

ROCKPOINTE VIDEO PLAYBOOK 2020

OVERVIEW

The goal of this document is to provide a list of the most useful types of videos in respect to marketing, brand awareness, and storytelling in a church setting. This list is by no means intended to be comprehensive, but rather to provide a menu from which we can select the most useful types of projects. We have also indicated the length of time necessary at our current capacity, to execute these types of projects at a high level of both success and sustainability.

VIDEO GRADES

Grade 1 - Churchwide

- Churchwide Series - Multi-ministry focus
- Story Videos for Main Service
- Videos for Tier 1 Events
- Videos for Sunday Worship Services
- Reach must be at least 500

Grade 2 - Targeted

- Standalone Series
- Specialty projects w/large reach
- Bumper Videos
- Videos for Tier 2 Events
- Videos for Larger Groups
- Reach must be at least 150
- Video benefits more than one demographic

Grade 3 - Ministry Specific

- Videos for a specific ministry
- Class or Lesson Videos
- Videos for Tier 3 Events
- Reach is at least 50

Grade 4 - Self Serve

- Reach is less than 50
- Self Serve Video
- Produced by volunteers or non-video staff to RPC Standards

TYPES OF VIDEOS

The videos listed below are in the order of a narrowing funnel. Thus, the higher a video is on this list, the better suited it is for a wide audience. As we move down the list, the effective audience becomes smaller and more focused.

CULTURE VIDEOS - Grade 1

A *Culture Video* is exactly what it sounds like: an intro to and a glimpse of our culture. Current examples of RockPointe *Culture Videos* would include a service countdown with various RockPointe footage or the header video on the landing page of our website. This type of video will typically be composed of various RockPointe B-Roll. This is best utilized as a wide net, a kind of "get to know you" intro video.

STORY VIDEOS - Grade 1 or 2

At RockPointe we place a high value on *Story Videos*. While these have the potential to have a tremendous impact, they often require the most production time. Ideally, *Story Videos* will play as a part of a weekend service and then live online as a part of our story archive. Our goal in creating *Story Videos* is to share narratives of life change in a clear and compelling way that glorifies God and points the viewer back to the truths of the Gospel. When finding a candidate for a story video, it's important to think about both the story and the person. They may have a compelling story, but will they be able to share it clearly? In other words, will they be good on camera? Some people are, some people are not. If you know someone who has an incredible story, but wouldn't do well on camera, we can look into sharing their story in a written (blog) format - where Cinnamon can use her skills to share their story in a manner that is both clear and compelling.

We also create children's baptism videos, but these have a different format/production process than the typical Story Video.

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BUMPER VIDEOS - Grade 1 or 2

Bumper Videos can be live action or animated, and they can serve two purposes: a social-media based advertisement for an upcoming series or a transitional element before messages in that series. Ideally, every bumper would fit neatly into both of those roles. Bumpers can be humorous or serious. They can be as simple as a verse of Scripture displayed over stock footage (Hard Yet Hopeful), or as complicated as an animated short complete with sound design and narration (Judges & Kings).

MOMENT VIDEOS - Grade 1, 2 or 3

A *Moment Video* is a video element that is specifically created to complement a moment in a weekend service or event. Examples of this include the Mean Tweets video from the 2018 Men's Conference or the 2020 Memorial Day video (feat. Brian Larson and Cale Young). Because these projects are the most unpredictable and the hardest to categorize, they can easily become the most time consuming video to create. It is essential to thoroughly plan these and schedule them far ahead of time in order to produce quality content that compliments the overall service or event.

MINISTRY VIDEOS - Grade 2

A *Ministry Video* is intended to highlight a specific ministry and communicate an overview of what that ministry seeks to accomplish. These videos can take a long time to create, but if done right, can have a long shelf life. For examples, check out the videos on the Marriage Ministry or Student Ministry webpages.

STUDY VIDEOS - Grade 2 or 3

A *Study Video* is a pre-recorded study/lesson/sermon/devotional. Examples of *Study Videos* would be the weekly Children's Ministry Lesson Videos or the Bible Study Go videos. These are simple videos of one person talking/teaching. If needed, lower thirds (text on screen) or pictures can be added.

EVENT VIDEOS - Grade 1, 2 or 3

The two types of *Event Videos* are *Event Promos*, and *Event Recaps*. Although these seem different, they really accomplish the same goal: promotion. Promos promote the event before it happens and drive attendance, and Recaps promote the event after it happens and drive future attendance. Event Promos can be live action or animated and will hopefully incorporate footage from previous events in addition to information about the upcoming event. Oftentimes, Event Recaps feature footage of the event set to energetic and engaging music. In rare cases, it may be appropriate to include some statistics about the event in these videos (i.e. "Over 300 backpacks packed" or "Thank you to our 75 volunteers who helped make this event a success").

TALKING HEAD VIDEOS - Grade 1, 2, or 3

Talking Head Videos are exactly what they sound like. One person talking on camera to share information. They can be used to provide announcements to the church or a specific ministry, promote an event or series, share a short testimony, or communicate any other pertinent information. *Talking Head Videos* are best presented with the assistance of a teleprompter. A script must be thoughtfully prepared in order to avoid rambling and to keep the messaging clear and concise. In many cases, a talking head video might be paired with music underneath and simple picture or video B-Roll.

SELF SERVE VIDEOS - Grade 4

Our video team has accumulated some simple resources that can aid you in making your own, high quality videos. Most *Self Serve Videos* will reflect the format of a *Talking Head Video*, but if you are particularly creative and ambitious, you are welcome to use the *Self Serve Video* resources to make just about any type of video. Be sure to reserve the *Self Serve Video* resources in myRPC and watch our tutorial video on how to use the equipment. While we encourage you to handle editing needs on your own, if necessary, you can request a simple video edit from our video team. Editing may include simple clip trimming, adding music, and adding simple photos or videos as B-Roll.

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TURNAROUND TIMES

These are some average estimates of how long it takes to work the full process for each video type. Because the actual project lengths vary (due to response time and shooting/gathering footage), it is easier and more accurate to estimate them in weeks instead of hours. Please keep in mind that the turnaround time is in accordance with when you *need* the video. For instance, a request for an event promo should be at least 3 weeks before the date when promotion starts, **not** 3 weeks before the event itself.

CULTURE VIDEOS - 4 Weeks

STORY VIDEOS - 6 Weeks

BUMPER VIDEOS - 4 Weeks

MOMENT VIDEOS - 6 Weeks

MINISTRY VIDEOS - 6 Weeks

STUDY VIDEOS - 3 Weeks

EVENT PROMO VIDEOS - 3 Weeks

EVENT RECAP VIDEOS - 2 Weeks

TALKING HEAD VIDEOS - 2 Weeks

SELF SERVE VIDEO EDITING VIDEOS - 1 Week