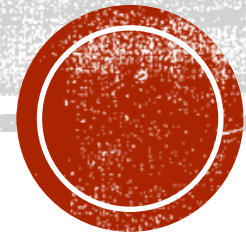

COMMUNICATION DEPARTMENT

**ITS WORK AND
MISSION**

By

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MISSION STATEMENT

**To proclaim the Everlasting Gospel
by impacting communities and
preparing people for Christ's soon
return.**



WHAT IS THE ROLE OF THE COMMUNICATION DEPARTMENT?

The communication department promotes the use of a sound program of public relations and all contemporary communication techniques, sustainable technologies, and media in the promulgation of the gospel.



BASIC FUNCTIONS:

News and Information

Public Relations

Media Relations and Production

Crisis Communication

On-line Services



“We must take every justifiable means of bringing the light before the people. Let the press be utilized and let every advertising agency be employed that will call attention to the work.”—6T 36.

“Means will be devised to reach hearts. Some of the methods used in this work will be different from the methods used in the work in the past.”—Ev 105.



ROLE OF THE COMMUNICATION SECRETARY

The communication secretary should have the ability to meet people and rightly represent the Church, sound judgment, good organization, effective writing skills, and a willingness to carry out assignments.

The secretary gathers and disseminates news to local media, cooperates with the conference communication director, and presents periodic reports to the business meeting. The conference communication department provides appropriate instruction and help to communication secretaries.

The pastor, who is primarily responsible for the communication program of the church, will work closely in an advisory capacity with the communication secretary or committee.

Any department or organization may appoint an individual to provide the communication secretary or committee with information about newsworthy events.



THE PRODUCTION PROCESS

1

Development

2

Pre-
Production

3

Production

4

Post-
Production

5

Distribution



STAGE 1- DEVELOPMENT

Before casting, choosing location, and shooting, every film production begins with the development stage. This stage is where ideas are born from its creation, writing, organizing and planning the overall production.



STAGE 2- PRE-PRODUCTION

The second stage of filmmaking is the pre-production. It may sound as if the cameras are already rolling but, not quite. Here is where you decide if you do the recording or not. In this phase you need to go over the auditions and final casting to determine who will be in the production, check once again how much will be their budget, and make any final changes to be made.



STAGE 3- PRODUCTION

Production is the stage where you can finally see the cameras rolling. This stage can be very stressful as it has no guarantees to run smoothly, the production stage success will rely to the strong vision of the Director.

The team also must strengthen their communication and collaboration in order to surpass the production stage.



STAGE 4- POST-PRODUCTION

Before making the final cut, all the scenes in the recording are in rough cut. This means the film is still very raw and you would not like it all without the sound effects, music, and other postproduction effects .

In the postproduction stage, editors begin to work on editing the film. Proper visual effects, sound effects, composition of music, voice over, and titles are in the works and eventually finalized.



STAGE 5- DISTRIBUTION

Finally, after successfully surpassing the development, pre-production, and postproduction stage, the film will be ready for distribution.

The medium of distribution for the will depend on its quality. The mediums for distribution are television, streaming, and digital media.

Choosing the medium for distribution is critical to recordings success as the chosen medium is how they will reach the target audience.



LIVESTREAM TOOLS

1

Internet

2

Camera

3

Sound and
Lighting

4

Capture
Card

5

Streaming
Software



INTERNET

If you're uploading video and audio to transmit in real time, you'll need a solid internet connection. At least 10 megabites up.



CAMERA

One of the most crucial elements of creating great online content is choosing the right live streaming video camera. While you can just fire up your smartphone and begin live streaming your event online, it doesn't necessarily mean you should.



SOUND AND LIGHTING

Good lighting is crucial if you want to get usable video while livestreaming. Audio is a crucial component of any video, and live streams are no exception. Poor audio can make more live stream viewers/listeners tune out of your live broadcast than poor video.



CAPTURE DEVICE

A capture card is a device that's used in conjunction with a computer to capture on-screen content and encode it for playback a livestream.

Capture cards are used with computers and cameras.



STREAMING SOFTWARE

Streaming software, also called an encoder, takes the video and audio input from your computer and transmits it to the streaming platform of your choice.

There are lots of encoding software options out there, so choose the right one. OBS Studio, Streamlabs, XSplit, vMix, and Restream Studio are all great options.



PRODUCTION PERSONNEL

1

Producer/Director

2

Technical
Director

3

Switcher Operator

4

Floor Manager

5

Videographer



PRODUCER

They are the overall decision makers. Producers will produce story ideas and guide the team to its successful execution. They are the creative leads of the film. They hold the creative vision throughout the whole process, from pre-production through to the final edit.



TECHNICAL DIRECTOR

This person is responsible for operating, protecting, and maintaining the technical assets, while also managing and overseeing the different technical departments, including set, lighting, costumes, props, sound, and effects.



SWITCHER OPERATOR

A person responsible to monitor and switch between different camera shots, using a video mixer or video mixing software.



FLOOR MANAGER

The floor manager, on a studio production, is the eyes and ears of the director on the studio floor.

They are there before rehearsals begin, making sure the studio is prepared and safe and greeting the programmes presenters and contributors.



VIDEOGRAPHER

They are in essence, camera operators. They capture footage during the production process, that can then be used for a variety of uses.



PRODUCTION PERSONNEL CONTINUED...

6

Host

7

Sound
Engineer

8

Lighting
Technician

9

Graphics
Operator

10

Streaming
Operator

HOST

Is the person who presents the program. They play a lead role in discussions and invite guests to discuss a variety of topics, or they can work on a show with other presenters.



SOUND ENGINEER

Sound Engineers take care of the technical side of the production of the track. The sound engineer is the technician that operates the soundboard and other recording equipment during a recording session.



LIGHTING TECHNICIAN

This person prepares and operates the lighting system for a production.



GRAPHICS OPERATOR

Is a live event technician that oversees organizing and operating the onscreen graphics during and show or event. They maintain mostly the lower third of a TV screen inserting participants names, credits, facts, or subject lines.



STREAMING OPERATOR

This person is responsible for monitoring, controlling the live stream and carrying out social media engagements during a live stream broadcast.



**Any
questions**



WHAT YOU CAN DO

Tune in	Tune in to our Radio Programmes
Sign up	Sign up to receive our weekly E-Focus
Submit	Submit a news story on impactful events in your church/community/district
Participate	Participate in sharing the gospel by being a digital disciple
Volunteer	Volunteer to Participate in our Video Programmes
Support	Support your Local Church Communication Department
Join	Join and/or support your Zonal Communication Committee