Summary:

1. Prepare supplemental media (intro video, voice-overs and closing video).
2. Identify & Mitigate Potential Copyright Content
3. Produce the Video in Adobe Premiere Pro
   a. Add an intro video
   b. Add and trim the service video file
      i. [Future] Perform detailed sermon edits
      ii. [Future] Add each camera recording as a video layer
   c. Add a closing video
   d. [Future] Perform advanced video edits
   e. Match the relative audio levels of all video clips
   f. Add Audio & Video Transition Effects
   g. Export the project to produce the final MP4 video file
4. Publish the movie on YouTube or wherever needed
   a. Make sure all naming conventions and options are followed exactly as documented.
5. Complete a Quality Screen, preferably by an independent party
   a. Ref: Video Editing Quality Checklist

Key File Locations:

S:\Media {Working}\Video Productions   - video editing media and tools

    \Video Service Opening & Closing   - supplemental video media & scripts

    \Adobe Premiere Pro Projects   - Adobe Premiere Pro project files Archive

    \Specials & Other Reusable Service Content   - Music specials worthy of being re-used

    \Background Music

S:\Media {Working}\Recordings from Service to be Archived   - contains calendar year recorded video

    \YYYY Audio Recordings (unedited)   - unedited service audio recordings

    \YYYY Video Recordings (unedited)   - unedited service video recordings

    \YYYY Video Recordings (finished)   - finished service recordings after final editing

S:\Archive\Services (audio, video, worksheets, programs, etc)   - Archive of all past audio/video content

S:\Media {Working}\+ Website Content

    \Graphics - Individual Sermons (RSS & Website)   - Graphics for YouTube video thumbnail

    \Sermon_Blurbs_YYYY.txt   - Sermon details such as Series & Title

Prepare Supplemental Media

Voice-Over Recordings

- Script out the voice-over to be recorded and store it in the \Video Service Opening & Closing folder
- Use a high-quality microphone and the audio board to record your voice-over in the MP3 format
- Perform any necessary editing (trimming, gain optimization, etc)
  - This can be done with any audio editor. Audacity is the recommended and free editor.
- Use Adobe Premiere Pro to integrate the audio with any other media and produce a voice-over video clip
  - There is a template Adobe Premiere Pro project for voice-overs with a standard image

Intro Videos

The CBC Staff, or as requested, the Video team will create intro media. When creating our videos, we should alternate between the various intro clips as appropriate.

Mitigating Copyright Content

YouTube screens every video and audio track uploaded or screened for potential copyright material and takes actions based on the perceived content owner's direction such as blocking playback, limiting playback by country, device (such as mobile, monetizing with ads, etc. Even though much of our choir music is purchased and covered by our live stream license. YouTube is not aware of this and does not take our license into account; therefore, most of our services inevitably end up getting flagged for potential copyright content. While we could dispute these claims, this takes a tremendous amount of effort and time delay. It is better just to avoid it with our final edited videos.

Identifying Content to Avoid

Our current solution is to identify content that gives us trouble and not use that media in our edited videos. To identify content of concern, go to the YouTube Video Manager. The screenshot below shows an example where the live stream video shows that this video "Includes copyright content." This does not necessary cause an issue. We need to click on the "Includes copyright content link to inspect further.
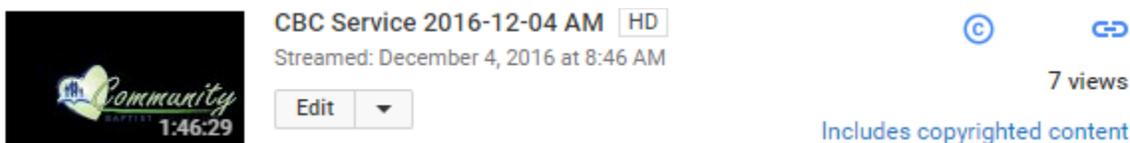
The next page shows the screen shown after clicking "Includes copyright content" link. At the bottom section, you will see several portions of the service that YouTube believes involves copyright claims. You can see the title, time it appears in our video and who the Claimant is. So far, nearly all content owners only monetize (i.e. play ads during this portion of our video) and pose no problem. Below is a list of Claimants that cause us issues that must be avoided. In this screenshot example, SME is one such content owner that must be avoided (circled in red). Therefore, we must not use the Broken and Spilled Out special in our edited video. The content claimed by BMG currently does not pose an issue for us. While we can use those in our video, if there is a special that does not have any content claims against it at all, it would be preferred.

Content Owners to Avoid

- **SME** (Sony Music Entertainment)
  - **Issue:** certain mobile devices are denied playback from our Church App
  - Accompaniments from "Praise Hymn" are owned by SME

Avoiding Copyright Content

Once we know what content causes the issue, we can make our final selection of content to include in our final edited video. If there are no special music options during that service that are acceptable, we could use one of the specials previously recorded for use in a case like this.

S:\Media {Working}\Video Productions\Specials & Other Reusable Service Content

Producing the Video in Adobe Premiere Pro

Adobe Premiere Pro is a professional video editor but is pretty easy to use for CBC's purposes. This guide identifies a nominal editing workflow assuming the user has a basic working knowledge of Adobe Premiere Pro. A new user can quickly learn the program basics using Adobe's online tutorials. A few key program items will frequently be referenced throughout this guide. This section is a very brief overview of these key items.
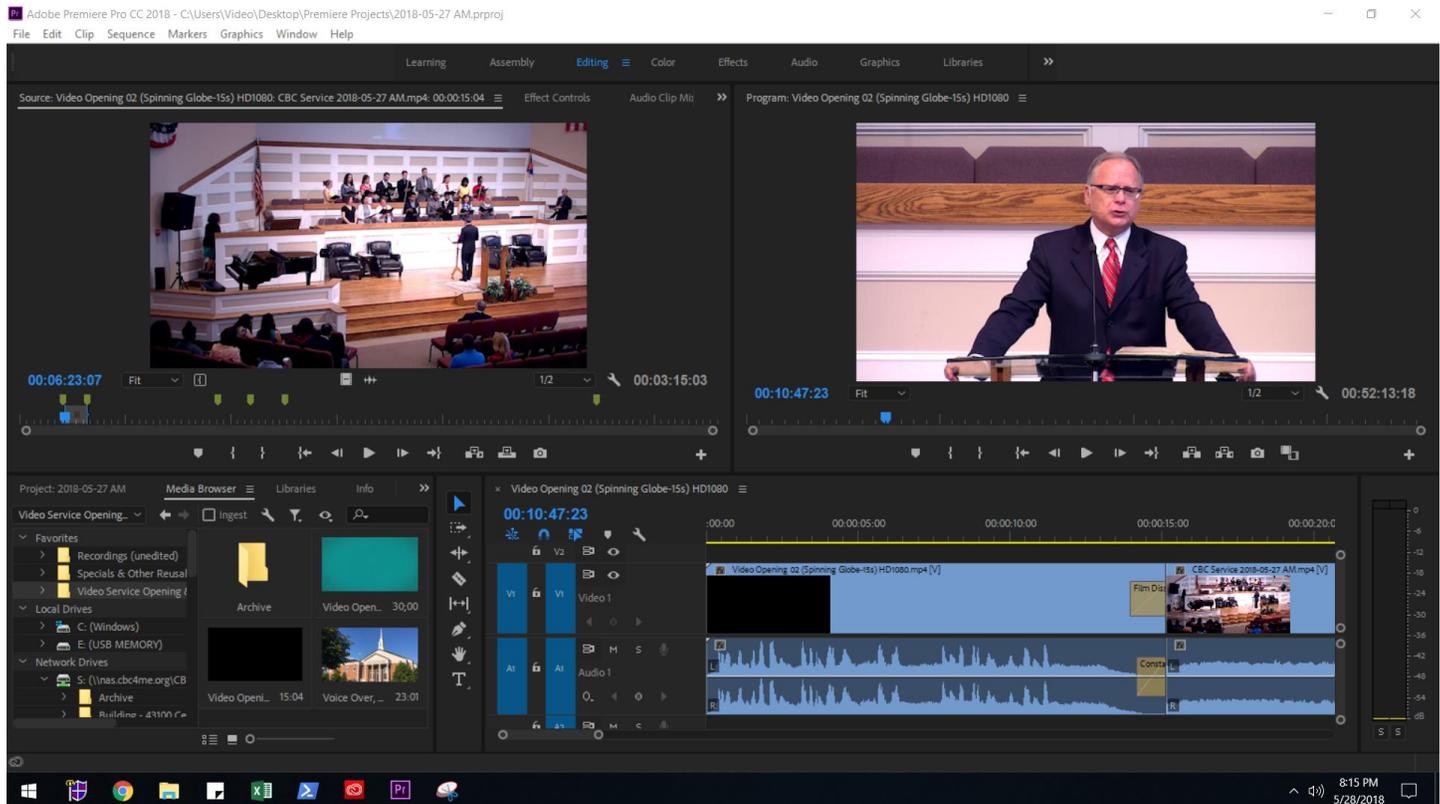

1) Adobe Premiere uses views to configure the layout of the program based on the function you are trying to perform. The views are listed at the very top of the program. The one currently selected will be shown in blue. The primary views we will use are the *Editing* views and the *Effects* view.
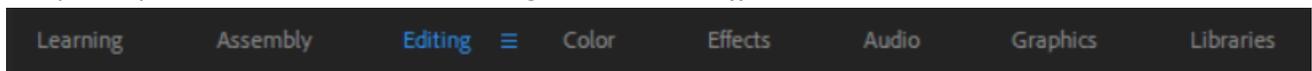
2) Adobe uses the term "Sequence" as the compilation of all video clips, audio and effects on your timeline. In the *Editing* view, the Sequence window is located at the bottom right. Below you can see a Sequence from an edited service. You can see the video and audio layers as well as the various video segments used. Note that you can actually have multiple layers of video and audio. The long bar on the bottom can be adjusted to zoom in or out.
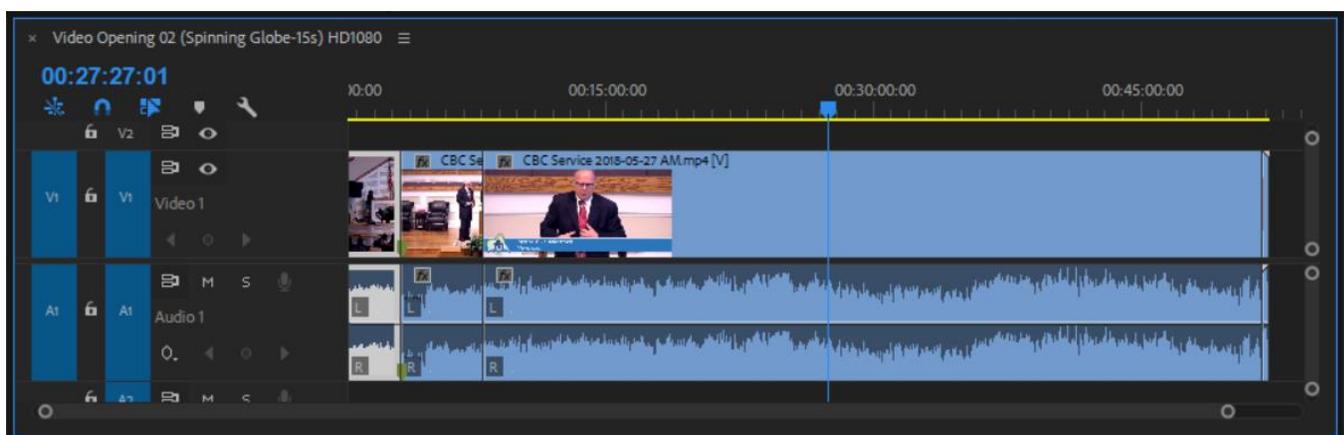
3) To add media to your project Sequence, use the Media Browser window found at the bottom left of the *Editing* view. You can navigate the folder structure to find media (see referenced folder locations at the beginning of this document). You can add folders to your favorites as well by right clicking on them in the folder structure. Double click on the media to preview it in the Source Window. You can add a media source to the Sequence by dragging it from either the Media Browser or Source windows to the Sequence window.
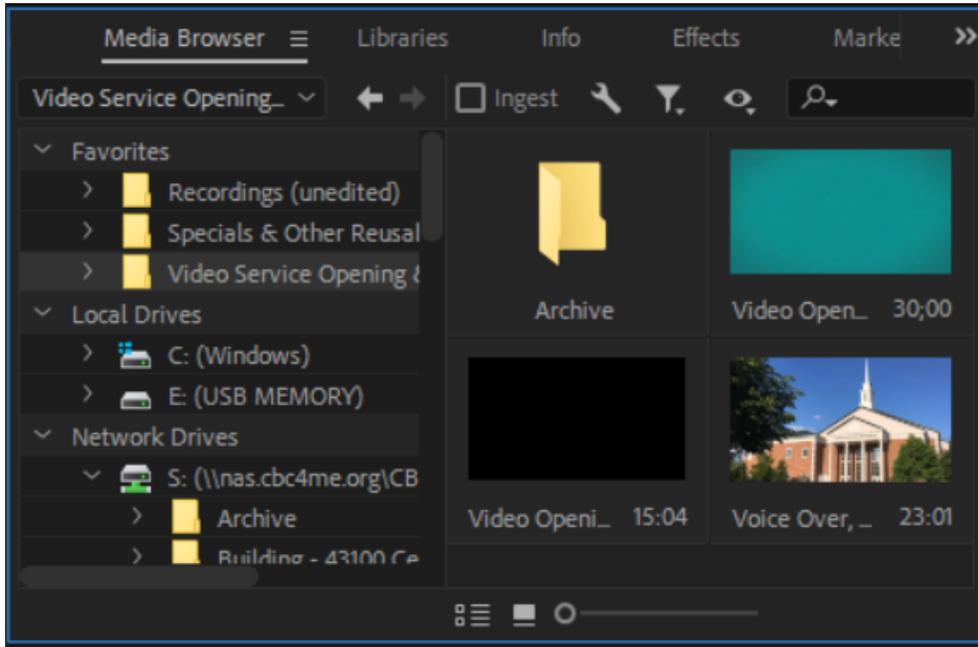
4) In the *Editing* view, the Source window found in the top left shows the raw, unedited video that you have selected either from the Media Browser or from your project Sequence. You can add and view markers here. Markers are items that serve as bookmarks within that media source. When reviewing a service recording (media source), for example, you would want to a markers at the beginning and end of a choir song. You can change the color of markers and add titles and notes to each marker if desired. To add a marker, press the marker button or the "M" key on the keyboard.

Add and Trim the Service Video File

CBC's edited service videos generally consist of the following: Intro Video, One (or two in rare occasions) music specials, sermon, closing video.

Open a new project file. From the *Media Browser* window, locate the desired source media as follows:

1) Add the Intro clip to the Sequence
2) Add the Service Recording to the Sequence.
   a. Preview the Service Recording and add all markers. Adding precise markers at this stage makes the following steps flow a little cleaner.
3) In the *Sequence* window, adjust the timeline zoom and locate the first marker. Use the Razor Tool to segment the clip at the marker. Repeat at the end of the video segment to be retained.

   Example: in a service file, razor at the beginning and end of a choir special to isolate that video segment.

4) Delete the blank space before or after a Razor splice to remove it from the sequence.

   Example: the video segment before the choir segment is not needed and should be removed.

5) Repeat steps 3 and 4 until only the desired video segments from the service remain with no gaps.

Match the relative audio levels of all video clips

The audio volume or level of the video clips can greatly. For instance, the intro video or closing video can often seem much louder than the audio of the service recording video segments. This can be accomplished most easily by adjusting the video segment gains.

You can adjust the overall gain of a segment or segments by right clicking on them and selecting *Audio Gain*. This is a bit trial and error. Typically, the intro & closing clips tend to be a bit loud.
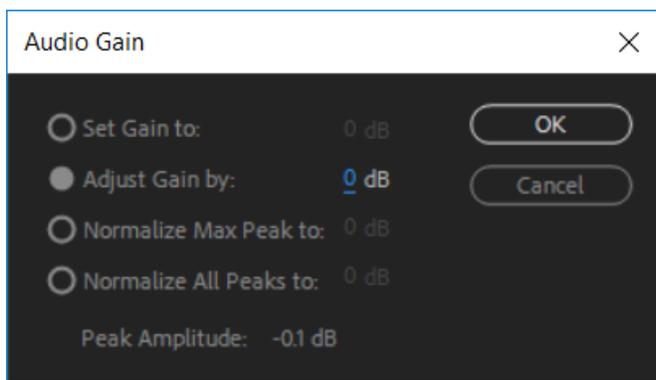
Change of Level Decibels	Loudness Perception
+ 20 dB	4.000
+ 10 dB	2.000 •
+ 6 dB	1.516
+ 3 dB	1.232
± 0 dB	1.000
− 3 dB	0.812
− 6 dB	0.660
− 10 dB	0.500 •
− 20 dB	0.250

Audio Gain

Set Gain to: 0 dB | OK

Adjust Gain by: 0 dB | Cancel

Normalize Max Peak to: 0 dB

Normalize All Peaks to: 0 dB

Peak Amplitude: -0.1 dB

Add Audio & Video Transition Effects

The seam of each video/audio segment needs to have a video and/or audio effect applied to make the transition natural and smooth. To do this, go to the *Effects* layout. The *Effects* window is located on the top right side and contains effects that are appear in a folder-like organizational structure. To apply a transition effect, simply drag it to the transition point in the Sequence (Note: it is good to be zoomed in on the timeline to see what you are doing as most transitions effects are very short and hard to see if zoomed out). Based on the effect chosen, it may apply before, after or in the middle of the transition point. You can also drag and move the effect around as well. In the example below, the video cross dissolve effect is applied in the middle of the transition point while the audio effect is applied to the left of the transition point. Additionally, you can make these effects shorter or longer in duration to achieve the desired effect. Be sure to do this for all transitions to complete this portion of the video editing.
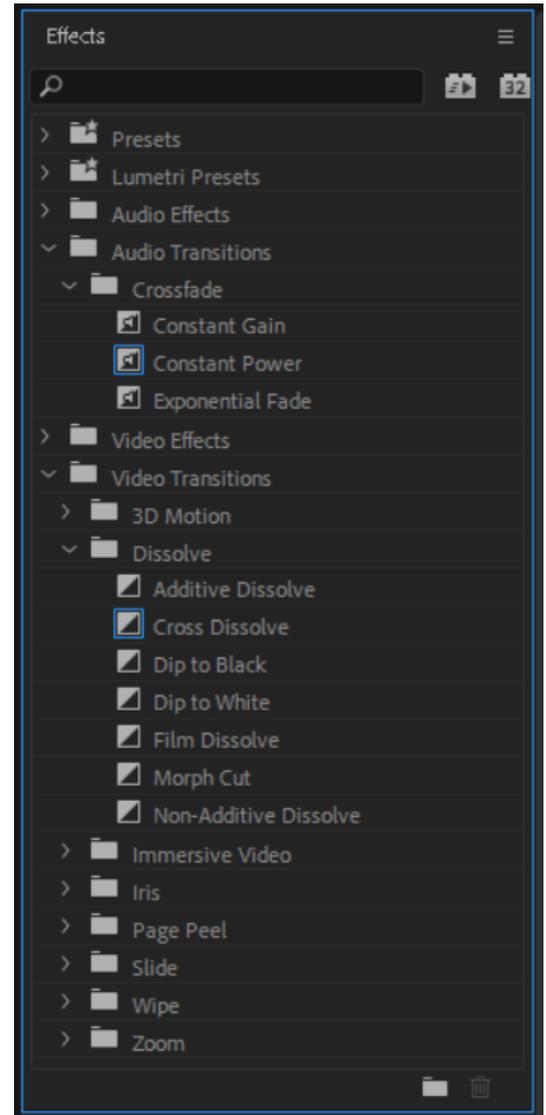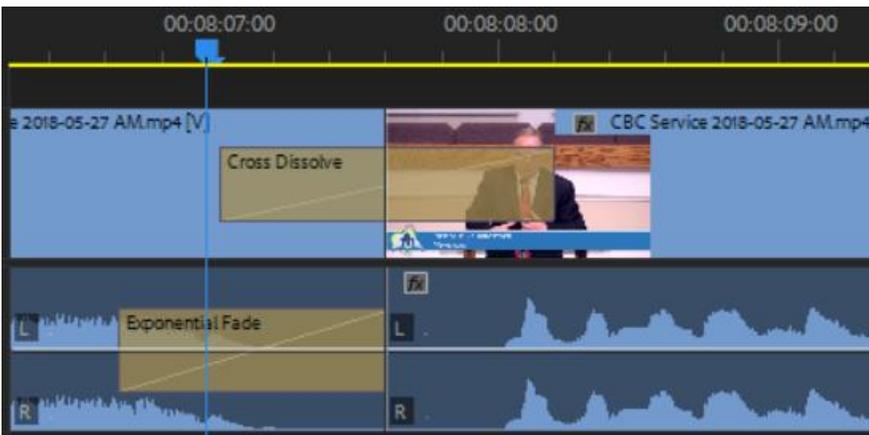
Export the project to produce the final MP4 video file

After a final quality check review, the project is now ready to be saved as the final video file. To do this, navigate to:

File → Export → Media

Select the following parameters:

|	
Format:	**H.264**
Preset:	**CBC** (1080p,29.97fps@6Mbps)
Output Name:	**Click the Blue Text**, Select the desired folder location and rename to YYYY-MM-DD XX and click save.

YYYY = 4-digit year

MM = 2-digit month

DD = 2-digit weekday

XX = AM or PM

Click the Export Button (usually takes >15 minutes)

Note: save the final video to the proper location on the shared drive.

Export Settings

☐ Match Sequence Settings

Format: H.264

Preset: CBC

Comments:

Output Name: 2018-06-03 AM.mp4

☑ Export Video   ☑ Export Audio

Summary

Output: S:\Medi… Archived\Recordings (finished)\2018-06-03 AM.mp4
1920x1080 (1.0), 29.97 fps, Progressive, Software Only, 00:44…
VBR, 1 pass, Target 6.00 Mbps, Max 12.00 Mbps
AAC, 320 kbps, 48 kHz, Stereo

Source: Sequence, Video Opening 02 (Spinning Globe-15s) HD1080
1920x1080 (1.0), 25 fps, Progressive, 00:44:30:12
48000 Hz, Stereo

Publish the Movie

CBC publishes media content on its YouTube channel. Navigate to the CBC YouTube page (http://www.youtube.com/cbc4meorg) and login to the live@cbc4me.org account. In the top right corner of the page, click the "Up Arrow Icon" to go to the upload page. Click "Select files to upload" and use the following upload settings:

Basic Settings

- Change the title to the following naming Convention: "**YYYY-MM-DD xM - Sermon Title**"
    - Note: Get the Official Sermon Title from the "Sermon Blurbs" text file located here:
      S:\Media {Working}\+ Website Content\Sermon_Blurbs_YYYY.txt
- Update any detailed text for the video (i.e. Speaker, Sermon Series:Title, etc).
- Ensure the video type is "**Unlisted**"
- Add to playlist and select "**CBC Services**"
- Add a **Custom Thumbnail**
    - Click the "Custom Thumbnail" button then select the correct image file (use the image with "Web" in the filename). The church staff produces and stores this image here: **S:\Media {Working}\+ Website Content\Graphics - Individual Sermons (RSS & Website)**.

Advanced Settings
- Uncheck "Allow comments"
- Uncheck "Publish to Subscriptions feed and notify subscribers"
- Check Allow Embedding
- Set the "recording date" to the actual date of the service recording

Basic info | Translations | **Advanced settings**

Comments
☐ Allow comments. Learn more
Show | All
Sort by | Top comments
☐ Users can view ratings for this video

License and rights ownership ?
Standard YouTube License

Syndication
◉ Everywhere
   Make this video available on all platforms
○ Monetized platforms
   Make this video available only on monetized platforms ?

Caption certification ?
This content does not consist of full-length video program...

Distribution options
☑ Allow embedding ?
☐ Publish to Subscriptions feed and notify subscribers ?

Age restrictions
☐ Enable age restriction ?

Category
Nonprofits & Activism

Video language
English ▾

Community contributions
☑ Allow viewers to contribute translated titles, descriptions, and subtitles/CC ?

Recording date
June 17, 2018 | Today

Video statistics
☐ Make video statistics on the watch page publicly visible ?

3D video
The 3D checkbox has been deprecated. Please refer to this Help Center article for instructions on how to specify metadata for uploading 3D files.

Content declaration
☐ This video contains paid promotion such as paid product placement, sponsorships or endorsement ?

At this point, the video is ready for use. Upon notification (webmaster@cbc4me.org) CBC's webmaster will use the video URL and embed the video with the searchable sermon repository on the website. The webmaster can get the video URL on their own, but for reference you can get it from the upload page (left) or in the Edit page (right) in the video manager.
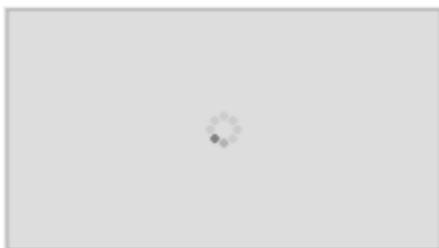
Upload status:
Uploading your video.
Your video will be live at:
https://youtu.be/AUD6-wYxABk

VIDEO INFORMATION
Channel: Community Baptist Church
Uploaded time: June 17, 2018 at 5:38 PM
Duration: 43:53
Raw file: 2018-06-17 AM.mp4

Views: � 4
Likes: 👍 0
Dislikes: 👎 0
Comments: 💬 0

Video URL: https://youtu.be/X_PWL24VXCw