

SHARING OUR DIOCESAN VISION ON VIDEO – A SIMPLE GUIDE

In this vast diocese we need to be able to share ideas and initiatives and learn from each other and one method already finding success is the creation of mini video reports to give a (literally) moving example of the range of activities and initiatives. With the forthcoming launch of our newly updated diocesan website, there will be an on-line library of videos from churches proving that we are working together, yet in a multitude of expressions, to show our faith and determination for the future.

PLANNING AND EQUIPPING FOR VIDEO REPORTS

Good videos rarely happen when someone pulls out a mobile phone and starts to record an event spontaneously.

1. Decide what you will use to film/record. Today's Iphones, I pads, Android phones and tablets can all produce material of sufficient quality. Or you may be fortunate in having someone in your church with a higher standard video recorder who will enjoy working on a project like this.
2. Plan your filming. Where will you record? Is it in an echoing large church building? Is it outdoors with traffic or other background – or is the wind gusting which will distort most of the soundtrack. Plan where you will be to get the best shots. If it is in a church service, how can you be least obtrusive?
3. What pictures do you want? Is the background right? Are there distracting signs or people moving around? Do you have a good angle on the main character/characters? Are they "framed" well within the picture or too close up or too distant?
4. Sound quality is important. The built in microphones in mobile phones or tablets are good but inevitably sound echoey except when recording general audio, e.g. hymn or music in worship. It is possible to use a separate (clip on, perhaps) microphone which can be plugged into your phone or tablet and give much clearer, professional audio sound.

All of these points can be explored more with a simple Youtube search e.g. "How can I record sound on my Samsung phone?" or "How to take better video on my iphone". There is no shortage of advice to be found here. (OK, yes, they are annoying with mini advertisements at the start and you wonder why geeks do them but you can learn a lot this way!!)

EDITING YOUR VIDEO

When you have your video, it may be possible and simple to edit it on the phone or tablet on which you recorded it. If you have been clever and produced something in one "take" all you may need to do is to "top and tail" the film – so that it starts and ends cleanly without including your wobbly setting up shots.

There are many video editing programmes available. Windows Movie Maker is a good one (although it has apparently been discontinued for Windows 10 since January 2017) but shop around or take advice for something that is easy to use and suit your needs. As with any programme, beware what you download. Free software normally comes with hidden add ons!

Some video makers have discovered that the easy way to make something is to produce a moving Powerpoint series of pictures and add a music soundtrack to it. This can work well, although without proper moving pictures the result is not as powerful at holding the attention. **MAJOR WARNING** – Music copyright extends to these productions so if you wish to share your movie you

cannot use commercially produced soundtracks. Either produce your own music locally or seek out Non-copyright music. Again this can be found via Google or Youtube. For church videos you may find a locally recorded church organ or choir CD which can be used.

MY MOVIE IS READY – HOW DO I SHARE IT?

One final check! Is your video too long? Short, sharp and entertaining wins every time.

Now you need to upload your video to Youtube. You can either save it as an MP4 file and upload it from a computer or laptop or some video edit programmes allow you to upload directly to Youtube.

When you do, remember to select for Public showing, or your video will be restricted to you and people nominated by you. Since it is part of the diocesan strategy experience series it needs a suitable title, a helpful description and MOST IMPORTANT relevant keywords in the box as you upload it. Use keywords like "Diocese in Europe" or "North West Archdeaconry" or the name of your local church. Other good keywords would be "Building up the body of Christ" or "Diocesan Strategy"

This will help anyone trying to find the published video by doing a search. It is worth doing your own search on Youtube looking for "Diocese in Europe" which should show you some of the material already available.

Once the video is on Youtube you need to cut and paste the top line reference which serves as a shortcut to watch it. e.g. <https://www.youtube.com/watch?v=PHBaXEIAS78&t=3s>

If you want to offer your video report to share around the diocese, please send the youtube link to our Communications Officer paul.needle@churchofengland.org who can then link it to the website very simply.

The Diocese in Europe website uses a system of "embedding" where we can trail the video in a news story or on a page where it appears with a visual image of the video and a start/pause/stop button on screen so you can know what you are going to see.

The new website which is due to come on stream soon will have a section labelled Videos where we can post all strategy items in a single place.

Examples of videos already on our news pages should inspire you.

<http://europe.anglican.org/news/news/post/1204-letting-their-light-shine>

<http://europe.anglican.org/news/news/post/1200-getting-to-grips-with-our-diocesan-vision>

Finally, enjoy the opportunity to share our good news and efforts in growth, mission and development. You may be surprised at the quality you can produce.

Paul Needle

April 2017