

# HOW TO PRODUCE VIDEO'S FOR STEWARDSHIP CAMPAIGNS

from Aaron Siirila, Church Business Administrator, Old Presbyterian Meeting House

Our ongoing series of stewardship “impact” videos that we’re releasing over the next few weeks as we ramp up our fall campaign.

[https://www.youtube.com/playlist?list=PLHr-iKoYmk9VHKT\\_iWmypKQitCh0JVIII](https://www.youtube.com/playlist?list=PLHr-iKoYmk9VHKT_iWmypKQitCh0JVIII)

We do not have a tech team ... I did these all myself, so I don’t claim they are anything special. I am still very much learning videography (I have done photography for a long time). What I have found is that video production is a harrowing combination of technical skills and soft personal skills. Need both to make a good video!

I hope these also serve as inspiration for what can be done with less than \$1,000 in equipment.

Everything starts from story. You need to think about what you’re trying to say, what you’re trying to get across. In my case, for the Open Table video, I wanted to have the viewer understand 1) what is Open Table, 2) how has it changed since the pandemic started, and 3) what difference is it making in people’s lives. So, I designed my interview questions around those. I sent the questions to the interviewees beforehand, so they could think about them, but we didn’t make a script. I had a conversation with them. We did about 20-30 minutes of talking to edit it down to the essential 60-90 seconds.

There is a theory in video production called the [hierarchy of production value](#). It says **the most important thing in video production is the content**. Focus on quality there first (see above). The **second most important** element is the quality of your audio. If the viewer can’t understand what is being said, they will be annoyed and will lose interest. Viewers will forgive poor video quality but not poor audio quality – it’s just the way our brains work. So, use an external microphone, such as a lavalier mic, which can be plugged into a smartphone or external audio recorder (some cameras have audio inputs, too). So not rely on the camera’s microphone for quality audio. Really, if you are going to the trouble to make a video, spend \$100 to get a decent microphone, and recorder if needed.

The **third most important** thing is lighting. Get at least one, maybe two videos lights, learn about 3-point lighting, and you can have a nice look to your video. The fourth most important thing is the quality of your camera. Notice that content, audio, and lighting are all more important than this. If you’re just starting out, focus on content and audio before anything else ... you can probably create a really good video with just a smartphone if you do those two things (and lighting, if you want).

I’ve done photography for decades, so many aspects of that transfer over to videography (lighting, composition, technical requirements). I used my own personal cameras and other equipment; they are not pro-level gear, but they are DSLRs. I did have the church invest in some cheap video lighting, as I didn’t have that, and a Zoom audio recorder.

I use [Davinci Resolve](#) 16 for the video editing. It is free and very powerful. There is certainly a learning curve to it. And it needs a current, reasonably powerful computer to run it. It is the same software that my colleague uses to put together our pre-recorded worship services.

There is a TON of information on YouTube about how to do video. I'm shocked how much quality information is available. Here's a few starters:

- How to Shoot an Interview by Parker Walbeck  
<https://www.youtube.com/watch?v=J7ENEuqXDwY> ... and the version with cheaper equipment here: <https://www.youtube.com/watch?v=vlwKUTcW4l4>
- How to shoot an INTERVIEW by EPIC LIGHT MEDIA <https://youtu.be/QNOtkJrr5fU>
- DaVinci Resolve 16: Crash Course for Beginners | Basics Tutorial <https://youtu.be/u-GzbvmTMn8>
- Multi-Camera Editing in DaVinci Resolve 16 | Multicam Crash Course  
<https://youtu.be/ZzPZe36RdkU>
- Zoom H4n Introduction - How to plug in a 3.5mm mic such as a Neewer Lavalier Mic  
<https://youtu.be/deaTj3fMYfQ>

Just a warning that video can suck up a lot of time if you let it. You've been warned!

Equipment I used (yours can vary substantially!):

- Sony RX100 iii camera ... look for used on eBay or Adorama or B&H Photo
- Sony a37 camera (side-view / backup camera)
- Zoom H4n audio recorder
- Lavalier Mic -- the one I use is discontinued, but the [Rode SmartLav+](#) is a good option which can be plugged directly into a smartphone to record audio (so you don't need a Zoom recorder)
- Tripods
- Light stands
- [Neewer LED Video Light 660](#)
- [Neewer Dimmable 176 LED Video Light](#)