

## Communication and Technology Workshop Lecture Summary

Good communicators have always used the latest technology. We live in a technology driven age. Nine million homes in the UK have broadband, 8.3 million have digital TV. There were 37,600,000 Internet users as of September 2006. That is 62.3% of the population. In addition, young people use "social networking" websites such as "my space" and 37% have contributed to a blog or website message board.

This presents challenges and opportunities for the church. Which ones to choose? Best value for money? Which are more likely to succeed? How many choices can a church make in a media diverse world?

Currently the church is emphasising the following technologies (without excluding the others).

**The Hope Channel:** providing a 24/7 public, corporate face of the church to the world. The Hope Channel is part of the Global Mission strategy. <[www.hopetv.org.uk](http://www.hopetv.org.uk)>.

**The Internet:** <[www.adventist.org.uk](http://www.adventist.org.uk)> and its sub-pages provides a vast wealth of information for church members and the general public. The British Union is developing more material to help local churches and hopes to help all local churches both with a website and with managed content. The target date for this is January 2008.

**The BUC News service** provides News and Information to church members, to the general public and to other news services. Stories aired on BUC News are regularly taken by other Adventist and non-Adventist news services. <[www.adventistnews.org.uk](http://www.adventistnews.org.uk)>.

The web also helps members and the general public to find an Adventist church near them either by name, by postcode, or by adding Adventist Points of Interest (POI) to in car Satellite navigation equipment. <[www.adventistchurches.org.uk](http://www.adventistchurches.org.uk)>

**In churches** the main technology is with sound systems and video projection. This workshop will focus on the projection element.

### Main points for planning video projection:

- 1) Make sure the screen is visible for the whole congregation. Sometimes this may mean more than one screen.
- 2) Get the brightest projector you can. The more lumens the better the screen will be seen, especially if blackout is difficult, or if it is a large hall.
- 3) Balance the lighting in the church. Natural daylight is important but it may be possible to strike a good balance between natural light, spotlighting the speaker/worship leader and getting a quality picture on the screen. Avoid direct sunlight hitting the screen. In a bright hall use a smaller picture.

**Staying in the law.** Make sure that your church is fulfilling its legal obligations by having a Christian Copyright Licensing International (CCLI) agreement appropriate to the needs and size of your congregation. For more information visit: <[www.ccli.co.uk](http://www.ccli.co.uk)>.

Licensing will cover:

- Reproducing hymns and worship song words
- Photocopying music from authorised publications
- Showing films
- Performing or playing music
- Photocopying for non-music books
- Recording music on to any physical format (CD, DVD, Cassette, Video)

**Projection Software.** A variety of computer projection software is available depending on your needs and budget. These include specialist worship programmes such as: Easy worship, Worshipsoftware.com (Integrity music), Song Pro. These and others are all available for purchase on the Internet or from a good Christian bookstore.

For the purposes of this workshop we will focus on PowerPoint. The same principles can be applied to other programmes.

### **Making PowerPoint Effective**

1. **Keep it simple.**
  - a. Make sure your graphics and pictures ADD rather than distract.
  - b. Make sure your text can be seen using appropriate colour, size and background.
2. **Projecting songs.** What is on the screen needs to guide people in worship, not distract them. These simple rules will help make worship more effective.
  - a. The entire verse does not have to fit onto a single screen - 2 to 4 lines may be enough, there's no hard and fast rule, but if there are too many words, it's too hard to follow along.
  - b. Anticipate the next screen - Do not wait for the next set of words to begin in the song to change to the next screen. The words need to be up on the screen before they are sung, don't play catch up.
  - c. Do not mis-spell words. Use the right punctuation, as well. If you notice a mis-spelled word in the first service, correct it for the second one. Even better, use a spell checker, either on the computer or have someone else proof read.
  - d. Make sure the words and the background are contrasting - Backgrounds are cool, but that is actually a secondary consideration, the primary purpose is to display the words at the appropriate time.
3. **Lectures and sermons.** The same rules apply as for songs with the following additions:
  - a. Use bullet points. Don't put your whole lecture on-screen.
  - b. Put supporting information on the screen such as graphs, Bible texts, quotes from authors etc, to support your point.
  - c. Use illustrations appropriate to the message.
  - d. Use your imagination.
4. **Announcements and special features.**
  - a. Put announcements in a looping PowerPoint to play between services. This will reinforce the bulletin and reduce the amount of worship time spent in promotion and announcements.
  - b. Play nature slides and music leading people to meditate on the creativity of God. This will help focus the mind and reduce the amount of talking and distraction before the service.
  - c. Use a linked presentation inserted into you main PowerPoint for ease of movement from the announcements to the main worship programme.  
<[www.awesomebackgrounds.com/powerpointlooping.htm](http://www.awesomebackgrounds.com/powerpointlooping.htm)>.
  - d. Utilise the children, teens and young adults who have skills in this area to enhance the worship experience and to involve them in "the family" of worship leaders.

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