

# Video Guideline Document

The following document provides guidelines for producing the Videos  
Last Updated: December 23, 2019

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## Different and creative videos -

1. Keep updating yourself with what's happening globally, new video treatment styles, trends etc. Check what other churches are doing globally. **We are a contemporary church rooted to the Word.** So our work needs to be contemporary, while staying true to the Word.
2. If the video concept or script has been directly taken from another ministry/organization, it is advisable to mention the credits. Please note these organisations are credible.
3. Dynamic shots for sermon and TV program; 3 camera setup with switcher

## Content

1. Be careful in including images, videos and songs. These must be clean (no images/videos that are suggestive, questionable, inappropriate, indecent, provocative, etc.) and should maintain Biblical Integrity. If anyone in the ministry team has made a request for a video/image that is questionable in nature, please check with Ps. Ashish/Associate Pastors before using it.
2. When we include specific APC people in the video, we should always portray them in good light and not show things that will leave them as a reason to be laughed at.
3. Do not show children doing stunts like jumping from a height, playing with electricals or sharp objects or punching another friend (in a friendly manner) or make them children say "adult" phrases which could send the wrong message.

## Duration & Subtitling Videos

1. Maintain shorter videos for Facebook and Instagram as the audience will have very short retention power.
2. Wherever possible use subtitles for Facebook and Instagram, so that the viewer can grasp the message in No Audio mode.
3. We can use automatic Youtube generated transcript and then edit it to save time.

## Voices

1. Choose exciting, clear, and appropriate voices. Do not use voices that are dull, unexciting. The tone, the feeling in the voice must be relevant to the announcement being made.
2. Show text with the voice over wherever possible, so as to reiterate the message. We make use of both visual and audio to make sure the announcement gets across. Make sure this is creatively done.

## **Fonts**

Fonts and units used in Graphics and videos for the same event must be the same. Request the Graphic Designer for fonts of the event.

## **Standardised Info**

- Follow APC standard while mentioning Date, Time, Venue, Acronyms etc.
- Days of the week: First 3 letters for short forms Mon, Tue, Wed, Thu, Fri, Sat, Sun
- Follow the 12 hour clock as it is easy to register in people's mind. Example 2:00pm vs. 14:00
- Sequence of info: Day, Month & Date, Year | Time | Venue | Fee | Link  
apcwo.org/eventshortname
- Venues: While mentioning Venue if it's an event happening at a rented space please write 'Venue: Rented Space Name' to avoid any confusion.  
APC Central  
Venue: St. Joseph's Boys' High School, Museum Road  
If it's a space lease/owned by APC we can avoid this.

## **Illustration**

### **Weekend School**

#### **God@Work**

Sat, July 14, 2019

9:00am-6:00pm

APC Office, Kalyan Nagar

Fee: Rs. 200/-

Register at [apcwo.org/weekendschool](http://apcwo.org/weekendschool)

Childcare not available

### **Water Baptism**

Sun, August 4 | After APC Central service

Venue: St. Joseph's Boys' High School, Museum Road

## **Casting**

1. Use as much as possible Indian faces, people, so that videos are relatable to the audience, instead of using videos from a western context. Use people who regularly come to APC. You can check with Arthi for any clarity.
2. Be sensitive in selecting your actors to the appropriateness of the content. When shooting children or teenagers it is advisable to take consent from their parents and brief parents what the topic will be about.

## **Sunday Video Announcements**

Video Duration: total (max) duration: 5mins

Deadline Date: Friday morning for checking and approval; Friday 5pm to be uploaded

Program Details: all ads 5-6 max ads with Intro + Outro

Export specifications: Format: H.264, Preset: Custom, vbr 2 pass, target Bitrate: 3, max bitrate: 5 audio: 128kbps

Final upload and tagging of video: Vimeo

### **Order**

Video announcements must be presented chronologically. So if there are 4 events, one happening on Sep 22, another on Sep 27, next on Oct 05 and then one on Oct 07, the Sep 22 event must be show first, then the event happening on Sep 27, and so on.

### **Planning**

1. Make the announcement calendar plan at least 4 months in advance based on the available APC calendar. In the case of additional announcement requests exceeding 5, preference must be given on a first come-first serve basis.
2. Make the shoot roster 1 months in advance and schedule people in advance. Send emails to concerned ministry leaders for scripts 3 weeks in advance.
3. Please be open to say 'no' to a request that comes last minute. If they still insist please discuss with the team.
4. Annual events like conferences, camps which need special call out... needs to be announced 2 months in advance. Initial ads can convey Save the Date, once the registrations are open you can mention the link.

### **Mandate**

1. Every Sunday Video announcement must have APC's vision statement as part of the Intro: *"Welcome to All Peoples Church. The Vision of All Peoples Church is to be salt and light in the city of Bangalore, a voice to the nation of India and to the nations. Take a look at what is coming up!"* [Note: In case we are producing a video to be played at another APC location, e.g. Mangalore, then this would be modified to: *"Welcome to All Peoples Church. The Vision of All Peoples Church is to be salt and light in the city of Mangalore, a voice to the nation of India and to the nations. Take a look at what is coming up!"* ]. In case of announcements airing both recap and upcoming events, the intro text will read

*"Welcome to All Peoples Church. The Vision of All Peoples Church is to be salt and light in the city of Bangalore, a voice to the nation of India and to the nations. Take a look at some recent events and a few upcoming ones as well!"*

### **Outro**

Your comments and ideas will help us improve.

Sent them to: [feedback@apcwo.org](mailto:feedback@apcwo.org)

Share your miracle stories by writing to: [testimony@apcwo.org](mailto:testimony@apcwo.org)

If you need assistance/help please reach out to our member care team:

Email: [membercare@apcwo.org](mailto:membercare@apcwo.org)

Mobile: 1-800-300-00998

### **Contact Info:**

CTR for any ad with link to the website registration page. If there's no registration DO NOT mention personal info.

Write to [contact@apcwo.org](mailto:contact@apcwo.org)

Call the church office: 080-25452617

Register at the info-desk or at the registration counter

Meet the Connect team at the welcome lounge

### **Deadline and Proof-reading -**

1. The announcement videos must be finished by Friday afternoon, no last minute requests.
2. All announcements must follow standardized format of information, right punctuation, grammar and spell checked. For example
3. Once the videos are rendered, needs to be proofread by person assigned the task, before it gets uploaded onto the web by Friday 4pm.
4. Any delay in announcement needs to be notified to the media presentation teams of all locations.

### **Duration**

1. We have a 5x5 rule for our Sunday video announcement. Every promo segment has to be 30 seconds or less, we can only have a maximum of 5 announcements any Sunday and the entire duration of the video announcement cannot be more than 5 minutes. We have the extra minutes for the intro and ending. In the case of airing Video Reports on

Missions, Church Camp, Youth Camp and Year in Review, the 5 minute rule can be relaxed. However, while reporting other events, the 5 minute rule stands.

### **Reports of APC events**

Make these short reports of APC events exciting, rather than showing still pictures. Consider interviewing the attendees, speakers, etc. Show live footage of speakers, ministry times, etc., and always close with encouraging the audience not to miss the event when it is held next time. These also must be reported chronologically. So for example if we had events on Sep 21, Sep 23 and Sep 25 and we are reporting these 3 on Sep 27, then the event that took place on Sep 21 must be shown first, then the event on Sep 23, etc.

### **Mission Reports**

When doing a 1.5 minute Missions Video Report, please use the following format. Please plan the mission coverage that you do based on these points.

#### **1. SET THE CONTEXT**

You may have voice or text to display WHO, WHEN, WHERE and WHAT. Display India map, with that state highlighted, and then within that state zero in to the city or town or district that the team went to.

We usually take a team pic, so display the full team here.

Show audience shots of each track

#### **2. SHOW TESTIMONIES OF PARTICIPANTS**

Need to show testimonies from all tracks

#### **3. SHOW TESTIMONIES OF APC MISSIONS TEAM MEMBERS**

Every missions report video must tell a full, clear, and concise story with the three sections above.

### **STBC**

1. During our Short Term Bible College courses, every week a 30 second or less announcement must be aired requesting people to pray for the faculty who will be travelling. This announcement must include information about where the faculty are going to serve along with the number of students, names and pictures of faculty. Arrangements must be made with the faculty to have student testimonials and other footage covered. Sporadically, along the course of the respective STBC, faculty and student testimonials are also to be aired.

### **Healing/deliverance testimonies**

1. We must report only verified testimonies of healing and deliverance. If there was a healing/deliverance that had to do something that can be verified visually by observation,

e.g., someone who could not walk, but now are able to walk; there was a skin problem, now the skin is clean and fine; there was a growth on their body and now the growth is gone ... then we can record and report this testimony. If it had to do with an internal condition, there was a tumour inside their body, but they "believe" that it is gone, etc. we will need them to first verify the healing by going to a doctor, doing a scan, and then once the medical reports confirm the healing, ONLY THEN report this in the video announcements.

### **Publications**

1. When a new publications is released, which usually happens on a Sunday, then include an announcement about the new book release, encouraging people to take copies. Whenever possible, include a short and creative announcement on the first Sunday of every month to remind people about the freely available APC publications.

### **Saving Project files**

1. One file - All Sunday announcements must be in just one file. We do not want the media team to play 2 or more different files on Sunday for announcements. This also results in waste of time.
2. Make a separate video file with announcements only relevant to Mangalore. (New Book release, God TV update, Church Camp, Youth Camp, Any event highlights video) and have them sent to Ps. Paul on WeTransfer. On weeks where we do not have announcements pertaining to APC Mangalore, Ps. Paul is to be informed.
3. Upload the Bangalore announcements video on Vimeo. Keep the title to only Announcements – Date. Set it to Collections – News. Send the link to [mediapresentation@apcwo.org](mailto:mediapresentation@apcwo.org) (in case contacts from the media team are not included in this group id, please get in touch with Spurgeon to have that arranged)
4. **Send the Bangalore announcements to [mediapresentation@apcwo.org](mailto:mediapresentation@apcwo.org) via WeTransfer as well.**

### **Process Flow team:**

- Zhiloni to work on ads, recap videos, mission videos and testimonies
- Before Zhiloni sends the email with the Sunday video link to the team, Person assigned (Arthi) for QA Check the video for spellings etc... Only after that, will Zhiloni email the link to the team. The email should have one additional line: QA Checked by: <Name of person> (the full name of the person who QA Checked and approved the video).
- Melchi and Samuel to work on special videos

- Rupa to take initial briefing from ministry leaders and brief it to Melchi/Samuel
- Melchi, Samuel and Zhiloni pitch in ideas, write and edit scripts.
- Basic info about the event will be sent by the ministry leader. This has to be notified to them in advance. If the script needs to be cinematized we can take help from Volunteers (Johanan, Vinil, Pritika etc.)
- Special videos need to be sent to the ministry leader for approval

## **Sunday Sermon**

Full Sermon: 43-55 mins

Key Points: 4 min

Export Specifications: Format: H.264, Preset: High Quality 1080p Hd, vbr 1 pass: 10, audio: 112kbps

Final upload and tagging of video and audio: Youtube, Vimeo and Facebook

Sermon goes only on Vimeo and Youtube.

tag .mp3 files for sermon + Keypoints

No Intro only outro needed

**Deadline:** Monday evening sermon, Tuesday afternoon key points

### **Process Flow team:**

Zhiloni edits the sermons

Samuel checks color, audio and footage cuts

Arthi does QA for text and other info

Zhiloni writes episode description on all platforms (YouTube, Vimeo, Facebook) with relevant keywords and tags and puts them in the playlists

No intro

Outro for Sermon:

***Thank you for listening. We trust this message was a blessing to you. For more free resources including sermons, sermon notes, TV programs, publications please visit [apcwo.org](http://apcwo.org). For information on APC's Bible College in Bangalore please visit [apcwo.org/biblecollege](http://apcwo.org/biblecollege). Please remember to download the "All Peoples Church Bangalore" App from the Apple or Google play stores.***

Same design for a series with Bold title for video banner

Titling of the video: Theme - Speaker | Sermon

## **Daily Devotion: Living Supernaturally**

App Videos : Living supernatural

Video Duration: 5 mins

Deadline Date: 2-4 Weeks before the air

### **Production**

Planned is 2 months in advance.

Speakers need to be rostered 2-3 months in advance

Budget: Rs. 6000 for 2 days

### **Program Details:**

- All the videos are shot in 1920x1080 at 25 fps.
- The episode starts with "Living Supernaturally" for 2 seconds and ends with the "Outro Video"
- There is a 15 sec lower third with the name of the speaker displayed right after the verse.
- A simple slide in-out animations are used for the Verse display.
- The Audio is synced and edited within the editing program - Premiere Pro
- Audio tracks from Artlist ([artlist.io](https://artlist.io)) are used as background music at -22db. Each day has a different audio music track.
- A 7 track collection for the whole week. These tracks are changed for every 6 months.

**Outro:** Thank you for tuning in to Living Supernaturally! For more resources to strengthen your spiritual walk, please visit [apcwo.org](https://apcwo.org)

### **Export specifications :**

- Video - 1920x1080 at 25fps with VBR Pass 2  
2mbps - 5 mbps - AAC, 320 kbps, 48kHz, Stereo
- Audio - MP3, 96kbps, MONO

### **Final upload and tagging of video and audio :**

- The videos are uploaded on Youtube & Vimeo, Facebook
- Description needs to be filled.
- Videos to be sent to the playlists for future reference
- For Youtube & Vimeo -  
For free resources, please visit: <https://apcwo.org>  
For Facebook -



Living Supernaturally! : Today's Daily Devotional (5 mins)

EPISODE TITLE

Watch daily on your mobile device. Download the Free App [apcwo.org/app](http://apcwo.org/app)

### **Process Flow**

**Shoot:** Samuel & Camera Assistant

**Call sheet, blocking the vendor, budgeting:** Samuel Jebaraj

**Makeup:** Rupa for women, Zhiloni for men

**Editing:** Samuel Jebaraj

Samuel writes episode description with relevant keywords and tags on all platforms (YouTube, Vimeo, Facebook)

### **Vendors**

#### **Camera & lights:**

Naveen Kumar from Dhanlaxmi: 9845875353 (regular vendor)

[naveen8354@gmail.com](mailto:naveen8354@gmail.com)

#### Pricing

5D mark 3 with 70-200 lens with tripod Rs. 2000

2 CF cards - 32 GB

2 Batteries, charger

2 Keynos ( LED 4 bank ) Rs. 1000

2 Keynos ( LED 2 bank ) Rs. 1000

2 boomrods Rs. 600

3 Black cloth ( 12 X 12 ) Rs. 900 with clips

1 baby - 100

Nets for baby

Flags

4 Cutter stands

Honda Genset 8KV - 1200

3 LIGHT MAN BETA PER SHIFT - Rs. 3000

CAMERA ASSISTANT BATA - Rs. 1200

TRANSPORT - 3000

Double bata on national and state holidays and on Sundays

Breakfast & lunch to be provided/reimbursed for

Camera assistant is mandatory if camera is hired

**Other vendors**

Kumar from Camcraft: 8884447604 (for single lens/camera or tripod hire)

No camera assistant required

Will deliver anywhere across Bangalore

**Backdrop**

Satish: 9845546240

**Props**

Jameel from Adams: 9243425506

**Location / venue contacts:**

**Studio C9:** Sid 7760548501

Rs. 10,000/day on request

**Numa:** Tulika 8861582049

**STBC:** Prashant 7022294743 (10,000/day on request)

**CV: Bobby** 9885137079 (on request)

**OH!Open House: Sharon** 9790515657 (7000/day on request)