

## **Mandley Missionary Videos**

### ***Preparing For Your DVD***

We pray that God will help us as we work together to produce a DVD that is just what you need; one that will help share the story of the exciting work that God is allowing you to do. Every missionary we worked with has been different, that is part of the fun. We get to see the different ways God uses His people to share the Gospel.

As we have had the honor of working with many missionaries over the last several years, we have found ways to more effectively produce a quality DVD during our short visit. The information below should help you prepare for our visit so that we can do a better job for you while we are there. The more that you are prepared for us, the more time we can spend on fine-tuning your DVD.

#### **A. Our Goal**

Our goal is to shoot, edit and duplicate a DVD while we are with you. We want to give you 3 or 4 copies of your finished DVD before we leave, including a master copy to save just for duplication and other copies to use right away.

While we are with you we can concentrate on your DVD and you can give us your input. If it is not finished on the field our schedule may not allow us to work on it for quite a while. It may take 6 months or longer before we are able to finish it back in the United States.

While we are with you, we can get your input and approval each step of the process. If we are unable to finish your DVD on the field then it is much more difficult to get your input from thousands of miles away.

So please be as prepared as possible so that you put us to work as soon as we arrive. That will help us finish your DVD before we leave. The information below will help you prepare for us.

#### **B. Planning your DVD**

This is your story. You decide what it is about. Our job is to help you tell your story.

We strongly suggest that your promo DVD should be 3 to 5 minutes (that is all the window many churches provide). Giving more information (thus making a longer DVD) is not always better. At the end you want the audience to say, "Tell me more." Not "I'm glad that's finally over." However, we will make whatever length you need. We just need to know what you want before we arrive so that we can schedule enough time. To create a 3 to 5-minute DVD we need to stay with you for about 2 weeks.

Though your DVD will help present your ministry in a concise visual way, pastors have told us that their congregations also like to hear directly from you. So you will probably want to say a few words. With a five-minute window this may mean you only want a 2 to 3 minute video.

It is impossible to properly cover all that you are doing in a short DVD. That is why you need to make the hard decisions about what to cut out, what stories you are not going to tell, before we arrive.

You also need to write and edit your narration, making it as concise as possible. If you have your script close to the final draft when we arrive then we can start videotaping right away.

### C. Writing your script

A missionary couple that we videotaped in the Philippines was probably the most prepared of any we have visited. They made these suggestions for preparing a script:

1. Think of the parts of your ministry that you want to show on your video
2. What images do you think will best show each part (the things that we will videotape)
3. Make a list of those images
4. Organize that list (like putting together a picture album)
5. Write captions for each image
6. Expand those captions into the script

When your script includes all that you want to say, read it out loud at a natural pace. It is very easy to end up with a script that is much longer than needed. By reading it out loud you get a better idea of its length.

Also spoken English can flow differently than written English. By reading it out loud, you can catch any problems.

Edit and rework the script until you get it down to the length needed. Depending on the font you use, the maximum for a 5 minute DVD is less than 4 full double-spaced pages. You want even less narration if your video will include interviews/testimonies. Scripts for 2 or 3-minute DVDs are proportionally shorter.

The pace will move fast on a 3-minute DVD . Both video and still images will probably be on screen 2 to 4 seconds. This seems very short, but think of the stories that you are told and all the images that you see in a 30-second TV commercial. **Think of your DVD as a long commercial, not a short documentary.**

Production time goes up exponentially as you increase the length of your DVD. Each step of the process from production (videotaping) through post-production (logging footage, editing, narration, music, developing graphics, reviewing and duplication) each takes longer.

As I said earlier, we will make whatever length you need. We just need to know what you want before we arrive so that we can schedule enough time.

In a 5-minute DVD that includes highlights of five areas of ministry, a short opening and a short close there will only be enough time for each of the 5 segments to average less than 1 minute.

A 3-minute DVD with the same layout (opening, 5 topics, close) will only have enough time for each of the 5 segments to average 20 to 30 seconds.

As you develop your script you have to decide if that works for what you need to say. Or will it be better to only cover 3 topics, with each segment a little longer?

As you think about the topics you want to include, we understand that most ministries have several significant elements, more than will fit into a short DVD. You need to decide what you need to eliminate. Do you want to briefly highlight three or four significant elements of your ministry or concentrate on one key element/special project/testimony? Will these just be a variety of ministry related topics? Or will there be a more specific theme to your DVD?

Here are some topics that others have used, these are just a starting point. You decide which topics best fit your ministry. But remember that the more you include the less time you can spend on each one. The narration for each topic should be fairly brief in order to fit into the 3 to 5 minute time limit:

1. A description of the country/area/ city in which you are working
2. How your ministry started
3. A description of your ministry and its components
4. Introduction to key staff/national workers/national leaders
5. A description of the project(s) that you are hoping to fund during this iteration
6. Unique or special challenges to your ministry
7. Ministry related testimonies
8. A description of your ministry's accomplishments during this last term
9. Your family
10. Your personal introduction or closure to the DVD. Again, this should be very brief. (This could be used with DVDs that you will send out. For DVDs that you present, you may want to give a live introduction/closure that can be adapted to the situation.)

#### **D. Your Audience**

For most DVDs the audience is the church congregation that will watch during the 5-minute "missionary window". One 3-minute DVD should be sufficient for this audience. A 3-minute DVD will also work as one segment of a longer presentation such as a Sunday School class or sermon. Other uses for our videos have included:

1. Stateside distribution to churches the missionary was unable to visit personally
2. A promotion to be shown a week or two before their visit to a church
3. Ministry promotion to national churches
4. PSA (public service announcement) DVD for national TV
5. Training for national church leaders and churches

#### **E. Narration**

Think about the voice(s) you want for the narration: your voices, others, or my voice.

Even with just a 5-minute DVD it usually takes 1 to 2 hours to record the narration. If we are using other voices we need to be sure they are available. If we are using several voices then we will not need each one for as long a time. (When there are multiple voices, we do not record the script in order. We record all of one person's lines then all of the other persons. We mix them when we edit the video.)

## **F. Interviews**

Interviews are usually a good addition to your promo. We will record whatever the interviewee says. But we need you to ask them to be concise, to speak for only a minute or two. Help them understand that, like the evening news, we will only use a few sound bites; not their whole testimony.

We usually record three to five takes of each interview. This is both to have a backup if there is a problem with the tape and also because people usually relax and are more natural after a few takes. When we edit the interviews we will pull out the best sound bites to use in the promo. These sound bites usually run from 5 to 30 seconds each.

If we interview three to six people then the sound bites can easily take up half of the promo. So as you write your narration remember to shorten it even more to leave room for the number of interviews your planning.

Be sure that the interviewees know what it is that you want them to discuss so they can be concise. Which do you want:

1. Their testimony
2. How your ministry has affected them/their ministry
3. How your ministry has affected others/the community/the country
4. Future goals/projects
5. Needs of the ministry

If the interviewee does not speak understandable English then we need to use subtitles or another voice over theirs. We will need more of your time to translate so that the subtitles/voice-over is correct.

If we use a voice-over it seems to be more effective/authentic if there is a slight accent.

Cautions:

Do you plan on showing your DVD on the field? If we videotape several interviews and do not use them all will people be offended?

We have had a few missionaries stop using their DVD because an interviewee had backslidden.

## **G. Do You Need More Than One Promo?**

If you need more than one promo, we can do that. But you must decide what you need in advance so that we can schedule enough time.

The amount of additional time we need will depend on what you want. If you want two promos that are similar (long/short, English/Spanish) then we need additional time but not as much more time as we will need if you want two completely different promos.

Frequently the videotaped interviews provide good information that is longer than will fit into a 3 to 5 minute DVD. Sometimes we make a longer, second version of the promo that includes more of the interviews. Or we have made a separate version that is just interviews.

## **H. Timing of our trip**

We try to time our visit so that we arrive shortly before you come home so that your DVD is as current as possible when you begin itineration. But we try to not be too close to your departure date, we know the last month or so on the field can be pretty hectic.

We also need to work around the weather or anything else that would hinder videotaping. Are there certain times of the year that are not a good time to visit? Are there special events or people that you would want included in your video. Can we schedule our visit so we are there for at least some of the events or during the time that some of the people will be available? Are there remote locations you would like us to capture? We may need to add extra days to our visit to allow for these travel days.

To finish your DVD during our short visit we need to start working right away. Typically we discuss the script then determine what video is needed for each portion of the script. Next we spend several days videotaping.

When we are not videotaping, we review the video we have already taken, log the exact location of all the video images we might use and capture them into the computer. We also record the narration.

After the video is all shot, then post-production (editing, narration, music, graphics, text, backgrounds, special effects, revisions, master DVD and duplicating) usually takes about 10 hours for each minute in the finished video. So if you want a 5 minute video, we need about 50 hours of post-production time after we have videotaped everything.

We get your input and approval throughout the process so that the DVD is as close as possible to what you envisioned .

## **I. Photographs**

Of course there will be many things happening in your ministry between now and our visit. For events we can not videotape, we can incorporate photos or other video that you have taken. But if it is at all possible we should try to videotape the images you want. The fewer photos we use the better. It takes more time to incorporate photos into the video. So the more photos we use, the longer the editing process, the more time we need.

So, for people or events that we can not videotape, we can use photos . But we should try to videotape as much as possible, using only a few photos .

Photos are probably better than using video you took. With other video, the image quality may not match our digital video. Also, we may have difficulty transferring your video into a format our editing equipment can use.

Before we arrive, decide what portions of your script cannot be videotaped, then look through your photos and pick out a few of best ones to use with those portions of your script.

You do not need to edit the photos . If possible, it is better if we get the photos from you in the original format. JPG images are recompressed each time you save them. So the more you work with them before we get them, the lower the quality.

If you have an option as to the resolution of the image when you first digitize it, 72 dpi (dots per inch) is what we end up with on the video. But 150 dpi or 300 dpi are OK. We may want to do some pans or zooms on some of the photos images to give a sense of motion to the photos . The higher dpi allows us to zoom into a portion of the image and still have it look sharp.

## **J. Music**

We have a digital music collection that we have purchased the rights to use. That way there is no questions about how your promo is reproduced and distributed (DVD, Web, even TV).

These are professional quality instrumentals (every once in a while I will hear a song from the collection on a TV commercial). Since there are no words, the music can easily play under the narration. We have a wide variety of styles, there are many variations within the styles and we keep expanding the collection.

**If you want to use other music then you need to plan for that well before we arrive so that all the paperwork and fees can be completed in advance.** Fees vary depending on the number of copies you make and the method used for distribution. This can limit your options as to how you use the video later. Or cost you more in fees if you decide you need more copies later.

## **K. Review Process**

We want you to like and use your DVD. You will probably see your promo video hundreds of times during iteration. We want you to like it, not to wish sections had been changed. Therefore need your input, review and approval through the entire process. We do not need all of your time, but we need much of it.

Also it is easier to make it the way you like from the beginning than to redo work because we misunderstood what you wanted.

Even after the video is finished we like to have you watch it several times so that you see it as a whole. If there is enough time we would like you to even watch it over a couple of days so you have time to think about it. Then we can make final adjustments if necessary.

Usually, the more you are prepared for us at the beginning of our visit, the more time we have at the end to fine-tune your DVD. Otherwise it may not be as polished as we all would like.

## **L. Things we need from you**

1. Before we can order airline tickets we need for you determine the number of different videos you need and their approximate lengths. This gives us a better estimate of the length of the visit that we need to schedule.
2. We ask you to provide room and board while we are there.
3. We ask you to be available to work with us throughout the production so that we can have your input all along the way. If possible, we live right with you. That way we can more easily have your input in post-production as well.
4. A final draft of you script ready when we arrive. The ideas mentioned above can help you get started. We can help via e-mail if you want. Once we arrive we can help you fine-tune the final draft.

Ideally, your script will be close to ready when we arrive. That way we can use it to determine what we need to videotape and start working right away.

If the script is not ready we may waste time videotaping shots we do not need or miss opportunities to videotape shots that we will need later.

5. Please keep us busy.

Because of the portability of the equipment, we can start taking pictures as soon as we get off the plane. Usually we start getting generic pictures of the country in the car ride from the airport. Often we visit a church or school between the airport and the missionary's home.

We are coming to work, so plan a full schedule. It is better to keep us busy right from the beginning of our stay. That gives us more time to edit at the end.

6. I usually forget to ask, so please send contact information. We need it as we enter the country. But we may also need to call you as we finalize arrangements.
7. Our advisory board asks that we request a donation. Whether or not you can make a donation does not affect our offer of help. They also want us to see if there are any of your supporting churches that you feel might be willing to help support our ministry.

You can see samples of some of your videos on our Web site under Mission DVDs. These are greatly compressed for the Web, not the DVD quality that missionaries receive.

[www.mandley.com](http://www.mandley.com)

We are looking forward to working with you. Please contact us if you have any questions.

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God Bless,

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