



A PROPOSAL FOR MODERNIZATION OF THE AUDIO/VISUAL FACILITIES

CALVARY BAPTIST CHURCH, ROANOKE, VA

March 11, 2013



Loving God * Exploring Faith * Serving Others

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INTRODUCTION

At a Church Council meeting held on December 2, 2012, and as published in the meeting minutes, there was discussion about adding audio, and video to stream the worship services to the nursery, children's area, dining room, and possibly other sites such as the church office. There was further discussion about the possibility of having the entire worship service viewable on the internet, as well as the use of this technology for other outreach purposes.

It was requested by the Council that John Robertson, Chairman of the Outreach & Publicity Committee contact Brian Britt Chairman of the Technology and Communication Committee and together they look into the possibilities surrounding this subject and report back to the Council with the results and recommendations.

Brian and John began their feasibility study on December 14, 2012. The project that is envisioned thus far, and included in this document, is aimed at increasing participation in the programs that Calvary already has in place by in-house use of audio and video. This would include the ability to show PowerPoint presentations, DVD's, audio presentations and many other activities.

This document is our complete finding to date and includes justifications, equipment needed and tentative costs of this project.

We are suggesting that this proposed audio/video project be done in three phases, building each to allow seamless growth of the next, as explained in this document.

Also, and most importantly, this project would increase our exposure to the community. Calvary would have the ability to stream its Sunday services, special programs and other activities to the outside world via use of Calvary's Web-site, Facebook and other social media. This would show to the community that this church is not merely a large building on Campbell Avenue in Roanoke, but is a congregation of welcoming Christian people with activities for all ages and possibly a place where they would like to be a participant and member. In short, it has huge potential to increase our membership, which in turn will amplify and build a more vibrant community within our church.

SOME THOUGHTS ON OUTREACH TO OUR COMMUNITY USING TODAYS TECHNOLOGY

Elizabeth Drescher & Keith Anderson, in their book on electronic ministry titled "Click 2 Save," loosely quoted, stated that they believe that in order to be successful with outreach and for our congregation to grow, people need to know that we as a church care, and they need to know about us before they will ever care about our institution. These same people must become invested in us, our mission and ministry before they will be invested in the success of our congregation in achieving that mission.

They also stated that sharing information about just our church will not be effective. We need to sell our people of the church. We need to share our people's story, experiences and life of faith.

The outreach video program should be about promoting the accomplishments of all our members, introducing them to our community at large, sharing our collective story of life and faith. It has been said that people want to connect with people first. After becoming comfortable with our people, they will be comfortable with our church.

Brian and John believe these words to be true.

REASONS FOR NEED

OUTREACH

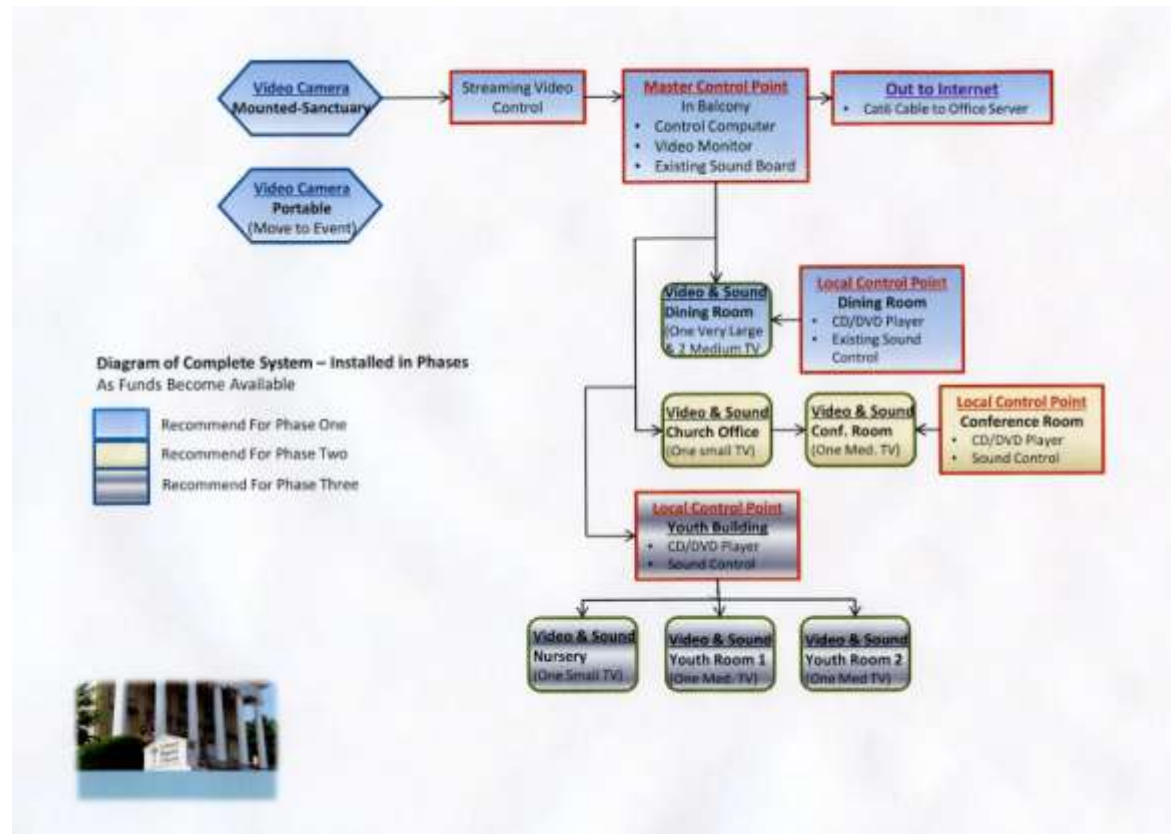
1. Reach people who presently do not attend a traditional church but are nonetheless seeking God. This would eventually bring people to the traditional church experience at Calvary Baptist.
2. Provide the entire Sunday morning worship service to our community, and for that matter to the world via the Web. These services would be archived for future reference.
3. Provide short videos highlighting the life and activities in our church to the general public as well as our congregation. Examples of this type of ministry would be:
 - Short weekly devotionals by the Pastor. These could be updated weekly and archived for future reference.
 - Provide weekly two minute concerts on the organ or piano by the Minister of Music/Organist to include short comments relating to the music presented.
 - Illustrate featured speakers and musicians invited to our church for special events that are of interest to the community at large.
 - Short videos of church activities such as youth Sunday school and choir concerts, vacation bible school, Trunk of Treat and other church outings and events.
 - Raise the knowledge of our church, its people and activities to the community at large.
4. Showing is better than Telling. By adding video announcements as a platform for communication we are able to regularly “show not just tell” what is happening at the church.
5. Extends Communication into the Week. This allows us to help catch up people who weren’t with us on the weekend to what is happening at the church. It also allows those who are required to work on the weekend to participate in our services and activities via the Internet.
6. Video shapes our demographic. The regular use of video, over time, helps to shape our audience and attract younger demographic, especially young families.
7. Video can provide us credibility. We wish to be known for “Loving God, Exploring Faith and Serving Others. It will be easy to demonstrate this through quick videos that provide evidence of who we are. We can show details of classes, special events that the church has put on and showcase different ministries.
8. Video is compelling. We can show that not all churches are created alike. We can show what we teach and that we have something exciting to share. Video will express that 10 times better than an audio recording.
9. Video begins to build a relationship. When someone, for whatever reason, clicks on our church website, a video intro is a very effective way to begin your relationship with them. People get to see who we are and they get to hear how we act and talk. We become real people. They begin to relate to us. We are not just some vague figure involved in a ministry. Instead, they find are another person just like they are having a human experience that is quite possibly similar to their own. Thus a relationship develops.

INTERNAL CHURCH ACTIVITIES

1. Expand our ministry to our congregation.
 - a. A new way of reaching members who are unable to attend church activities. Our activities would be viewed anywhere and anytime.
 - b. A more modern shut-in ministry as more shut-ins become computer literate and willing to participate online.
 - c. Make the church dining room more multi-media friendly. This would increase possible uses of the space by the congregation and other groups.
 - d. Enhance educational possibilities for members by use of multi-media.
 - e. Possibility of "Family Movie Nights" on the big screen and other presentations.
 - f. Inclusion of kitchen and dining room workers during services by streaming the video from one part of the building to another, such as watching the service happening in the sanctuary while preparing for an after-church lunch in the dining room.
 - g. Reinforcement of speaker's presentations with visual elements during events in all areas where the system is installed.
 - h. Aid for video studies such as "The Advent Conspiracy" video series that was well attended on Wednesday nights
2. Keep the congregation informed of upcoming events
 - a. Video is another, and effective, form of communication to our members. Messages need to be seen and heard multiple times in order to be "seen and heard."
 - b. "Advertisement" of church events during social times such as Dessert First with the same information being found at our Web-site, on Facebook and other forms of social media.
 - c. View activities such as the Sunday Worship Service in the dining room, conference room, office or children's area when implementation is completed.

DIAGRAM OF AUDIO/VIDEO INSTALLATION

PHASES OF INSTALLATION COLOR CODED



The areas shaded in blue, above, would include the basic hardware and software to establish our video ministry at the most basic level that is effective. Phase two would be the expansion of the system into the church office and conference room so as to provide access to complete audio/video in those areas. The last phase of the project, as being defined at this time, would be to expand the system into all of the children and young adult areas. This phase of the project is shown last due to the possibility that other activities presently under discussion would require the youth to be relocated into other areas of the church complex.

Concerning Phase 1, the church would acquire all basic infrastructure for the phase and allow for growth into phases 2 & 3 without significant equipment upgrade at the master control point (in the balcony) or on the server.

EQUIPMENT

AUDIO SOUND SYSTEMS PRESENTLY IN CHURCH

Presently, the church is fortunate to have a state of the art audio sound amplification installed in the church sanctuary. It is relatively new and is of commercial quality. Microphones are installed or available for all critical locations. The master control point for this equipment is located in the sanctuary balcony.

The dining room also contains a self-contained audio amplification system which is very adequate for its original intended purposes. The control point for this equipment is in the pallor adjacent to the dining room. This audio system also will accept sound feeds from the master control point in the balcony of the sanctuary.

In addition, sound capabilities are available from an older control point in a small room behind the choir loft and this older and questionable equipment provides feeds to the dining room, lower auditorium, chapel and youth building first floor nursery and classrooms. Speakers are operable in all of these locations except the chapel. This legacy system has been largely cut off from hearing the worship services as they happen. Several areas of the church would benefit from being able to hear worship services.

RESTORING AUDIO FROM SERVICES TO VARIOUS PARTS OF THE BUILDING

There are no pressing needs for upgrade or repair needed at the audio master control point in the balcony at this time.

Sound carrying cables from the older control point in the room behind the choir loft, as stated above, are operable throughout the church and youth building but have been removed from service due to obsolescence. The amplifier that drives the sound to these locations and the speakers, volume controls and a few other small parts have long passed their service life and are inadequate for use at this time.

It is recommended that the speakers that are on this system be replaced and the amplifier driving this system be retired and this system be placed under the control of the master control point in the balcony. The price for this speaker and volume upgrade is very small considering the need for sound in these areas.

THE MOVE TO AUDIO/VIDEO

As stated, it has been determined that the basic audio infrastructure is in place in many critical areas of the church, but much of it, as illustrated above, has been removed from service.

As we move to restore audio service to the affected area, and begin moving toward an overlay of video capabilities, we should consider the following steps.

- Repair the audio in areas of the church that are not included in phase 1 of a video ministry. This includes the chapel, youth areas and lower auditorium which would not receive video capabilities at least until phase 3 of this proposal.

- Much of this audio restoration project is just figuring out the system already in place and updating minor portions such as replacing defective speakers, transformers volume controls and amplifiers. Fortunately the wiring is already in place and this was proven workable several weeks before this proposal.
- Install cabling for video for phases 1, 2, & 3 from the master control point to the older control point behind the choir loft. These cables will run in the attic above the sanctuary and continue through the organ loft and into the old control point room.

PHASE 1 VIDEO INSTALLATION

- Continue cabling to the local control point adjacent to the dining room.
- Install high speed internet cable from the master control point to the church computer server for the Internet feed.
- Purchase and install fixed camera in the Sanctuary.
- Purchase & install necessary hardware and software at the master control point.
- Purchase & install hardware at the dining room control point.
- Purchase & install one 70" monitor in the dining room.

REASONS FOR ACCOMPLISHING SOUND RESTORATION AND PHASE 1 VIDEO/INTERNET

1. Areas to be restored in and Phase Number of the project

- Dining Room - Audio and Video Phase 1
 - Could be used for overflow, or as an area for families to wait for funerals in the sanctuary, etc. Local audio is already in place and functioning.
- Chapel - Audio restoration only in Phase 1 – No Video Anticipated
 - Could be used for overflow, or as an area for families to wait for funerals in the sanctuary. This audio is in place and not functioning.
- Lower Auditorium - Sound Restoration Only Phase 1 – No Video Anticipated at This Time.
 - Overflow and various uses of the stage, Vacation Bible School, etc. This audio system is functioning in some respects. It is able to receive a feed from the sanctuary but has no stand-alone system. Restore functional audio. Video could be looked at as programs and use of the space increase in the future.
- Office & Conference Room – Sound Restoration in Phase 1, Video Addition in Phase 2
 - Office workers during services can hear services and feel more a part of worship.
 - This is currently working using a wireless radio normally used as a hearing aid. The office has a system of speakers already installed and non-functioning.
- Children's building/Nursery area – Sound Restoration in Phase 1, Video Addition Phase 3
 - This will make nursery/youth and their teachers feel more a part of Calvary's services.
 - This will help the nursery/youth and their teachers know when services are concluded and to start expecting pickups by parents.

ANTICIPATED DATES OF PHASES FOR INSTALLATION

Phase 1 Completion = 3rd Quarter 2013

Phase 2 Completion = 1st Quarter 2014

Phase 3 Completion = 1st Quarter 2015

SUMMARY

The addition and upgrading of these systems is just another way of appealing to younger folks in this age of multimedia. This is not a passing fad in our opinion and we recommend that Calvary embrace this as another tool to reach others as we try to be more progressive and intentional about sharing God with others through our church.

We have funds which were donated by an unnamed source and it was requested by the donor that these funds be used for purposes of publicity of our church. We would request that some of these funds be used for this project.

Our major hope as a congregation for the future is to grow, and this activity will help tremendously to insure our growth and serve many more generations after our time.

COST ESTIMATES FOR THE COMPLETE PROJECT

PHASE 1

	Phase 1		
1	Expansion of master control point in balcony (Construction, Labor & Material)		
1	Expanded Electrical Services to master control point		
1	Sanctuary Camera		
1	Interface for Camera		
1	Presentation Switcher		
1	Sharp 70" LED TV		
2	Wall TV Mount W/Tilt		
1	HDMI Splitter to split HDMI in fellowship hall to TV's		
1	Custom VGA HDMI computer wall input plate in fellowship hall		
1	CAT 5 transmit/receiver system camera from computer to fellowship hall		
1	Rack- fellowship hall		
3	Wall baffles w/VC for 70 volt nursery/youth area (Sound Only)		
1	TOA 70 volt amp - nursery/youth area (Sound Only)		
1	Blur Ray DVD player		
1	VGA 1X4 VGA transmitter		
2	VGA CAT 5 receivers		
1	VGA HDMI CAT5 CAT6 video/audio cables, molding and hardware		
	<u>Hardware Needed:</u>		
	<u>Labor for Above Installation:</u>		
	Phase 1 Total		
	<u>Note regarding Labor</u>		
	Labor will send 2 CAT 6 and 6 cat 5 lines from front to rear, hang mount camera in		
	Sanctuary and terminate Run line to fellowship hall from overflow camera feed. Install		
	TV's, computer and video inputs in fellowship hall. Rewire and install new rack		
	in fellowship hall. Install new wall baffles in nursery/youth area. Install new 70 volt		
	amp in amp room for the 70 volt system.		

PHASE 2– ESTIMATED IN YEAR 2014 (NOT COSTED AT THIS TIME)

Labor

Cat5 cable extension from old control point to office (may be run in Phase 1)

Cat5 cable extension from office to conference room

Material

25" video monitor for office

One (1) 40" video monitor for conference room

DVD/CD player at conference room control point

Control devices at conference room control point

Cat5 Cable

Hardware installation

Miscellaneous material

PHASE 3 – ESTIMATED IN YEAR 2015 (NOT COSTED AT THIS TIME)

Labor

Cat5 cable extension from old control point to youth building control point

Cat5 cable from youth building control point

Cat5 cable to nursery and two classrooms

Material

Two (2) 40" video monitors for classrooms

One (1) 25" video monitor for nursery

Two (2) DVD/CD player at control point or locally

Control devices at control point

Cat5 Cable

Hardware installation

Miscellaneous material