

jeff's corner

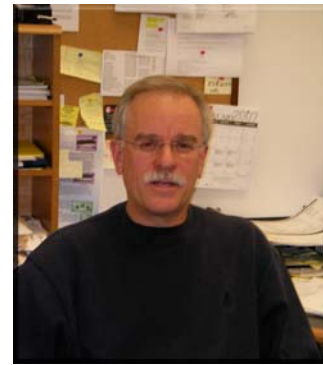
The digital age...what can I say...if it were up to me, I'd still be writing with a quill pen, but the sheer pace and standards of business won't allow it if I want to keep up and fit in. A present-day House of Worship faces many of the same issues that today's businesses do. A younger, more technically savvy target audience and a more educated and sophisticated management team have become accustomed to, and dependant on, modern media presentation systems for both education and entertainment.

This is why more churches are including large format video setups in their multi-purpose rooms in order to better serve their members.

If one of your goals is to bring young people into your church, you are going to have to compete with TVs, DVDs, X-Boxes, I-Pods, Play Stations, satellite radio, cell phones and a plethora of other emerging technologies. A state-of-the-art system can bring kids in off the streets and out of their living rooms to enjoy a variety of wholesome activities with the right message. Youth groups can meet for movie nights or game nights and guest speakers can include media which will better engage and hold the attention of their audience.

The church's business can also be more efficiently managed during committee meetings by displaying your data (documents, spreadsheets, presentations, budget and accounting numbers, charts and graphs) right up there where everyone can see it. It promotes inclusiveness when everyone is sharing the same information and will increase the involvement and mission vision of the team members. This is how it is done in business today and there is no reason that a religious organization shouldn't take advantage either.

Whether you choose a large, high definition plasma or a projector and screen—the uses of the room are only limited by your imagination—if you build it, they will come.



Jeff Miller-operations

VOICE & VISION

Spring 2007

A Quarterly Newsletter Dedicated to Audio & Video Issues for Houses of Worship in the Mid-Atlantic

In This Issue:

THE SOUNDBOARD:

CD Duplication can help distribute your message and also earn money in the process.

RECENT PROJECTS:

Deer Park United Methodist Church in Westminster, Maryland

OFF THE RACK:

Assisted Listening Systems Demystified

JEFF'S CORNER:

Is it time for a media or conference room?

the soundboard

MAKE YOUR A/V SYSTEM PAY FOR ITSELF!

A great opportunity for your Church to perpetuate its message and also create a revenue stream is to record its services and then duplicate the program and make it available for sale to your members and the general public through your website or bookstore.

Consider the variety of special services, seminars, guest speakers and performances that a House of Worship hosts each year in addition to the weekly service. These programs all inspire and influence the lives of its members in so many different ways and it is an excellent opportunity to offer them to those who were truly affected, unable to attend or stationed overseas.



Disc Printer

If you are already recording your services on CD, duplication is the one most tangible way that your audio-visual system can create income; all you need are a CD duplicator and CD printer.

Let's Do the Numbers

Here is the cost for a small to medium system and all materials necessary to produce 500 CDs.

Tascam CD-D13 Duplicator	\$599.00
Two Printer Cartridges	\$ 49.98
TEAC P-11 Basic Thermal Disc Printer	\$129.00
500 blank CD's bought in bulk	\$345.00
500 CD Jewel Cases	\$187.00
System Cost:	\$1309.98

Now for the revenue—remember, you can produce the CDs on demand so you won't end up with over-stock, you can even take advance orders and deliver at a later date.

If you sell 500 CDs at \$3.00 each you will earn \$1500
If you sell 500 at \$4.00 it will bring in \$2000.00

**prices for illustration only—many churches charge more*

Depending on the size of your congregation, there are systems available which can produce faster and offer similar revenue streams at those higher volumes. The thermal disc printer connects to any PC and comes with easy-to-use design software which will give your discs a professional look which your organization will be proud to offer. Feel free to contact us for more information.



Tascam CD-D13 Duplicator

w # AVG at Work

Mark works on a large equipment rack which will house all the key components of an A/V system.



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View from the back of the Church.

- The centrally mounted speaker cluster provides even sound coverage throughout the sanctuary.
- The two projectors hang at the same level as the lighting fixtures making them unobtrusive. All cabling is professionally concealed to maintain the aesthetics of the architecture.
- The screen retracts when not in use.

AVG Puts the Finishing Touches on Deer Park's Sound and Video Systems

Deer Park United Methodist Church is one of Audio-Video Group's most recent installation, and represents the growing trend in church systems: integration of manual and automatic sound systems with source-selectable video projection systems for both the congregation and the worship participants.

The basic sound system inputs (pulpit, lectern, altar, pastor's wireless, assistant's wireless, choir) are routed through an automatic mixer, allowing hands-free operation of the sound system for basic services where an operator may not be present. A 16-channel manual mixer is also provided for control of all other microphone inputs as well as playback from audio and/or video sources. At the push of a button, both systems are combined, routing the output of the automatic mixer through one channel of the manual mixer; now the operator has control over the entire system. The manual mixer also provides facilities for separate mixing of choir and stage monitor feeds.

Video sources (two computers, DVD, VCR) are routed through a video switcher at the operator's console and sent to two ceiling-mounted video projectors: one for the congregation and a second, slightly smaller projector serving the pastor, choir members and other service participants.

"From my point of view, those that did the 'hands-on' work were not only warm and friendly, but cooperative in arranging times to be on site; as well as, from the end result, very professional in what they do!"

— George Grimm



The roll top console includes the sound mixing board and equipment as well as laptop control of the video system. When not in use, the entire system can be secured.



View from the front of the Church showing the Pastor and choir's video monitor which allows them to see what the congregation sees.

off the rack

A Word About Assisted Listening Systems



Base Transmitter

While most people can hear well enough with your standard sound system, there are inevitably several in every congregation who could use a little help and need an enhanced auditory experience. These folks came for a reason and deserve to participate by hearing every single word.

Here, I'm going to explain how Assisted Listening Systems work, a few of the options available and also some alternate uses for the system.

A church's auditory assistance system works just like a small radio station where the signal is broadcast on special FCC designated frequencies (or channels) reserved for the hearing impaired. A stationary base transmitter sends the audio from the main sound system to hearing impaired individuals wearing body-pack receivers. Typically these systems use FM frequencies because they offer excellent sound quality and a wide broadcast area. Because they are wireless, installation and maintenance costs are minimal.

As mentioned, users have a body-pack receiver which they can hold, clip on their belt or put in their purse or pocket. Each unit has its own volume control which allows an individual to adjust according to need. A headset, ear-piece or neck-loop plugs into the body-pack allowing the wearer to move about freely, sit wherever they wish and not miss anything. There is no limit to the number of receivers and advance battery



Body-pack receivers

technology means you can use the same batteries for years and recharging is a snap.

The earpiece (shown below) is discreet and comfortable, provides excellent audio clarity without blocking other sounds and can be used with or without a hearing aid.

A neck-loop works with hearing aids that are equipped with a "T-Coil." As its name implies, it is worn around the neck and creates a magnetic field which provides a direct audio feed to the hearing aid without amplifying additional background noise. It is unobtrusive, comfortable and won't mess up hair.

While the primary function of the system is to provide assistance to hearing impaired individuals, it is



by no means limited to that sole function. Here are some added features that will expand the usefulness and value of your investment. And let you make the most of your ALS.

- Remote Monitoring** will allow you to send your broadcast signal where you want it without wires. A powered speaker with a built-in receiver can be mounted in desirable locations where you would like audio distribution. Examples might be
- ...# Nursery / Cry-room
 - ...# Foyers, front of church or parking lot
 - ...# Office
 - ...# Restrooms
 - ...# Choir, Ministry or Theatrical dressing room cueing
 - ...# Overflow area (for special events)
 - ...# Remote/detached buildings and other rooms

In-Ear Monitoring: Audio signals can also be sent to non-hearing impaired individuals who might benefit from a direct feed:

- ...# Music team / Orchestra
- ...# Ushers & Security
- ...# Cueing of theatrical & worship team members
- ...# Descriptive Listening for the blind
- ...# Wireless audio monitoring for sign language personnel & stenographer

Language Interpretation: As communities become more culturally diverse, so does the need for simultaneous Language Interpretation in Houses of Worship. Interpreters can provide real-time simultaneous interpretation in any language, with one channel dedicated to assistive listening. Worship services are more fully integrated and it is not necessary to have separate services for different language groups.

Alternate Locations and Uses: It is important to remember that the ALS is not limited to just sanctuary use. Receivers can be used in classrooms, bible study, committee meetings and just about anywhere a sound system is used. Receiver-to-camcorder cables are available which will allow the mixing board sound to be recorded along with the video images producing a quality result.

To summarize, an ALS is not just about including those that are hearing impaired, it is about including each and every member of your congregation.

Steve S.



Call us at 1-800-668-4988 or visit us on the web at www.audiovideogroup.com