Red Robin)

3. Design for your Market

- › Identify who you want to reach.
- › Design to match your market. (ex. Old Navy for Seniors?)

4. Photos are half the battle

- › A good photo can make a bad design look much better.
- › A bad photo will almost always ruin a good design.

5. Color's worth the cost

- › Product quality will cost correspondingly – Greater quality has a greater cost.
- › You can have a beautiful design and then copy it on an average printer and it will look less than average, but take it to a professional printer... it could be beautiful.



What You Need for Local Church Graphic Design at Level 1

Level 1 – Basic: For small in-house projects

(small event flyers, weekly bulletins, in-house forms, etc.)

Essentials:

1. Computer PC/Mac (almost any level computer with suitable storage)
2. Microsoft Office Programs (Word & Publisher or similar programs)

Extras:

1. Free online photos
2. Free online fonts
3. Good digital photos from church

What You Need for Local Church Graphic Design at Level 2

Level 2 – Intermediate: For more advanced in-house printing

(mailers, booklets, larger event flyers, etc.)

Essentials:

1. Computer – iMac (starts at \$1299)
2. Adobe Photoshop CS2 (\$599)***
3. Adobe InDesign CS2 (\$699)***
4. Microsoft Office for Mac (\$499)

*** If you are going to purchase both these Adobe products we recommend you purchase the entire Creative Suite 2 for \$1199

Extras:

1. Free online photos
2. Free online fonts
3. Good digital photos from church

What You Need for Local Church Graphic Design at Level 3

Level 3 – Advanced: For complete in-house graphics department

(brochures, bulletin templates, books, etc.)

Essentials:

1. Computer - Power Mac (starts at \$1999)
2. Adobe Creative Suite 2 (\$1199)
3. Microsoft Office for Mac (\$499)

Extras:

1. Adobe Font Folio Open Type Edition
2. Royalty Free Photography online
3. High Quality Digital Camera at Church with skilled photographer to take pictures



Basic Design Questions:

What is the process you use when designing? Is it just delegated or is there a brainstorming design session?

If the pastor is visual and decisive:

- Present ads and/or drawings of what they prefer
- Graphic Designer should create a proof
- Designer and pastor will work through several proofs

If the pastor does not know what they would like:

- Graphic Designer should talk through the concept and vision with the pastor
- Graphic Designer should come up with several ideas
- Proofing approval process begins

How do I find good photos without taking them illegally from the internet?

Stock Photography – stock photography can be found on the internet or acquired on CDs

- We have listed several discrete photo websites in the resources section (pg. 17)
- Some sites are free, some require a fee
- Entire CDs of stock photography can also be purchased through these companies
- Either Royalty Free or Rights Protected – we recommend Royalty Free (Royalty Free is less expensive, but it would also be available to others)

Your Own Photography

- A high quality digital camera is a great asset as well as skilled volunteer photographers
- Give the volunteers clear ideas of what kind of pictures you are looking for

Professional Photographer

- Hiring a professional photographer once a year to come in and document your church is highly recommended
- Take time to shoot portraits of the staff and/or pastors
- Take photos of worship, pastor preaching, and other service activities
- Set up a photo shoot with the ministries of your church (pre-select people to accommodate the image you want represented)

Can I just use any font or does it make a difference?

Fonts can make or break a design

- Use 3 fonts at the most per piece
- Get a second opinion from someone with a good eye for design

- Do not use WordArt
- When in doubt: Keep it simple and clean
- Several online font sources are listed in the resource section (pg. 17)

Specific Product Creation:

How do you create the weekly bulletin?

We recommend a quarterly "bulletin template" professionally printed. Weekly layout the inside contents and print on the template with church copy machine. (see graphic design samples in the front pocket of the notebook)

How do you create a CD/DVD Packet for a teaching series?

- Messages are recorded to CD & duplicated (see Audio section for more information)
- Series title selected by designee and graphic designer produces 2 or 3 proofs for approval.
- Discs are labeled with Rimage Everest II disc labeler (This machine is quite pricy and there are several machines similar that could be purchased. Also, be sure to check what type of discs the machine you purchase requires.)
- If a disc labeler is not available we recommend using a reproduction house to duplicate and label discs
- Product is packaged (Packing is purchased through Shop4Tech, a California based company, or CCI Solutions, a company in Olympia, WA)

Do you create and send out bulk mailers?

Conference Mailers:

- We design & print mailer/brochure and send it to a local mailing house for distribution.

Church Events/Flyers:

- We have found that it saves us thousands of dollars annually to send our events info via e-letters (see the Website section for more information)

Local Area Mailers:

- We do mailers to the community surrounding the church a few times a year (Christmas, Easter, Fall Fun Party for Children, New Building Grand Opening, etc.)
- We have found these effective to invite those already close to the church
- Mailing houses have the ability to generate a list of address surrounding a certain area around your building, they can base their lists on numbers of homes or distance from your building

Computers & Software:

What software do you use in designing printed materials?

These are the programs we are currently using.

- Adobe InDesign CS2 – for layout
- Adobe Photoshop CS2 – for photo adjustments and minor layout
- Adobe Illustrator CS2 – for logos and vector images

Where can I find good training classes for Adobe software?

For Adobe Programs:

- Adobe has a certification process that instructors can go through. Check to see if they are Adobe Certified.
- Research the area, ask other business and/or companies in your area before sending your people to other cities
- Technical Colleges sometimes offer courses for these programs



GRAPHIC DESIGN: RESOURCES

Fonts:

***Some of these are free, some are very expensive. These are just ideas, there are thousands of stock photography websites available online.

www.dafont.com

www.goodfonts.org

www.myfonts.com

Stock Photography:

***Some of these are free, some are very expensive. These are just ideas, there are thousands of stock photography websites available online.

www.sxc.hu

www.comstock.com

www.veer.com

www.corbis.com

Computers:

Mac Computer - www.apple.com or an Apple Store near you

PC Computer - www.dell.com (We highly recommend you invest in a Mac if you have not already purchased a computer for Graphic Design.)

Computer Software:

All Adobe Programs - www.adobe.com or local computer software store

All Microsoft Programs - www.microsoft.com or local computer software store



MULTI-SITE BROADCASTING: INTRODUCTION & OVERVIEW

BRYAN WALL

Planting a Church or Church Growth to another facility using live video feed, one needs to determine a few items before starting:

1. Your facility location and access

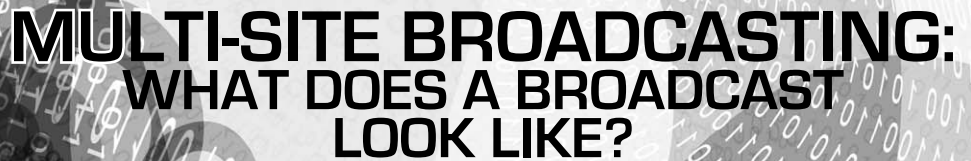
- The area your church facilities are in will determine who your provider will be. (Ex: Our Kirkland venue is in Verizon's territory, so when we were interviewing vendors for our video feeds between the venues, some vendors did not have service in our area.)
- The area your church facilities are in will determine what type of feeds between your facilities. (Ex: As mentioned Kirkland venue is in Verizon's territory, it was more cost effective to bring in and pay for multiple T1 lines then the upfront construction cost of just bringing in an Oc3 fiber line to our facility. As for our Belltown venue, it is located in Qwest territory and they have fiber lines in the back alley so we would have minimal upfront construction costs.)

2. Determine your video quality vs. data size

- The video quality will determine the data transfer rate, which will determine the size of the feeds between your facilities. (Ex: After talking with vendors and testing we determined that the quality we wanted we would need a 3Mbps rate. A T1 line is 1.544 Mbps so we would need two per camera feed.)
- Some items to consider when determining the video quality are:
 - › Overheads video quality
 - › Length of the video through from the projector to the screen
- Data size will have an affect on is the video delay; the higher the data rate, the higher the delay.

3. Final Results

- Your final results should be a cost effective reliable solution, giving high quality live video streaming to your offsite venues.



MULTI-SITE BROADCASTING: WHAT DOES A BROADCAST LOOK LIKE?

What a service being broadcast to multiple locations looks like:

The City Church opened its first satellite campus in downtown Seattle (referred to as Belltown) on Easter Sunday, 2004. Since then a second campus has been added on the Issaquah Plateau in October of 2004. Having three campuses conducting services simultaneously while trying to sync up with one another for the sermon weekly has stretched our media team's capacity, but has been proven possible through meticulous planning, a volunteer network at each location, and flexibility.

Planning for a service

To plan for a service we intend to broadcast to another location we have a schedule of events pre-made. This schedule is established in a weekly meeting with the Senior Pastor who will decide the people responsible for different parts of the service. The time when all of the campuses will be synced is also determined in this meeting.

Timing services

Many churches could create an agenda and assign specific times to each segment of the service and work off of a countdown display or synchronized clocks. At The City Church we have chosen to have the campus where the Senior Pastor is to act as the "lead service" and the other services are notified as the service progresses through the various segments. This allows for unplanned ministry to take place such as prophetic songs, special ministry time, and extended prayers.

The actual service

Pre-Service Prayer and Worship are held separately in each location. A pastor is assigned to each campus to transition between worship and the service practicalities. Visitors are welcomed at each location by the person who does the transitions, and pre-determined announcements are made (typically no more than two). Then the pastor responsible for taking the offering at each location comes forward, reads a scripture pertaining to giving and exhorts, then prays for the offering. When the pastor says amen, lights go down and the announcements on PowerPoint scroll across the screen. We will generally have 60 seconds of announcements.

"Syncing" with other locations

PowerPoint announcements provide a much needed slot of time for the other campuses to join the campus the Pastor will be speaking from. All of the locations (ideally) start taking the offering at close to the same time, but if one campus takes longer than the others, we can make the decision to eliminate a few of the PowerPoint slide, or if necessary to skip them all together. This provides the flexibility needed to accommodate the variety of personalities and speaking styles of various pastors.

Alternate “Syncing” Scenarios

From time to time the pastor would like to broadcast (for example) the announcements or offering, which does not give the opportunity for the PowerPoint scenario described above. We have found that if the pastor making the transition will invite everyone to “turn and greet your neighbor” at the conclusion of their transitional prayer, it provides a five second window that allows us to sync the services without it appearing awkward.

How do the pastors know when to stop and start?

At each location there is a “Floor Manager” sitting on the front row with a notebook full of cue cards with instructions such as: “starting the offering,” “30 seconds,” “starting PowerPoint,” and even a “STOP!” sign. This floor manager wears a ClearCom headset, which is connected to the floor managers at the other campuses via a phone line.

The floor manager, who is with the Senior Pastor, is the lead floor manager and informs the others what is going on at the lead service. This floor manager tells the others what cue cards to display, and coordinates the sync point. There are also monitors on the front row at each location with a camera feed of the main campus, so the floor managers can visually access the main campus’ status as well. The same image is projected on a plasma screen in the back of the sanctuary which is visible to the speaker in each location, so he or she has a visual reference of what the other services are.

Making the campuses feel like one church

At every location we have a large plasma monitor at the back of the sanctuary which displays the audience at the other locations. This allows the speaker to see their audience and address them directly and personally. Before the speaker begins, they will greet the other campuses, and at that time we will typically show the image of each location on the screens and wave at the cameras, creating the illusion of waving at each other from across town. This has become a tradition at The City Church and it creates a definite bond within the congregation.



Making Media Happen

Incorporating technology into what you're already doing.

1. Use a Projector Instead of an Overhead

This simple upgrade (a projector and a computer) enables you to incorporate a variety of technology (and branding!) into your services.

- **Lyrics on the Screen Without Transparencies: Easy Worship.**
 - › The City Church definitely has a favorite program when it comes to displaying lyrics: Easy Worship. As you can determine from the title, it is very easy.
 - › Benefits include:
 - › A viewable song library
 - › Search features to assist in finding a song "on the fly"
 - › The ability to show presentations created in PowerPoint (such as sermon notes)
 - › The ability to display scriptures in many versions
 - › You can download Easy Worship at www.easyworship.com
- **Splash Screen Graphics** - You can display custom graphics and backgrounds (splash screens) on the main screens.
 - › Splash screens communicate the seasonal emphasis or the church's ongoing focus, even a series of messages being preached.
 - › Splash screens are a very simple way to "dress up" your décor, change your color scheme in an instant, etc.
- **Announcements on PowerPoint Slides**
 - › Scroll through PowerPoint slides while the offering is being received
 - › Visual announcements can be more detailed and can promote an event more effectively through branding.
 - › Having the majority of your announcements on PowerPoint eliminate much of the service "business" and allow you more time in worship and ministry.
 - › PowerPoints are VERY easy to make!

2. Project the speaker onto the screen.

If you already have a projector and a computer you can very easily purchase a video and project the speaker onto the screen.

- **An easy upgrade**
 - › Most projectors allow you to toggle between two inputs with a remote so you can switch between projecting images from the computer and a video input.
 - › Make sure you have a tripod!
 - › Requires a camera operator

- **Increases visibility within your auditorium**
- **Gets the congregation into a habit of watching a screen**
 - › Prepares the church to have a speaker via video or broadcast.
(Amazingly, people become so trained to watch the screen we can play a message on video at The City Church and some people don't even notice the Pastor is not present in the building!)

3. The little things can make a big difference!

There are many creative ways to enhance your services through technology. Here are a few:

- Include simple video announcements to highlight major events.
 - › Recruit some volunteers if you have no one on staff to create video, but be sure to preview the video before it's shown!
- Play upbeat praise cds between services to create a fun and inviting atmosphere
- Lighting will enhance your PowerPoint and video announcements as well as the speaker.
- If taping for television or video production, or even just projecting the speaker, apply light makeup to the speaker. (powder and bronzer)



SERVICE PRODUCTION: HOW TO TAKE YOUR SERVICES TO THE NEXT LEVEL

Use a projector instead of an overhead

With the cost of projectors and computers significantly decreasing, now is the perfect time to make the jump to using a computer for your overhead. For a reasonable price you can outfit your sanctuary with a laptop, small projector and software to display lyrics for worship and scripture for sermons.

Graphics & backgrounds

We create backgrounds or “splash screens” that correspond with the church’s focus or theme. Backgrounds can be changed according to the season (fall, holidays, spring, etc) or can reflect a series of messages being preached. This will push your branding or seasonal message and ingrain it into the people.

PowerPoint announcements

After the offering while the buckets are being passed we will typically play music and scroll through a slideshow of PowerPoint announcements. PowerPoint slides can be more detailed than a verbal announcement and can brand events by the imaging and colors. They are quick and simple and allow you to announce events you wouldn’t necessarily announce from the pulpit, keeping service “business” to a minimum and allowing for more time in worship and the Word. You can also incorporate a calendar, which we call the week at a glance.

The last slide of every PowerPoint slideshow is always the reminder to turn off cell phones. This is the media team’s cue if there is to be a video play back following the announcements, or it can serve as the Pastor’s cue to turn on his mic, go up to the stage, etc.

Projecting the speaker onto a screen

If you have limited visibility in your auditorium or even if you would like to create the feel of a “big” church, an option is to focus a camera on the speaker and project him on to a large screen (or even smaller plasma screens) during the message. This also prepares a church to begin to have a speaker via video or broadcast, because it gets the congregation accustomed to watching a screen. Please see the resources section under the video tab for the equipment needed to do this.

Video Announcements

To draw more attention to large events you can create a simple video announcement to build anticipation and excitement. Please see the “Video” section for more information on the equipment you need to create video announcements.

Atmosphere

At The City Church we always try to maintain an upbeat, faith-filled atmosphere even between services. To prevent the “lag” or drop in energy that can occur as one

service is leaving and another is coming we will play upbeat music to provide an uplifting atmosphere.

Lighting

Lighting is very important during a service. Accessing your lighting levels can enhance video or PowerPoint announcements and the speaker. You also want to light the audience so the speaker can see who they are speaking to, but you don't want to blind the audience at the same time. If you are planning on video taping your services to sell as product or to put on television, it is worth it to invest in a lighting consultant who can check your light levels, aim the lights, and work with your specific needs.

Makeup

For video and television production the speaker should wear makeup. We use a powder foundation (Mac Studio Fix) along with bronzer, which is easily and quickly applied to the speaker before each service. This helps even out the speaker's complexion and gives them definition in their face. Even if you are not taping for television and are just projecting the speaker onto a screen makeup is recommended.

*Side Note: Richard Nixon lost the presidential election in 1960 to John F. Kennedy partly because he refused to wear makeup in the presidential election debates which were aired on television. People thought he looked sick and unhealthy.

SERVICE PRODUCTION: MAKING WORSHIP EASY

Using a computer to display lyrics for worship offers all kinds of advantages over transparencies and overheads: The ability to change songs on the fly, or show graphics, pictures and other multimedia.

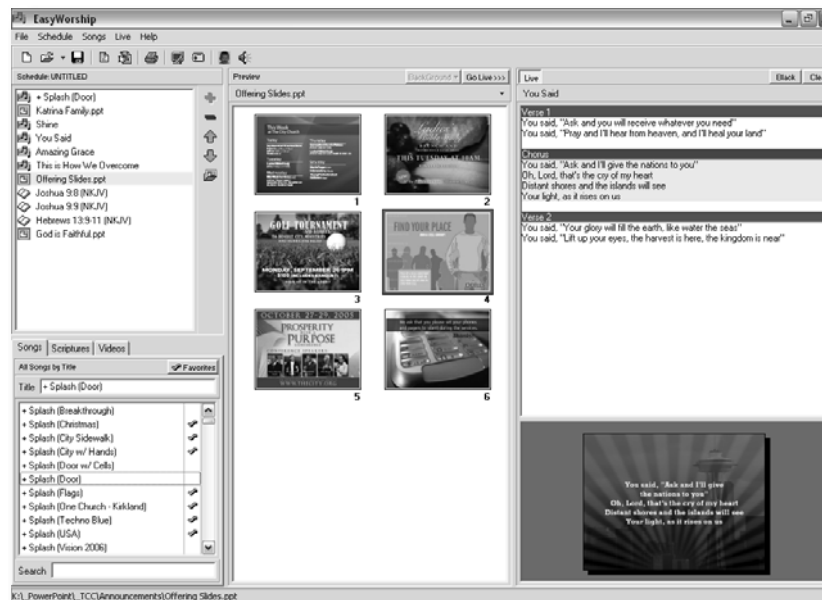
But computers are only as good as the software that's on them.

PowerPoint

The most common way to display lyrics is using Microsoft PowerPoint. Because PowerPoint was designed for business applications, though, it's not the perfect solution for churches. You can "get by" using it, but we highly recommend another program...

EasyWorship

Developed specifically for churches, EasyWorship (along with other similar products such as SongShow Plus and Sunday Plus) makes displaying worship lyrics, managing songs, showing PowerPoint presentations and scriptures -- well -- easy. A screenshot of the software tells a lot:



A site license costs \$399, and allows a church to use it in any room at one site location at the same time. A 30-day demo is also available from their website: www.easyworship.com.

It's an investment that will pay for itself in the first few weeks of use!



SERVICE PRODUCTION: FREQUENTLY ASKED QUESTIONS REGARDING VOLUNTEERS

Do you use volunteers for your media department?

We use volunteers and interns in many areas of the media department, specifically in service and television production.

How do you train your volunteers?

We have a training class that takes place during our equipping month. Three times a year the different employees of the media department will teach this 5 week class according to their training and expertise. It includes audio theory and sound board operating, camera operating, instruction in how to run our lyrics program during worship, the "etiquette" of the media department, control room procedures, web basics and floor managing (synchronizing our campus to campus broadcasts). The people taking the class practice on the cameras during Saturday Night Prayer meetings and other events we would not typically tape for television. They must go through The City Church's volunteer process fulfilling all of the requirements and then can begin to work at our various locations and services as scheduled by the Media Department.

Generation Interns also provides us with 10-15 first year interns every month who are given the basic training included in the Equipping Month class as well as extensive hands-on experience including spot production. We also have second year interns who specialize in working with media for a full school year, and have just started our third year program. Interns are an incredibly valuable asset to the Media Department and much of what we do is made possible because of their contribution.

What are the age requirements for volunteers in the media department?

We ask that our volunteers be out of high school before they are allowed to operate any equipment. On occasion we will make an exception for someone who has shown maturity, interest and aptitude in the field.

What do you do to thank your volunteers and create moral amongst your crew?

All of our volunteers and crew are required to attend pre-service prayer before every service they are serving in. This helps them put their priorities in order and builds unity as they realize that we are building the church and are investing in eternal things. The City Church also specifically prays for the media department on the third Saturday of every month at our Saturday Night Prayer meeting, and all media volunteers are encouraged to attend. We meet quarterly before the Saturday Night prayer time to go over details and we say thank you at that time as well.

The City Church also has an annual Vision Banquet where we honor all of the volunteers in the church for their work throughout the year. If a volunteer has served every week for the entire year we send them a complimentary ticket to the banquet

as a way of thanking them for their faithfulness.

How far in advance does your technical team get notes for the sermons?

We receive the sermon notes typically on the morning the sermon will be preached, but will generally know the topic farther in advance, allowing us to create templates before hand.

How long are your video announcements?

Video announcements are typically 30 seconds to 1 minute long depending on the event and if they announcement will be multi-purposed (used in a television program or sent out to other churches).

How do you determine what level your sound should be at for a service?

A Pastor should determine what level is comfortable for the people and it should be consistent. At the City Church, we took a db measurement for 3 months and averaged out the services. We are currently running our 1st service around 88 db, 2nd service at 92 db, and 3rd at 94 db. You can buy a sound level meter at Radio Shack for about \$50.

How do you check in and check out your equipment?

We have a sign out and sign in book in our equipment room and there are very specific people who are the only ones allowed to check out equipment. Typically we only allow staff to take the equipment out of the building.

How do you communicate with your crew on Sunday mornings and Wednesday nights?

We email out a monthly crew schedule to all of the volunteers in our department, and have printed copies available at a central meeting point. Before a service we will have a meeting at that central meeting point to go over any unique aspects of the service and to make sure everyone is accounted for.

Do you have a place where you get good deals on equipment and software?

Over the years we have developed relationships with vendors. When dealing with different companies, always ask if they give a discount to non-profit organizations. You would be surprised at how many companies will agree to discount a price just because you asked.

What type of program do you use to present the sermon notes?

Sermon notes are presented in Microsoft's PowerPoint because of the ability to create custom backgrounds and it's easy accessibility.

How do you get your team to be as professional as possible?

All of our volunteers are required to complete The City Church TRAKS before they are allowed to participate in the Media Department. These TRAKS instill the DNA and vision of the church into our volunteers and acts as a type of screening process at

the same time. During the media training classes we also exhort on submitting to authority, dress code, attitude, and service etiquette. We also have employees and leaders working with our volunteers who can demonstrate professionalism and can intercept and avoid situations that could disturb the service or could reflect poorly upon the media department.

Does someone call the day before and remind your volunteers?

We have found that email is very effective if sent out far enough in advance. If a scheduling conflict does arise, we ask that the volunteer find a replacement or contact us in a timely manner so their position can be appropriately covered.

How do you schedule people?

Our schedule is done in a basic Microsoft Excel file and is created one month at a time. We find that some volunteers enjoy specializing in a role while others would prefer to try everything, so some might rotate positions while others do the same thing week after week. Every volunteer is required to sit and participate in at least one service a Sunday.



Volunteer Dress Code

When serving in any capacity of ministry at The City Church we ask that you abide by certain community standards.

- Dress Sharp – at The City Church we like to look our best to be examples of Christ. Please dress appropriately for events. No shorts or denim please.
- Discretion – please dress with great discretion. Women, tops should cover well (low cut or stomach revealing shirts are not acceptable). Garments should not be tight, but should fit well. Also, skirts should be at the knee or lower. Men, please wear clothes that fit your body appropriately (no low-riding pants or extremely tight shirts).
- Cleanliness – attire should be clean.
- Media – you are requested to wear all black for any special City Church event. Charcoal gray is acceptable. Ladies, no skirts.

Media Training Course

Week 1: Introduction to Media (April 6) (Casey Sperte)

Weeks 2 & 3: Camera Operation/Control Room Operation (April 13 & 20) (Casey Sperte, Matt Daughtry, Beau Olivas (April 20))

Goals:

- Understand basic camera features and functions
- Master the art of Camera/Tripod set-up and operation
- Assist in camera operation during a live broadcast/TV program
- Learn proper camera adjustments, framing, and shooting techniques
- Know how to assist in the technique of directing (switching)
- Accurately log video footage and sound bits
- Learn camera shading

Week 4: Audio & Lighting (April 27) (Nobu Ohara)

Goals:

- Assist in running Audio for classroom settings
- Assist in running Audio in control room settings
- Create and execute a simple lighting plan for TV/video production
- Assist with lighting during TV/Field production

Week 5: Floor Managing/Production Management (May 4) (Casey Sperte)

Goals:

- Have a working knowledge of the components of a live broadcast
- Basic knowledge of floor managing guidelines and procedures

Generation Interns Media Syllabus

Technical Operations for TV Studio/ Field Camera Productions:

(15hrs including Sunday AM and Wednesday PM)

Instructors: Casey Sperte, Ben Strickland, Matt Daughtry, Beau Olivas

Training in proper camera operation in studio and on location

- Operational training on TV Studio/ Field cameras
- Introduction to basic camera signal flow
- Film and TV industry terminology
- In Studio and Field shooting techniques
- Proper white balancing

Goals:

- The intern will understand the basic camera features and functions
- The intern will master the art of camera/tripod set-up and operation
- The intern will be required to assist in camera operation during a live broadcast/ TV production
- The intern will assist in taping TV spots and/or video production
- The intern will proper camera adjustments, framing and shooting techniques

Control Room Operations:

(15hrs including Sunday AM and Wednesday PM)

Instructor: Beau Olivas, Matt Daughtry

Training in the operation of control room equipment

- Introduction to the control equipment operations and responsibilities
- Understanding of signal flow and time codes
- Basic signal routing and patching
- Tape formats and proper labeling
- Control Room Etiquette

Goals:

- The intern will be equipped to assist in the technique directing (switching)
- The intern will be able to accurately log video footage and sound bits
- The intern will learn camera shading

Lighting Techniques: (4 Hrs)

Instructor: Beau Olivas, Matt Daughtry, Ben Strickland

Training in the fundamentals of lighting for TV production, including:

- Basic lighting theory
- Determining lightings requirements
- Designing a lighting plan
- How to operate the light board
- Lighting equipment maintenance
- Lighting operations and techniques
- The proper use of filters, scrims, gels

Goals:

- The intern will know how to safely operate production lighting
- The interns will know how to create and execute a simple lighting plan for TV/ video production
- The Intern will be qualified to assist with lighting during TV/Field production

Production Management

(15hrs including Sunday AM and Wednesday PM)

Instructor: Casey Sperte

Training in Floor and Production management for TV/Field production

- Stages of Production
- Managing time, people, equipment and resources
- Budgeting for production
- How to facilitate a live broadcast or field production

Goals:

- The intern will know how to compile a production schedule
- The intern will have a working knowledge of the components of a live broadcast
- The intern will have the capacity to assist in managing a TV production and live broadcast
- The intern will have the knowledge of all three stages of production

Post Production: (Included in Team Project)

Instruction: Ben Strickland, Matt Daughtry

- Training in non linear editing
- Knowledge of different types of editing
- Basic editing techniques and terminology
- Do's and don't of graphics

Goals:

- The interns will have a basic knowledge of the editing process and techniques
- The interns will learn spot archival management
- The interns will learn to master a tape for TV

Team Project – (9 Hrs)

Instructor: Second Year Interns Team Leaders

Basic computer producing techniques

- Planning and goal setting
- Scripting and storyboarding
- Do's and don't of producing a spot

Goals:

- The intern team will script and produce effective commercial/spots for TV/ video production
- The intern will learn the importance of branding
- The intern will learn to work together as a team

September / October Media Interns Schedule

Week #1

- 9/20 Introduction and Camera Operations
- 9/21 Observe in Generation Church
- 9/22 University District Frosh Focus Outreach
- 9/23 Camera Operations, Control Room Operations, Live Broadcast, Production Management
- 9/24 Membership Seminar

Week #2

- 9/25 Sunday Morning Services
- 9/27 Pre-Production Planning/Audio training
- 9/28 Generation Church
- 9/29 Lighting Instruction & 1st Team Project Planning & Wild Bubble Tea
- 9/30 Post Production & Assist in Encounter Retreat Shoot (6PM)
- 10/1 Assist in Encounter Retreat Shoot (7AM-12PM)

Week#3

- 10/2 Sunday Morning Services
- 10/4 Tasks with 2nd years
- 10/5 Wednesday Services
- 10/6 1st Team Project Shoot
- 10/7 1st Team Project Editing

Week #4

- 10/9 Sunday Morning Services
- 10/11 First Team Projects Due
- 10/12 Generation Church
- 10/13 2nd Year Tasks & 2nd Team Project planning
- 10/14 2nd Team Project Shoot

Week #5

- 10/16 Sunday Morning Services
- 10/18 2nd Team Project Editing
- 10/20 Tasks with 2nd Years
- 10/21 Prep for GC Gathering
- 10/22 GC Gathering

Week #6

- 10/23 Sunday Services
- 10/25 2nd Team Project Due
- 10/26 Generation Church
- 10/27 Prosperity Conference
- 10/28 Prosperity Conference
- 10/29 Prosperity Conference

Week #7

- 10/30 Sunday Services
- 10/31 Harvest Party
- 11/2 Generation Church

MEDIA QUESTIONNAIRE

NAME _____

AGE _____ PHONE _____

CELL PHONE _____ E-MAIL _____

First Year Intern 2nd Year Intern

COMPUTERS

Background

- No Experience Little Experience Some Experience
 Much Experience Expert

Interest

- No Desire Little Desire Some Desire
 Much Desire Desire for your life!

AUDIO/SOUND

Background

- No Experience Little Experience Some Experience
 Much Experience Expert

Interest

- No Desire Little Desire Some Desire
 Much Desire Desire for your life!

VIDEO/CAMERA

Background

- No Experience Little Experience Some Experience
 Much Experience Expert

Interest

- No Desire Little Desire Some Desire
 Much Desire Desire for your life!

PHOTOGRAPHY

Background

- No Experience Little Experience Some Experience
 Much Experience Expert

Interest

- No Desire Little Desire Some Desire
 Much Desire Desire for your life!

ART

Background

- No Experience Little Experience Some Experience
 Much Experience Expert

Interest

- No Desire Little Desire Some Desire
 Much Desire Desire for your life!

GRAPHIC DESIGN

Background

- No Experience Little Experience Some Experience
 Much Experience Expert

Interest

- No Desire Little Desire Some Desire
 Much Desire Desire for your life!

POWERPOINT

Background

- No Experience Little Experience Some Experience
 Much Experience Expert

Interest

- No Desire Little Desire Some Desire
 Much Desire Desire for your life!

FLOOR DIRECTING/MANAGING

Background

- No Experience Little Experience Some Experience
 Much Experience Expert

Interest

- No Desire Little Desire Some Desire
 Much Desire Desire for your life!

ADMINISTRATION

Background

- No Experience Little Experience Some Experience
 Much Experience Expert

Interest

- No Desire Little Desire Some Desire
 Much Desire Desire for your life!

Thanks for joining us for these next two months!

The City Church – September 4, 2005

8:00AM Service Schedule

	KIRKLAND	BELLTOWN	PLATEAU
7:30am	Prayer Pastor Gini Smith		
7:55am	Worship Pastor Steve Carpenter • Again I Say Rejoice		
8:00 am	Greeting Pastor Steve Carpenter		
	Worship • Majestic • Irresistible		
8:12 am	Special Music Jeff Peterson		
8:15 am	Welcome (NO ANCMNTS!) Pastor Gini Smith		
	Offering (3 min) Pastor Wendell Smith		
8:20 am	Power Point		
	Vision Banquet promo		
	Video Testimonies		
8:25 am	Message Pastor Wendell Smith		
	Altar Pastor Wendell Smith		
9:00am	Service Concludes	Prayer: Pastor Rick Kraker	Prayer: Pastor Becky Fouquier

9:30AM Service Schedule

	KIRKLAND	BELLTOWN	PLATEAU
9:25am	Worship Pastor Steve Carpenter • Again I Say Rejoice	Pastor Aaron Haskins • Change	Pastor Leon Sandberg • I Came To Lift Up
9:30 am	Greeting Pastor Steve Carpenter	Pastor Aaron Haskins	Pastor Leon Sandberg
9:34 am	Worship • Majestic • Irresistible	• You Are Faithful • With All I Am	• Majestic • You Are My King • I Love You, Lord
9:40 am	Special Music Jeff Peterson	Rhonda Bremond (5:15)	"Let My Words Be Few" (5:18)
9:49 am	Welcome (NO ANCMNTS!) Pastor Gini Smith	Pastor Rick Kraker	Pastor Becky Fouquier
	Offering (3 min) Pastor Wendell Smith	BROADCAST	BROADCAST
9:57 am	Powerpoint	BROADCAST	BROADCAST
	Vision Banquet promo	BROADCAST	BROADCAST
	Video Testimonies	BROADCAST	BROADCAST
10:00am	Message Pastor Wendell Smith	BROADCAST	BROADCAST
	Altar Pastor Wendell Smith	Pastor Rick Kraker	Pastor Jude Fouquier
10:45am	Service Concludes		

11:30AM Service Schedule

	KIRKLAND	BELLTOWN	PLATEAU
11:25am	Worship Pastor Steve Carpenter • Again I Say Rejoice	Pastor Aaron Haskins • Change	
11:30am	Greeting Pastor Steve Carpenter	Pastor Aaron Haskins	
	Worship • Majestic • Irresistible	• You Are Faithful • With All I Am	
11:42am	Special Music Jeff Peterson	Rhonda Bremond (5:15)	
11:47am	Welcome (NO ANCMNTS!) Pastor Gini Smith	Pastor Rick Kraker	
	Offering (3 min) Pastor Wendell Smith	BROADCAST	
11:53am	Powerpoint	BROADCAST	
	Vision Banquet promo	BROADCAST	
	Video Testimonies	BROADCAST	
12:00pm	Message Pastor Wendell Smith	BROADCAST	
	Altar Pastor Wendell Smith	Pastor Rick Kraker	
12:45pm	Service Concludes		
	Baptisms Pastor Jude Fouquier		

Sunday Media Volunteer Schedule

Pastor Wendell at PLAT & BT

Things to take note of: Gospel Sunday!

Dave Patterson in Kirkland

Reuben Morgan in Kirkland

	Sunday, October 2	Sunday, October 9	Sunday, October 16	Sunday, October 23
Kirkland 8 AM				
Floor Manager	Casey Sperte	Casey Sperte	Casey Sperte	Casey Sperte
Assistant Floor Manager	Natalie Roca/Miranda Malouff		Natalie Roca	Natalie Roca
Main Audio	Nobu Ohara	Nobu Ohara	Nobu Ohara	Nobu Ohara
Audio ClearCom	Cyrus Soto	Joshua Russel	Lesley Goliath	
Master Control (Digital Pix)	Sean Sperte	Sean Sperte	Sean Sperte	Sean Sperte
Master Control Assistant (EW)	Michele Perrin	Michele Perrin	Michele Perrin	Michele Perrin
Director	Larry Ostrom	Larry Ostrom	Larry Ostrom	Larry Ostrom
Runner	Caitlin Maddox	Cyrus Soto	Ben Strickland	Natasha
Shading	Joshua Sands	Betty Sallabedra	Caitlin Maddox	Josh Russel
Camera 1	Gideon Klumper	Natasha	Gideon Klumper	Joshua Sands
Camera 2	Betty Sallabedra	Lesley Goliath	Natasha	Betty Sallabedra
Camera 3	Ben Strickland	Joshua Sands	Michael Cole	Chris Samuelson
Camera 4	Greg Sperte	Gideon Klumper	Betty Sallabedra	Caitlin Maddox
Kirkland 9:30 AM				
Floor Manager	Casey Sperte		Casey Sperte	Casey Sperte
Assistant Floor Manager	Natalie Roca/Miranda Malouff	n/a	Natalie Roca	Natalie Roca
Main Audio	Nobu Ohara	Nobu Ohara	Nobu Ohara	Nobu Ohara
Audio ClearCom	Chris Samuelson	Chris Samuelson	Chris Samuelson	Natalie Roca
Master Control (Digital Pix)	Sean Sperte	Sean Sperte	Sean Sperte	Sean Sperte
Master Control Assistant (EW)	Ryan Harkless	Caitlin Maddox	Michael Cole	Ryan Harkless
Director	Larry Ostrom	Larry Ostrom	Larry Ostrom	Larry Ostrom
Runner	Natasha	Ken Moss		
Shading	Ken Moss	Natasha	Natasha	Caitlin Maddox
Camera 1	Gideon Klumper	Ryan Harkless	Gideon Klumper	Gideon Klumper
Camera 2	Jade Stradlander	Jade Stradlander	Caitlin Maddox	Jade Stradlander
Camera 3	Ben Strickland	Michael Cole	Ryan Harkless	Ben Strickland
Camera 4	Greg Sperte	Leslie Long	Ken Moss	Michael Cole
Belltown 9:30 AM				
Floor Manager	Joy Kruger-Dickson	Casey Tait	Joy Kruger-Dickson	Casey Tait
Main Audio	Jon Dickson	Martin Del Rosario	Jon Dickson	Martin Del Rosario
Powerpoint/Video Operator	Jason Hills	Jason Hills	Jason Hills	Jason Hills
Camera Transport & Set Up	tba	tba	tba	tba
Camera Operator	Jason Hills	Jason Hills	Jason Hills	Jason Hills
Plateau 9:30 AM				
Floor Manager	Katie Venti	Melissa/Casey Sperte/Miranda Malouff	Melissa O Regan	Melissa O Regan
Main Audio	Mark Ohara			
Powerpoint/Video Operator	Matt Daughtry	Cory O Regan	Cory O Regan	Cory O Regan
Camera Transport & Set Up	Matt Daughtry	Matt Daughtry	Cory O Regan	Matt Daughtry
Camera Operator	Drew Douglass	Drew Douglass	Drew Douglass	Cory/Matt
Kirkland 11:30 AM				
Floor Manager	Casey Sperte		Casey Sperte	Casey Sperte
Assistant Floor Manager	Natalie Roca/Miranda Malouff	n/a	Natalie Roca	Natalie Roca
Main Audio	Nobu Ohara	Nobu Ohara	Nobu Ohara	Nobu Ohara
Audio ClearCom	Michelle Moore	Michelle Moore	Chris Samuelson	Ken Moss
Master Control (Digital Pix)	Sean Sperte	Sean Sperte	Sean Sperte	Sean Sperte
Master Control Assistant (EW)	Joshua Russel	Cyrus Soto	Joshua Russel	Caitlin Maddox
Director	Larry Ostrom	Larry Ostrom	Larry Ostrom	Larry Ostrom
Runner	Betty Sallabedra	Jason M	Joshua Sands	
Shading	Cyrus Soto	Ken Moss	Michelle Moore	Jason M
Camera 1	Ken Moss	Natasha	Ken Moss	Michael Cole
Camera 2	Jade Stradlander	Caitlin Maddox	Betty Sallabedra	Betty Sallabedra
Camera 3	Chris Samuelson	Ryan Harkless	Ryan Harkless	Chris Samuelson
Camera 4	Joshua Sands	Michael Cole	Cyrus Soto	Ryan Harkless
Belltown 11:30 AM				
Floor Manager	Joy Kruger-Dickson	Casey Sperte/Miranda Malouff	Joy Kruger-Dickson	Casey Tait
Main Audio	Jon Dickson	Martin Del Rosario	Jon Dickson	Martin Del Rosario
Powerpoint/Video Operator	Jason Hills	Jason Hills	Jason Hills	Jason Hills
Camera Transport & Tear Down	tba	tba	tba	tba
Camera Operator	Jason Hills	Jason Hills	Jason Hills	Jason Hills



Lights, Camera, Action!

So you're looking to shoot video? With today's technological advances, achieving broadcast quality video has never been easier and more cost effective. Whether you're working with a small or large budget there are many different camera and editing packages to choose from. However, before doing so, there are some things to consider:

What's My Goal for Steeping into Video?

One of the first things to do is to establish your goal for shooting video. For example, do you want to tape services for documentary purposes? Do you want to produce DVD's? Do you want to produce event highlight videos for Sunday morning playback? Or perhaps, you want to broadcast video to a satellite campus. Knowing your goal for stepping into video will help you identify what equipment you will have to purchase in order to achieve the results you're looking for.

Should I Buy New or Used?

When purchasing video equipment, buy new equipment whenever possible. However, when one is on a tight budget, buying used can be really attractive. If you decide to buy used in order to save money you should consider that with today's rapid changes in technology, buying used equipment can be more costly in the long run than buying new. You may find that the used equipment you purchased is no longer compatible with newer equipment being released into the marketplace. Also, the used equipment may no longer be supported by a manufacturer's. But, if you have to buy used here are some tips:

- If you can't buy new, make sure you buy digital.
- Try and buy equipment that is still under a manufacturer's warranty.
- Sometimes video equipment manufacturers offer B-stock or demo equipment with full warranty at a discounted price. This will help save money.
- Whenever possible make sure the equipment you purchase is upgradeable and positions you well for future technological advances and trends. For example, since more people are buying widescreen television sets, purchase equipment that is compatible to it (*I.E. digital video cameras that can shoot in a 16:9 aspect ratio also know as widescreen*).

What Digital Tape Format and Equipment Should I Buy?

There are a wide variety of tape formats to choose from depending on your budget or needs. Here are just a few:

MiniDV

If you're on a limited budget but still want to shoot in a digital format, *MiniDV* is the way to go. It's both affordable and popular. Also, some of

today's MiniDV cameras offer a "broadcast quality" picture. Although it's not a television broadcast standard, it's hard to watch television today without seeing something that was shot in MiniDV. Another good reason for choosing this format is that almost all MiniDV cameras are equipped with a feature called IEEE1394, also known as "Firewire". This feature allows the user to digitally transfer footage from the camera to a Mac or PC for editing (please note: your computer must be equipped with a "Firewire" port and have editing software installed on it.) In most cases, this eliminates the need for a VTR (videotape recorder) and cuts down on costs. If your goal for shooting video is to document services, tape testimonies, cover church events and quickly edit them, this is the way to go. Using a MiniDV camera also offers a quick and easy way to videotape and send an image of your pastor to a video projector on Sunday mornings.

DVCAM, DVCPRO25, DVCPRO50, BETASX, DVCPRO100

If your goal for shooting video is to step into broadcast television or to start satellite campuses, you may want to step into a higher digital format. Stepping into a higher format is more expensive but is sometimes necessary to meet some of today's broadcast requirements and also meet the technical needs of today's modern control rooms and editing suites. *DVCAM, DVCPRO25, DVCPRO50, and Digital S equipment* are just a few of the formats that offer the features and picture quality that will help tackle the technical needs one would experience in making the leap to satellite campuses or television.

There are a wide range of cameras and videotape formats to choose from. Please see the resources section for some websites to research tape formats.

Let Someone Else Do It

Sometimes we're just a little too busy to do all the research ourselves so why not let someone else do it? If you're new to video and you don't quite understand some of the lingo let an audio/visual dealer help you out. See the resources section for vendors and consultants who can assist you.

The Final Cut

Are you looking to edit or add some pizzazz to your video? No matter where you're at in the video making learning curve there are different editing packages to choose from. Below are just a few samples of affordable packages.

BASIC EDITING PACKAGE:

Mac Version:

- › 1 IMAC G5 computer with I-Movie software (comes standard) installed.
- › 1 IEEE1394 (Firewire) cable
- › 1 MiniDV video camera with a IEEE1394 (Firewire) port

PC Version:

- › 1 PC Computer with Windows XP Professional and Windows Movie Maker (comes standard) installed on it. Computer should include a Pentium 4 processor (or comparable AMD Processor)
- › 1 LCD or CRT Monitor
- › 1 IEEE1394 (Firewire) cable
- › 1 MiniDV video camera with a IEEE1394 (Firewire) port

MEDIUM EDITING PACKAGE:

Mac Version:

- › 1 Apple G5 computer with Final Cut Pro software installed.
- › 1 LCD Monitor
- › 1 External Lacie Drive
- › 1 MiniDV VTR
- › 1 IEEE1394 (Firewire) cable
- › 1 MiniDV video camera with a IEEE1394 (Firewire) port

PC Version:

- › 1 PC Computer with Windows XP Professional installed. Your computer should include a Pentium 4 processor (or comparable AMD Processor).
- › A minimum of 1GB of memory
- › Adobe Premiere Pro Software to be used as editing application
- › 1 LCD or CRT Monitor
- › 1 MiniDV VTR
- › 1 IEEE1394 (Firewire) cable
- › 1 MiniDV video camera with a IEEE1394 (Firewire) port

LARGE EDITING PACKAGE:

Mac Version:

- › 1 Apple G5 computer with Final Cut Pro installed on it.
- › 1 LCD Monitor
- › 1 External Lacie Drive
- › 1 MiniDV VTR
- › 1 IEEE1394 (Firewire) cable
- › 1 MiniDV video camera with a IEEE1394 (Firewire) port

PC Version:

- › 1 PC Computer with Windows XP Professional installed on it Your computer should include a Pentium 4 processor (or comparable AMD Processor).
- › A minimum of 1GB of memory
- › Adobe Premiere Pro Software to be used as editing application
- › 1 LCD or CRT Monitor
- › 1 External Lacie Drive
- › 1 MiniDV VTR

- › 1 IEEE1394 (Firewire) cable
- › 1 MiniDV video camera with a IEEE1394 (Firewire) port

Third Party Software Support

- Here are some optional software packages to assist you with your editing process.
- DVD Studio Pro (Mac Only) <http://www.apple.com/software/>
- Adobe Encore DVD (PC Only) <http://www.adobe.com/motion/main.html>
- Adobe Photoshop (PC and Mac) <http://www.adobe.com/print/main.html>
- Adobe After Effects (PC and Mac) <http://www.adobe.com/motion/main.html>
- Sony Sound Forge (PC only) <http://www.soundforge.com>

I'm Ready for Television!!!

If you're ready to make the leap to television, you should consider hiring a qualified consultant. This is an expensive venture and requires the expertise of someone who's specializes in it. See the resources section for a list of vendors who can assist you in the various areas.



VIDEO: RESOURCES

Video/Television/Broadcast Equipment/Projectors

Advanced Broadcast Solutions - Mark Siegel
(206) 870-0244 & www.advancedbroadcastsolutions.com

AV Factory - Steve Barr
(206) 763-7181 & www.avfactory.com

Avidex - Darrel Colbert
(509) 455-6889 & www.avidexav.com

Editing Systems, Software, Equipment:

Media Tools - Frank Kergil
(425) 603.9000

Sets/Lighting

Pacific Northwest Theatre Association
(206) 622-7850 & www.pnta.com

Glazers Lighting Company
(206) 624-1100 & www.glazerscamera.com

Rentals

Pacific Grip & Lighting (Rentals)
(206) 622-8540 & www.pacific-grip.com

Commercial Creation/Television Creation/Graphics/Web

Cooke Pictures
(310) 255-0777 & www.cookefilm.com

Faith Highway
1-888-688-7322 & www.faithhighway.com

Tape Format Resources

www.panasonic.com/business/provideo/home.asp
www.bssc.sel.sony.com/BroadcastandBusiness/index.shtml
www.canondv.com
www.pro.jvc.com/prof/main.jsp



WEBSITE: INTRODUCTION & OVERVIEW

SEAN SPERTE

Build a Website... NOW!

Every church needs a website. With the potential of communicating the gospel 24 hours a day, 7 days a week, with access into every home (with an internet connection), a website is a powerful tool for churches and ministries. Every time your church name is mentioned, there should be an accompanying website address (also known as a URL). Why? Here's just a few reasons:

Fast, effective communication

With a website, the information you normally would communicate from the pulpit or through mailers can be delivered immediately on the web. Find a typo? It's easy to change on the web. That's not the case with printed publications. Need to get out a last minute emergency reminder or alert? Easily done through email or homepage feature. No "rush fee" from a print house or designer, it can be updated immediately and accurately for the web.

Scope and influence

Statistics show that over 80% of American homes that have a television also have a computer, and of those, over 90% have some form of internet access. (In fact, just recently a study showed broadband -- or high-speed -- internet connections are on a steady rise and will eventually overtake dialup connections in the next few years.) With potential access directly into people's homes, 24-hours a day, 7 days a week, the decision to take advantage of web should be a no-brainer.

Cost

The cost of build and maintaining a website is substantially less than other common communication mediums. The costs involved are broken up, too, so you can prioritize costs. A medium-sized website (10-20 pages) with an average amount of visits (around 3000 per week) can cost as little as \$250 per year!

Getting Started

Get a domain

The first thing you need to do when building a website is decide on a domain (see "Choosing a Domain"), if you don't already own one.

Get a web host

The next thing you should do is find a good web host (see "Additional Resources" for a list of potential web hosting companies). A website needs to have a "place to live," and the web host serves as that place. We highly recommend you use a third-

CHOOSING A DOMAIN

In most cases your first choice domain has already been taken. In some instances the domain will not be actively used and an opportunity to purchase from the current owner will present itself. This is rare, however, so be ready to come up with alternate choices. Here are some tips to keep in mind:

Keep it memorable

Even if you can't secure yourchurchname.com, consider yourmotto.com
Example: graceonline.com vs. gracecommunity.com

Pick a .com

If you find a mediocre .com domain is available at the same time a perfect .net is, select the .com one. People don't always remember the top-level domain (the ".com" part of a domain), so they will usually resort to .com as a first guess

Example: grace-church.com vs. gracecommunity.org

Shorter is better

You may find the domain you're looking for using a longer option, but shorter is always better because it's easier to remember and type.

Example: gracecomm.org vs. gracecommunitychurch.com

Get as many as possible, use only one

If you can, purchase all the available domains for a selection. For instance, if you decide on gcomm.com and find that .net and .org are also available, purchase those as well. It's possible to route all the domains to the same website.

Example: Use gracecomm.org in all your promo pieces and advertising, but also register gracecomm.net, grace-comm.com, grace-comm.net, grace-comm.org, grace-community.com, grace-community.net, grace-community.org

party for your hosting rather than try and host the site yourself (though it's possible to do so). Hosting companies provide security, maintenance and regularly scheduled backups of your data that you may or may not be able to always provide. Hosts offer a variety of payment plans and types, so shop around for the best fit for your church/ministry.

Consolidate email addresses (optional)

Once you've purchased a domain and have a web host, you'll want to setup email addresses with the new domain. Whether or not your staff already have email addresses, you'll want to set up new ones -- having an email address that matches your domain will further brand the domain (associate it with your church/ministry) as well as validate the addresses in the mind of the public.

Post a one-page "splashscreen" (optional)

It's also recommended that you immediately post what's called a splashpage -- or intro page. Even if you have nothing else but your church/ministry logo and contact info, that's better than a host's placeholder page (usually reading something like, "This is the future home of churchname.com.")

Define your audience and goals

Before you begin actual development of the website, it's important to define your target audience and general goals. Because the medium of the internet is so versatile, it will improve the effectiveness of your website if you define these things before beginning so those working on the site don't get distracted trying to integrate non-essentials into it. With The City Church website, we try and always minister to our members first, then to potential members (or local visitors), then to the rest of the world -- "First to our Jerusalem, then Judea, then to the ends of the earth."

Create content

Regardless of if your website is being developed in-house or by an outside firm, content must be provided by those in charge (the Senior Pastor, Associate Pastor or other executive pastor). Without content, a site serves as little more than a brochure

(see “Content is King”). When creating content, the best practice is to simply type up a Word document of everything you want. Pastor Wendell does this for The City Church website. When he wants an image, he just writes “(include image of _____)” and we substitute that for the actual image. It’s best to separate content based on topic or sub-page of a website, too.

Organize and structure

Once content has been created now it must be organized in a clear hierarchal structure for web deployment. That basically means navigation design. It’s a good idea to always have general information (when and where your church/ministry meets, what you believe, who your pastors are, contact information, etc.) all together. It’s this process of grouping similar content items that’s called “information architecture.” This is quite possibly the most important step in building a website because whether or not your visitors return is based largely on if your site is easy to navigate. Keep in mind, though, that because this is the web, it’s easy to change and restructure at any time. Don’t feel pressure to get it right the first time -- even some of the largest websites in the world (Amazon.com, Yahoo.com, etc.) are in a constant state of redux and revamp.

ALSO: It’s also important to note that it’s during this stage that you’ll need to work closely with whoever is going to be actually building the site (outside firm, volunteer, staff member, etc.) so you can discuss how the site will look, operate and be developed.

Find a developer

You’ll need to find someone who can build and maintain your website. We’ve listed a number of firms in our Additional Resources section, but you may already have someone qualified in your congregation or even staff! When searching for a web designer be sure to:

1. Check their portfolio – In the web design industry, a degree means little compared to actual working experience. Make sure the developer or firm has a portfolio of projects that you like and approve of.
2. Ask about content management – You’ll want your website to be build with some

CONTENT IS KING

There is an unofficial motto among web designers: “Content is king.” In the early years of the internet, content was all that mattered, because bandwidth was so low and browser technology didn’t allow for much more. Through advancement of technology as well as increased bandwidth, web developers began providing more and more multimedia and flashy features to websites. Unfortunately this began to water-down the content and make it so the majority of the web is now cluttered with useless pictures, images, flash movies and javascripts that have no purpose other than entertainment. Visitors are looking for more than flashy features, they want (and need) content that informs, helps and encourages them.

sort of content management system (CMS) in order that you may update and maintain the site once launched. Make sure the developer or firm knows how to build or implement a CMS (we've listed some potential CMS's in the Additional Resources section).

3. Ask about web standards – Make sure the designer or firm knows and applies “web standards.” See “About Web Standards” for more information.

Launch!

Once the site has been built (and tested), you're now ready to launch your website. If you haven't already, begin using your domain in publications, announcements, business cards, touch cards, commercials and everything else that your church/ministry name is on. Consider a “launch date” for your site, and build anticipation among your members with creative ideas (a giveaway, or email newsletter signup, or special feature for first-time guests, etc.).

Posting Sermons on the Web & Podcasting

Most likely the number one goal you have as a church when considering your web ministry (whether non-existent or already up and running) is to have audio of sermons available for download. This is a huge ministry to people all over the world, and we (The City Church) have gotten testimony after testimony of how our audio archive has affected lives for good.

Setting up an audio archive is more simple than you would think. There are several steps involved, though, and each step comes with its own set of problems that can arise. We've provided a very general step-by-step tutorial below.

Here are the tools you'll need:

- Hard drive recorder (optional, but recommended)
- Computer with a CD drive (Mac recommended)
- iTunes software (free; www.itunes.com)
- Audio editing software (optional; for trimming unwanted, excess content) – You can find cheap or free shareware for this. See the resources page in the Audio section of your workbook for more info
- A web host with FTP access (this is standard)
- FTP client software (see the resources page for a list)
- A content management system (recommended)
- Some HTML knowledge

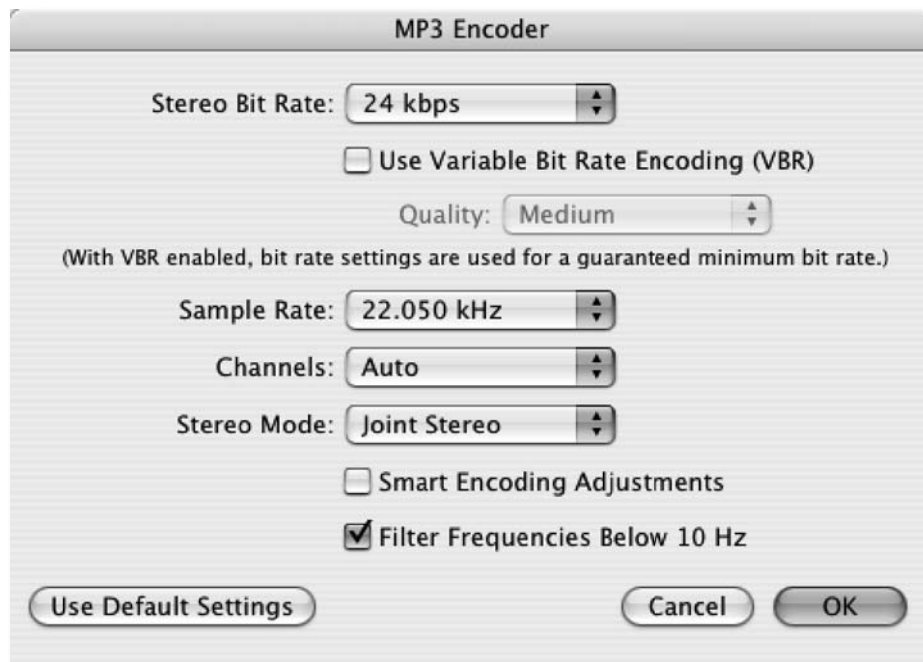
Recording & digitizing

The first step is getting a good audio recording of the sermon (see the Audio section of your notebook for information on recording services). We recommend you have a separate recording device that records straight to a hard drive, but takes the same mix as whatever medium you use to archive (CD, cassette tape, etc.). If you don't

use a hard drive recorder, then you can still use iTunes to import the audio to the computer.

Making the MP3 file

Once you have an audio recording, import it from the CD using iTunes. Ensure the Import settings in iTunes are setup properly. Go to the Advanced menu in iTunes and change the Importing settings to use the MP3 encoder and to match this screenshot (custom settings):



(If you've used a hard drive recorder and already have the file in iTunes, you can select and convert the file to MP3 by right-clicking it and selecting "Convert Selection to MP3.")

Editing the file information (ID3 tags)

Once your audio file has been converted to MP3, now right-click the file in iTunes and choose "Get Info." This will bring up a new window allowing you to edit the file's ID3 tags -- or "song" information. Enter the sermon title, pastor's name who preached it, date, and any other pertinent information. There's not rule-of-thumb for how the information should be entered, but it will dictate how iTunes (and therefore an iPod) will display the file. You may also add a photo if you'd like (as "album artwork").

Upload

Now you're ready to upload the file to your website. Open your FTP client software and log into your web host server. (Be sure you name the file according to an organization convention, rather than "Sermon Title.mp3," and don't use spaces: e.g. "cca05-10-021.mp3") Upload the file to a folder you specify strictly for audio.

CMS vs. DIY

Now you have to display the file's availability to the user. There are literally dozens of ways to do this, but we recommend implementing a content management system (such as pMachine's ExpressionEngine or another blog-like application). You can "do-it-yourself" by manually adding each audio file you post to a web page, but this can be tedious week after week. A CMS can do this for you without you having to know any HTML coding at all. Another benefit of having a CMS is that it can automatically generate an XML file for Podcasting purposes.

Podcasting

To understand Podcasting you first need to understand RSS (Really Simple Syndication), which is basically content delivered (using the XML structure) to a newsreader program. Podcasting takes RSS a step further by including an MP3 in an "enclosure" tag and allowing the user to download it. The newest version of iTunes has support for RSS's with an enclosure tag, hence the ability to automatically download, sync to your iPod, and listen on the go. Setting up your church/ministry to Podcast can be done in an afternoon or over the period of weeks, depending on how customized you want your "feed," and how you want to continue to update it. There's not enough room in this workbook to explain how to setup a Podcast from start to finish, but we've supplied some great resource links on the Resources page of this section.

E-Mail Newsletters

If you've ever gotten an email with an image embedded in it, a big, blue font, or a custom background, then you've received what's called an HTML email. That is, an email that is essentially an HTML page.

Unlike plain text, or even rich text, emails, HTML email has the ability to include images, have custom layouts, include customized hyperlinks, and much more. The City Church uses HTML email as our medium for our monthly newsletters.

Each month we develop a custom email page (just like we would a web page) and send it through email to all of our members and regular attenders. Content is developed by our executive pastors, department heads and ministry leaders. Images, layout and graphics are all then integrated together to make the one-page email.

When creating an HTML email, it's important to note the following rules:

1. Don't use DIV's – The <div> element is sometimes stripped out or not applied at all in emails.
2. Use absolute paths – For images, external stylesheets, and links, always use absolute paths.
3. Build locally, test remotely – Make sure you test every email before sending it out in order to ensure the images and links show up correctly.
4. Keep it small – Design for less-than-800px wide screen, since most email clients

have sidebars or other content taking up horizontal space.

Here's the steps we usually go through when sending out our monthly email newsletter:

1. An email reminder is send out to all staff members one week prior, asking for content and requiring a deadline
2. Executive pastor(s) email content to developer
3. Developer creates email page, embeds images (located on web server), and styles text
4. A copy of the email page is uploaded to the server and proofed by media department supervisor
5. A final copy is then sent to the database administrator to send out using Shelby

About Web Standards

There's a right and wrong way to build websites. Building right will save money, time and spare your visitors a lot of frustration in trying to navigate and view your site. The right way is called Web Standards, and although they are "standards" they sometimes go ignored. Like not sticking to the recipe that's been years in the making, designers sometimes "just whip together" websites in order to deliver them quickly -- like fast food, it's not healthy.

Don't use tables for layout

In the early years of web development there was no way to graphically layout a web page. In order for an element to be positioned next to another, a table had to be used. Designers learned tricks (also known as "hacks") using complex builds of tables to arrange page content. This technique formed a bad habit for developers that now causes all kinds of code bloating and problems for non-browser devices, such as screenreaders for the seeing-impaired, and web-enabled mobile phones. Web Standards still allow for tables to be used, but only for tabular data, such as a spreadsheet or statistics chart. Layout is now achieved using Cascading Stylesheets (CSS).

Cascading Stylesheets

Now, using CSS and a simplified set of rules, page code can be cut down dramatically -- sometimes up to 80%! This is important because page size determined download time. CSS is also a huge key to building sites that don't "brake" in alternate browser versions or operating system types. Using CSS, a site can look the exact same on Mac, PC, Internet Explorer, FireFox, Mozilla, et al. It's up to you (and your developer) to determine how exact you need your site to render across the board. It can be a difficult and time-consuming process to get it exactly right.

Focus on the content

Since "Content is King," Web Standards help keep it that way. By using HTML elements the way they were intended (e.g. using a table for tabular data), Standards

put the focus back on the content, not the code or design.

More control

Once a site is built using Web Standards it makes it ten-times (no exaggeration) easier to edit or redesign the site while keeping the content intact and untouched. Simple changes, such as colors, font, margins, etc. can be accomplished by editing one line of code, instead of 500+. A good demonstration of this is available at the CSS Zen Garden (horrible choice of names, I know): www.csszengarden.com.

Designing for the future

Perhaps one of the biggest benefits to using Web Standards is that it allows for future advancements. Since the content is being styled using CSS (and more accurately, an external file), it makes it easy to deploy the content through various other mediums: Mobile phones, PDA's, WebTV, databases, etc. More importantly, Standards also make way for future revisions in HTML itself.

More on Web Standards

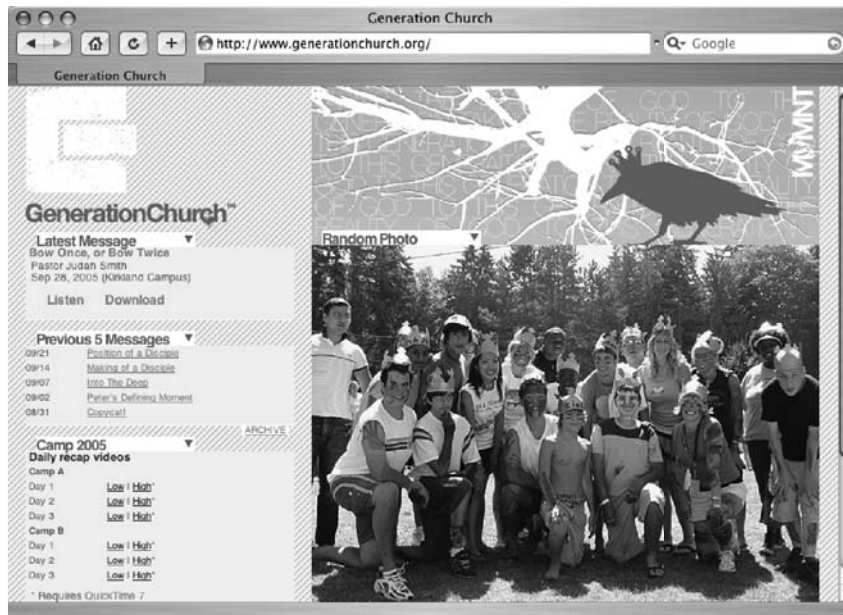
It's hard to communicate the extent of the benefits of Web Standards here alone. For more information, you should pick up a copy of "Building Websites with Web Standards" by Jeffery Zeldman. It's considered the manifesto for web design today.

Websites of The City Church

The City Church has multiple websites, some of which have their own domain and site structure. Below are screenshots of some of them (as of October 2005)



www.thecity.org – The main church site. (Re)Built May 2005.



www.generationchurch.org – Generation Church website splashpage (site revamp currently in development).



www.generationinterns.com – Generation Interns website.

(SCREENSHOT)



www.citypastors.org – City Pastors website. In live-development.



WEBSITE: RESOURCES

Books

- Designing with Web Standards - Jeffery Zeldman
- Don't Make Me Think - Steve Krug

Design & Development Websites

- Web Page Design for Designers - www.wpdfd.com
- W3 Schools - www.w3schools.com
- World Wide Web Consortium - www.w3.org
- A List Apart - www.alistapart.com

Design Firms

- 31Three – www.31three.com
- HRTWRK – www.hrtwrk.com
- Pixelgrazer – www.pixelgrazer.com
- New Ezra – www.neweza.com
- BurnKit – www.burnkit.com
- Hydragraphik Studio – www.hydragraphik.com
- Underfire Solutions – www.underfiresolutions.com
- Visual Inventor – www.visualinventor.com

Church websites that rock

- Saddleback Church – www.saddleback.com
- Fellowship Church – www.fellowshipchurch.com
- Riverview Church – www.eriv.net
- City Bible Church – www.citybiblechurch.org
- Destiny Church – www.destinychurch.com
- Lakewood Church – www.lakewood.cc
- Lifechurch – www.lifechurch.tv
- One Eighty – www.oneeighty.com
- Mars Hill Church – www.marshellchurch.org
- Cornerstone Chapel – www.cornerstonechapel.net
- The Rock Church San Diego – www.therocksandiego.org
- Flood – www.diveintoflood.com
- Bellview Baptist – www.bellview.org
- Second Baptist – www.secondbaptist.org

Software

HTML development:

- TextWrangler (Mac) – www.barebones.com
- BBEdit (Mac) – www.barebones.com
- skEdit (Mac) – www.skti.org

- CSSEdit (Mac) – www.macrabbit.com
- TextMate (Mac) – www.macromates.com
- Dreamweaver (Mac or PC) – www.macromedia.com
- HTML Kit (PC) – www.chami.com
- HTML Editor (PC) – www.coffeecup.com
- AceHTML Pro (PC) – www.visicommedia.com

FTP:

- Transmit (Mac) – www.panic.com
- DirectFTP (PC) – www.coffeecup.com
- AceFTP (PC) – www.visicommedia.com

Newsreader (RSS):

- NetNewsWire (Mac) –
- NewsFire (Mac) –
- Newsgator (PC) – www.newsgator.com

CMS (Content Management Systems):

- ExpressionEngine – www.pmachine.com