

# Video Broadcasting Tips

are on my heart this week as pastors are suddenly finding themselves in the broadcasting business! My good friend and evangelist **David Burton** sent me his wonderful list of basic tips on the subject that I thought you and your pastors would find very useful, if you choose to forward this to them. Blessings!

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## 20 Tips for Better Live-streaming and Video Messages

Please know my heart. I'm not trying to be critical, just helpful and practical.

I've watched a lot of LIVE-STREAMING on Sundays. It has been encouraging to see so many doing what they can to reach others with the Good News of Jesus...I'm sharing some suggestions to my Brothers in the pulpits because these are such different and very difficult days and challenging our communication skills. So many have never done social media (Videod or Live)... Understood. But if I can help some and how to be even a better communicator, this will be worth it. I don't know everything. I certainly am not perfect. But I do have some suggestions after watching several weeks now of Sunday TV:

- 1) Speak to the viewer**, not all around an empty room. Focus more on looking directly at the camera lens.. that's where I am.
- 2) Smile & look happy in Jesus**. We must communicate the joy of Jesus. Some I watched just absolutely blew me away. People will turn you off if they don't see more of Jesus and His Hope in you.
- 3) Be thrilled**. Your audience, most likely, will be much larger than expected so act as though you're thrilled at newcomers, new faces and folks who never have and never will walk through the doors of your church are watching and speak this word of THANKS to them.
- 4) Set lens on level with your eyes**. If using a LAPTOP/iPAD/COMPUTER/SMART PHONE to broadcast set it at least LEVEL with your eyes, not under you chin or nose. Many times the CAMERA was too low...people were looking UP your nose, at the ceiling light and even the fan that's going round and round and round. Very distracting to say the least.Use books if you have to to elevate it. The viewer will never know.
- 5) Practice and prepare**. Notice how much of your face fills the viewing screen. Too much face overwhelms the person you're talking to. Don't get lazy and just tape something on the fly and hope for the best. Practice, watch, adjust, practice, watch, adjust . . . then do the real thing.
- 6) Look directly at the camera lens**. Find out where it is on your Laptop, iPad, Computer or Phone. Normally it will be at the very top in the center. Just run your finger across the top and find out where your finger blocks the camera lens. That's it....Don't look at yourself on the screen, look at the small Lens. Remember, I am wanting to feel connected. Look at Me, your viewer. It will feel a little awkward just staring at the Lens but I am telling you it will intensify and help your communication in great ways.

**7) Be energetic by His Spirit.** Use enthusiasm in your speaking and preaching. Energy is Effective! Be full of the Holy Ghost! Have His fire in your belly!

**8) Know your outline well.** Don't depend so much on your notes. Look up. Look up. Look up.

**9) Use less music.** Get right into your message quickly, and be sure that the music you use is upbeat/energetic and uplifting to the soul. The entire broadcast should be much briefer than a normal worship service. 45 minutes is plenty.

**10) Preach a shorter message.** Yes....that may be hard but it will give you great dividends. A viewers attention span is not nearly as good just looking at a screen. I know so. I've done it for the last few weeks. (Studies show that after 39 minutes of constant social media viewing, minds begin to wander and fingers begin to "surf" across the Internet.)

**11) Stand & move around.** Getting up from a stool engages the listener more effectively.

**12) Connect with good illustrations.** Use thoughts and illustrations more spontaneously, as if in personal conversation with the viewer.

**13) Trust the Spirit more than your notes.** Remember the Holy Spirit has gone way ahead of you or me as we preach/teach the gospel... He is preparing the listener. Trust Him.

**14) Sync your points and visuals.** If you are using a screen of any kind to show your scriptures and/or outline be sure your TECH people keep up with you. If you do not have someone to do this well...don't do it at all. It's confusing if what you're saying and what's on the screen is not the same. Don't try to do too much. Simple is sometimes much more satisfying.

**15) Work on good lighting!** You may not be able to afford a lot of expensive ceiling lighting but get more good lighting on the subject(s) leading the service. Some messages are preaching "about the LIGHT in the darkness". Re-watch what you presented SUNDAY. Look at the Lighting again. Be sure if you move around you don't walk into the shadows. Always stay in the Light. Determine what you need. Have someone go pick up a couple of good 4 foot "LED shop lights" at ACE, Home Depot, Lowes... You can mount these on a couple of mic stand tripods. <https://youtu.be/Y2wmFKV9vd0> Don't forget enough long extension cord and ask one of the floor managers to help you with the PROPER GAUGE cord recommended according to the length/footage you're going to be using. Once you hook your lights up PRACTICE the best positioning avoiding shadows and glare on the face(s). Commit to be much more professional than previously.

**16) Work on good sound!** The closer your video recording apparatus is the better the sound quality. As you review your production you will be able to judge how to improve the sound quality. If you can afford it, purchase a wireless battery power pack microphone. Check out Amazon for quickest results. Link this up and you will be glad you did. The quality will be much better.

**17) Give a passionate Invitation.** Slow down and give a step-by-step "how to" be Born Again. It doesn't hurt your regular audience to hear this again. They will understand you're doing it for the new Listener/Viewer. Remember, Holy Spirit has already dealt with ever hearer of the gospel. Give every Viewer/Listener an opportunity to respond. if I remember correctly, people WILL NOT be saved by 'osmosis'. Never take anything for granted. Also, have a strong focus toward the Believer to make fresh commitments to walk closer to Him and build new disciplines in Bible study and prayer during these days. As the invitation is given LOOK directly into the camera lens (their EYES) and

challenge them to be a strong verbal witness.

**18) Be encouraged!** I want you to be at your BEST and I want to be an encourager to you and your ministry. If you will go back and watch your broadcast you might pick up on some of the items I'm mentioning and understand that I'm not being critical... just trying to be helpful. I don't know most of you personally but if it helps, Praise the Lord! *"I'm just a nobody, trying to tell everybody, about somebody, that can save anybody!"*

**19) Pray for God to use you!** He is and He will. Glory glory hallelujah. I can't wait for this Wednesday night. I can't wait till next Sunday to watch "Palm Sunday" broadcasts as literally thousands of our churches will LiveStream that never have done such on a week to week basis. You are to be thanked, applauded and commended.

**20) Trust God in all things.** A "GOD THING" is Happening!

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Email received from the Florida Baptist Conference of Associational Leaders April 1, 2020.