

REACHING BEYOND THE PEWS

**A GUIDE TO LIVE STREAMING
FOR SMALL CHURCHES**



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WHY LIVE STREAM?

- **Reach the homebound and sick**
- **Connect with out-of-town members and visitors**
- **Remove the "first-time" anxiety barrier for new guests**
- **Extend your mission beyond your physical walls**



THE BIG PICTURE (THE 4 PILLARS)

01.

Input

Cameras & Audio
(Capturing the moment)



02.

The Brain

Software or Hardware
Mixer (Combining the elements)



03.

The Connection

Internet (Delivering the stream)

04.

The Platform

YouTube, Facebook,
Website (Where people watch)



CAPTURING THE IMAGE

01.

Discussing Cameras

LEVEL 1: THE “SHOESTRING” CAMERA (UNDER \$300)

- **The Smartphone: iPhone 11 or newer / Mid-range Android.**
- **Pros: You already own it; incredible quality for the price.**
- **Cons: Hard to mount securely; battery drains; limited optical zoom.**
- **Upgrade: A basic webcam (e.g., Logitech Brio) for a fixed wide shot.**



LEVEL 2: THE DSLR OR MIRRORLESS CAMERA (\$600 - \$1,200)



- What it is: Traditional photography cameras (e.g., Canon EOS, Sony Alpha).
- Pros: Beautiful "cinematic" depth of field; incredible low-light performance; affordable on the used market.
- Cons: Requires "Clean HDMI" (ability to turn off screen overlays); may overheat during long streams; requires manual lens focus.

Level 3: PTZ Cameras - The "Holy Grail" for Churches (\$400 - \$1,500+)

- What is PTZ? Pan, Tilt, Zoom.
- Pros: Operated remotely via a small controller (no camera operators in the aisles!); smooth, silent movement; designed to run 24/7 without overheating.
- Cons: Higher initial cost; requires running cables to the back of the room.
- Best for: Churches ready to multi-cam (wide shot + close-up of pastor) with minimal volunteers.



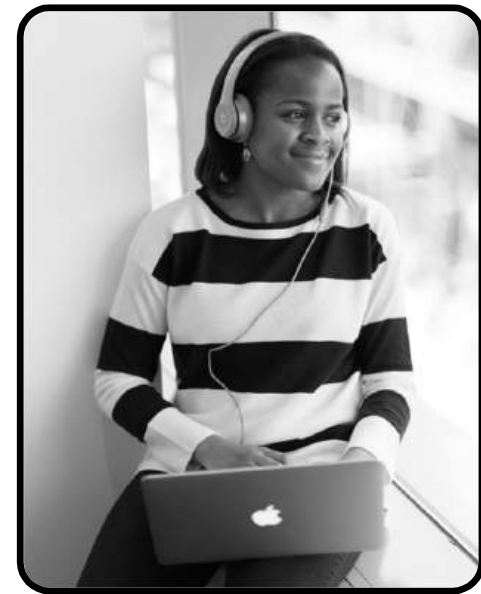
02.

CAPTURING THE SOUND

Discussing Audio

THE GOLDEN RULE OF STREAMING AUDIO

- **Audio > Video:** People will watch bad video. They will leave if the audio is bad.
- **Never use the camera's built-in microphone.**
- **The Goal:** Get the audio directly from the church's soundboard.

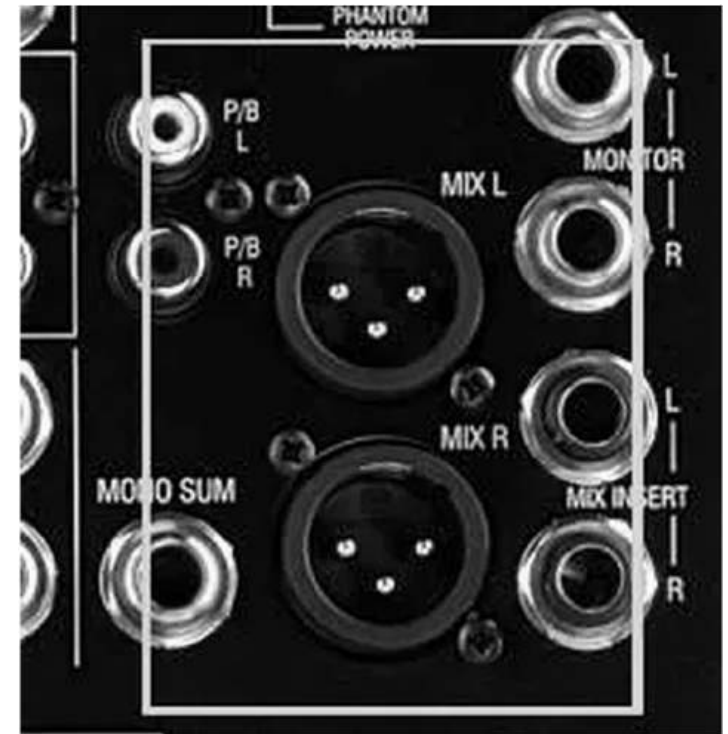


HOW TO PULL AUDIO FROM THE SOUNDBOARD



- Step 1: Find the "Aux Send" or "Matrix Out" on your church mixer.
- Step 2: Run an XLR or 1/4" cable from that output to your streaming device.
- Why not just the "Main Out"? You want a separate mix for the stream. The live room needs the worship band loud; the stream needs the pastor loud and the band at a lower volume.

HOW TO PULL AUDIO FROM THE SOUNDBOARD



AUDIO CONNECTION GEAR

- **Direct Box (DI Box):** Converts a soundboard signal to run safely over long cables.
- **Audio Interface (e.g., Focusrite Scarlett):** If using software (OBS), this translates the analog soundboard audio into digital audio for your computer via USB.
- **Hardware Mixers (ATEM/Osee):** Many have built-in audio inputs, meaning you can plug the soundboard directly into the video mixer, skipping the computer entirely!



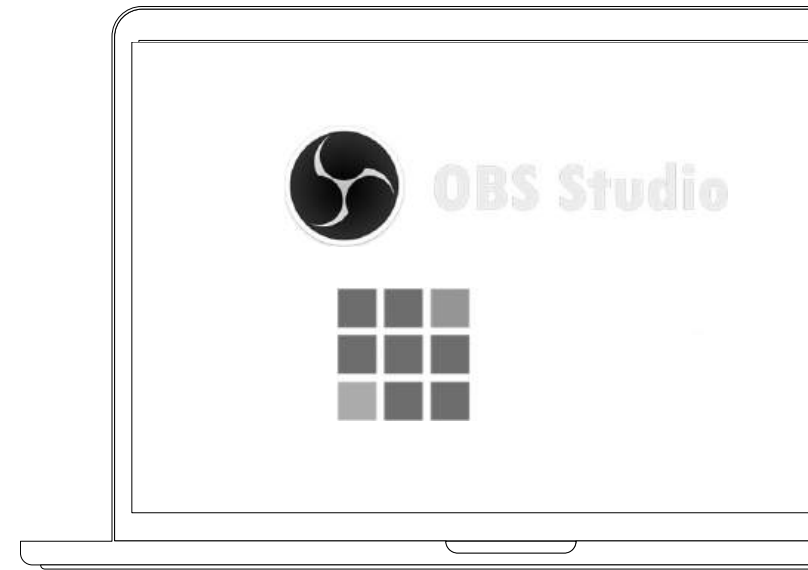
THE SOFTWARE/ HARDWARE

03.

Discussing The Brains

PATH A: SOFTWARE ENCODER (LIKE OBS STUDIO)

- **Cost:** Free (OBS Studio, Streamlabs) or low-cost paid (vMix, Ecamm).
- **Requirements:** Requires a reasonably modern computer (laptop or desktop).
- **Flexibility:** Highly customizable, endless plugins and tutorials.
- **Drawback:** Relies on computer's stability; can be more complex to set up and troubleshoot.



PATH B: PATH B: DEDICATED HARDWARE VIDEO MIXER (THE "APPLIANCE")

- **Cost:** Mid-range (\$300-\$600+). Devices like the Blackmagic Design ATEM Mini or Osee GoStream Deck.
- **Requirements:** Minimal. Connect cameras and audio directly to it. No computer required to stream.
- **Reliability:** Extremely stable. Purpose-built for one task. Near zero latency.
- **Simplicity:** Plug-and-play operation. Physical buttons are intuitive for volunteers.



INTRODUCING THE ATEM MINI & OSEE GOSTREAM



Blackmagic Design ATEM Mini



Osee GoStream

- **Blackmagic Design ATEM Mini Series: Industry standard.** Exceptional reliability, professional transitions, and the ability to record individual camera feeds (on ISO models) for post-event editing.
- **Osee GoStream Series: Feature-rich alternative.** Often includes built-in streaming to multiple platforms simultaneously (YouTube, Facebook) and unique vertical video options for social media.
- **Both: Take multiple HDMI inputs** (perfect for 2-3 PTZ or DSLR cameras), mix in the soundboard audio, add graphics, and send it to the internet.

**WHY CHOOSE A
HARDWARE MIXER?**

THE BENEFITS



VS



- **Reliability:** Offloads encoding from a computer. It just works.
- **Volunteer-Friendly:** Physical buttons (Cut, Auto-Transition) are much less intimidating than a computer screen.
- **Low Latency:** Zero-delay switching means the video on your in-house sanctuary screens matches the live sound perfectly.
- **All-in-One:** Combines video switching, audio mixing, and streaming into one box.

THE PLATFORM & CONNECTION

04.

Discussing The Most Critical Element: Internet

THE MOST CRITICAL ELEMENT: INTERNET

- **Upload Speed:** You need at least 5-10 Mbps dedicated upload speed.
- **Wired is Always Better:** Plug your streaming device/computer directly into the router with an Ethernet cable.
- **Test it:** Run speed tests on Sunday morning before people arrive.



WHERE SHOULD WE BROADCAST?

- **YouTube:** Best for searchability, free, unlimited storage for archives.
- **Facebook Live:** Best for immediate engagement with your existing congregation.
- **Church Website:** Embeds from YouTube/Facebook. You own your website; you don't own the Facebook algorithm.



EXECUTION & NEXT STEPS

05.

Discuss Execution & Next Steps.

BEFORE YOU GO LIVE: A PRE-FLIGHT CHECKLIST

- **Cameras are powered, focused, and white-balanced (DSLR check!).**
- **Audio from the soundboard is plugged in and peaking in the "yellow" (not red).**
- **Hardware mixer/computer is detecting all video inputs.**
- **Ethernet cable is securely plugged in.**
- **Stream title and thumbnail are set on YouTube/Facebook.**



IT'S A MINISTRY, NOT A TV STUDIO

- . Pray for your tech team.**
- . Expect technical difficulties—it's okay! Grace covers glitches.**
- . Put a graphic on screen that says "We'll be right back!" if something breaks.**
- . Focus on the message, not the medium.**

Q&A / NEXT STEPS

- **Questions?**
- **Action Step: Form a "Streaming Team" of 2-3 people.**
- **Action Step: Look at your church soundboard this week—find the "Aux Out".**
- **Action Step: Decide on your Camera (Phone/DSLR/PTZ) and Brain (Software/Hardware).**
- **Action Step: Do a "Dummy Run" next Sunday (record without publishing).**

Questions & Answers?