

# Video Announcements – SOP

## 1. Purpose

To ensure consistent, clear, and engaging video announcements are created, approved, and played during weekly main services, keeping the congregation informed and aligned.

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## 2. Scope

This SOP applies to all team members involved in planning, filming, editing, approving, and displaying weekly video announcements during main services.

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## 3. Roles & Responsibilities

### **Creative Director**

- Oversees the weekly announcements process
- Confirms announcement content and priorities
- Gives final approval before service

### **Communications Director**

- Collects announcements from ministry leaders and event request forms (Calendar)
- Writes and organizes the announcement script
- Ensures tone, length, and clarity

### **On-Camera Hosts**

- Reviews script ahead of time (PCO)
- Arrives prepared and on time for filming
- Delivers announcements clearly and energetically

### **Video Team (Camera & Audio)**

- Sets up lighting, camera, and audio
- Ensures video and sound quality
- Follows framing and branding guidelines

### **Editor**

- Edits footage according to branding standards
- Adds graphics, lower-thirds, music, and transitions
- Exports final video in correct format

### **FOH Director / Media Operator**

- Tests video playback before services
  - Plays the correct video during service
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## **4. Weekly Timeline**

### **A. Content Collection (Monday–Tuesday | 2 weeks out)**

- Ministry leaders submit announcements by the deadline
- All announcements must include:
  - Event name
  - Date & time
  - Location
  - Call to action (register, show up, visit website, etc.)

### **B. Script Writing (Monday)**

- Script Coordinator drafts the script
- Script should:
  - Be 60–120 second's total
  - Use clear, welcoming language
  - Match the church's tone and culture
- Script is sent to Communications Director for review

### **C. Filming (Tuesday)**

- Hosts receive the final script before filming
- Video team sets up according to standard layout
- Film multiple takes if needed

### **D. Editing (Wednesday-Thursday)**

- Editor completes:
  - Clean cuts
  - Branded intro/outro (if applicable)
  - On-screen text for key details
- First draft sent for approval

### **E. Approval & Export (Thursday)**

- Creative Lead reviews and approves
- Final export saved and labeled

## **F. Service Playback (Sunday)**

- Media operator tests video before service
  - Video is played at the designated point in service
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## **5. Quality Standards**

- Clear audio with no distortion
  - Proper lighting and steady framing
  - Consistent branding (fonts, colors, logos)
  - Friendly, engaging, and concise delivery
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## **6. Backup & Contingency Plan**

- Keep a generic announcement video on file
  - Have a script available for live announcements if needed
  - Save all project files in shared storage
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## **7. Review & Improvement**

- Team reviews the process monthly
- Gather feedback from leadership and congregation
- Update SOP as needed