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Philosophy and strategy-How we determined to go multisite:

Perry had a vision to reach 100,000 that didn't seem possible at one location—we looked at other churches and asked those who had started satellite campuses—we didn't want to replicate other churches. We wanted to do 2 shot-HD/SD signals to make Perry seem like he is really there on stage-saw this as a way to utilize technology.

Locations of campuses:

Greenville which opened in July and is currently running around 2,000 and Florence which opened in January; they are running around 300. We also just launched our web campus-this would also help to reach the thousands –we launched it 3-4 weeks ago and have about 400 people joining in a week.

We knew to go to Greenville from, simple answer, listening to God. We knew we needed to open up around 1000 seats and we knew we had around 800-1000 people from Greenville coming who would go to Greenville. The most important thing was finding a leader for that campus. At Greenville we have a drop down HD screen and Perry is live.

Florence was totally a God thing as well-we decide as a management team after a staff person approached us about starting a church in Florence that would be the next place to go.

With Greenville we did a 5 million dollar up-fit to an old grocery store—made it fully functioning, it was part of our capitol campaign...we however, can not do that in every situation. In Florence we are renting space at Francis Marion and are load in load out-they are also on a week delay system-there is one side screen and it is an IMAG shot-it is very affective-we are all learning that video teaching does work!

The technical aspects:

Jayson Fuhlbruk from Eastgate Productions helped us-we were told we couldn't get band width to have two HD feedings over the internet. The first couple months we had several issues in Greenville—this technology had not been done before and there were lots of bugs to work out. At our next campus, in Columbia, it may be a movie theater so it is different in every situation.

Q and A:

What is the technology behind recording the piece that goes to Florence?

It is on a hard drive or DVD drive that is sent there (thru mail) they just pop it in and push play.

Can you give us an overview of the live broadcast in Greenville?

It is set up to handle signal transmissions; we had to over haul the IT department at this campus in order to get it ready there. We are using Haivision –which is a streaming tele-presence solution-metro service (the internet service used) the haivision transmits both signals. We used the Do Re Mi-which takes the signal, and now we use the 360 systems-2400 macs-lots of storage /easier to operate and more reliable-this is a type of hard drive recorder. We record the first service here-so it's ready for playback-need back up plans for technology.

What is the communications process that you go through from one campus to another?

Rehearsal is a huge part-there is lots of communication before the service happens, lots of texting back and forth from cell phones-some one in master control makes that call and says Q it up at 9:15 all at the same time (there is a window of time -5 minutes- in case time in longer or shorter at one campus—like if one song takes a minute or two longer here, we'll call and tell them to add another.

How many signals does each system take?

Do Re Mi-one, the 360 systems is more flexible.

What is the minimum budget in mind for what you are doing now?

More dependent on the level of excellence you want, for a standard dual screen it is around \$30-40,000—your AVL is around 1-2 million (in Greenville). In Florence we did the live sound, light and video for \$300,000

What is the difference between the web campus and watching on line?

We have a web campus pastor who is available for questions; there is a live chat room for interaction, and a prayer link. On line is just the video. With the web, we give them a chance to be members, we ask that they tithe, volunteer, are involved in Christian Community—our web campus is seen as a fully functioning campus.

Do you attempt to emulate what is happening in Anderson in all your other locations?

We try to get everything as similar-as far as staging goes, Greenville is very similar to the staging in Anderson, in Florence there is just a screen so it's not quite as expected there—each campus there will be a different level of expectation of how everything should look.

Square footage?

60,000 s/ft-turn key-here is everything, not up-fit to network-IT structure wasn't where it needed to be-up-fit to interior network

If you are not happy with the DVD quality, what type of DVR is better?

Quick time Pro-it is very affordable to record and transmit over the network-great quality and quick and affordable

Why did you decide to use IMAG in Florence?

To see and connect with the speaker, Perry is very animated and it is better to have that IMAG to show that and easier to see how people connect with that!

There was a slight difference in the syncing at the student facility-is that a normal issue?

It is intentionally set on a second delay-it is a small subtle adjustment –we were experiencing some slight problems with the 360 this morning, and it is being worked out, but you do want a little delay-you record on a ingest channel and find the offset that works, links them up together and hit play.

Which channel is master audio?

Either SD or HD feed

Can you link campuses?

yes

What is the biggest mistake and surprise in going multisite?

The biggest mistake is trying to rush and not have adequate time to work it all out; the biggest surprise is that video teaching works, and works well!

Does Perry have a box frame he can stay within?

Yes, there is tape on the stage where he knows if he goes beyond that point Greenville loses him, there is a lock down camera used as well.

Are all services in Greenville live?

yes

Were there a lot of things that needed to be done to get the cameras ready for the image quality?

We had to chip the cameras and projectors....red and blue. We also had to set the white balance—chipping is what you need to do, the cameras don't know what colors are what-so you have to tell them what each color is

What type of launch plan did you guys have?

We don't have that down yet—what we'd like to do isn't all worked out. The first thing to do is find the leader for that campus

What qualities do you look for in a leader?

Loves Jesus, has the vision of Newspring in them!

From a scale from 1-10 what is the week delay?

Personal preference...it works in Florence, we do have it on line the Tuesday after the Sunday, which makes it a little more difficult for week delay, but it is working.

What size band width are you using?

10 megs HD and 6 megs SD in Greenville. It may take 2-4 megs HD to go to Columbia and transmit over the internet.

Does band width have to be a fiber line?

Fiber with over 500 feet-the expense of fiber isn't high at all

Is there a CCLI broadcast for music?

There is a web broadcast license we use.