

New Tribe Videography Team Manual

Communications Department Mission Statement:

Bringing **Vision, Clarity, and Empowerment** to the staff and body of New Tribe Church through **digital platforms (website, app, social media, email, and text)** and **in-person (promos/bumpers, graphics, print, and announcements)**, in order to create **clear pathways to relationships that last and faith that moves mountains**.

As a member of the Communications Department, keep this in mind as the primary objective in capturing video.

Introduction: Why We Capture Moments

Every clip we capture during our weekend experiences helps tell the story of what God is doing in and through our community. These moments are more than just content for social media—they are windows into a life-changing encounter with Jesus. They help us build **relationships** that last, and encourage **faith** that moves mountains, inviting others to experience what God has for them at New Tribe.

Each moment has the power to honor people, reveal the authenticity of worship, and inspire breakthrough. As videographers, we carry a ministry of memory and invitation. This is a sacred assignment, and an opportunity to use our creativity and skills to build the Kingdom.

Our New Tribe Core Values Applied to Videography

- **Relationships:** One of the primary values of our church and our presence on social media are relationships - capturing the moments of people connecting with each other over a weekend.
- **Encounter:** Capturing moments where people are engaging with God in worship, prayer, and encounter.
- **Honor:** Choose angles and moments that dignify people. Be aware that notices of photography/videography capture are posted throughout the building.
- **Authenticity:** We want our clips to communicate what's actually happening at New Tribe, rather than fabricating something different. Ask yourself how you can broadcast and commemorate a real moment.
- **Breakthrough:** By capturing authentic moments of encounter, we can encourage others to find their own encounter which leads to breakthrough. You never know what moment may prompt someone seeking for their own encounter to visit or engage more deeply in worship. This is missional.

- **Faith:** Seeing authentic faith in a moment can encourage others to take their next steps. Seeing real relationships taking place can encourage people to get plugged in with a community that will encourage their faith.
 - **Health:** Communicate with the Lead Photographer or Communications Director if you don't have all the tools you need to accomplish your assignments. If an ask isn't reasonable, let us know so we can better equip you or adjust our expectations; don't let impossible requests foster resentment or bitterness.
 - **Grace & Truth:** Be honest in your craft and graceful in your interactions. Feedback and edits should be received and given in love. Separate yourself from your craft so that negative or difficult feedback doesn't feel like a personal attack.
 - **Generosity:** Give your best. Go the extra mile in both shooting and editing. Excellence is the goal and that starts in a willingness to give.
 - **Vision:** See the big picture. Your work is building a visual legacy for the future and encouraging greater relationships and deeper faith for those who encounter these moments.
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Mandatory Monthly Shot List

These are non-negotiable shots needed every weekend we schedule a videographer. This content will be used in bumpers/videos, social media reels, invites, advertisements, and on the website:

1. **Pastor/Speaker Giving Message**
 - Engaging perspective that feels like you're part of the congregation.
 - Focus pulls are great for bumpers, but not as great for reels.
 2. **Worship Leaders & Musicians (Close-ups)**
 - At least one great clip of each person who leads a song.
 - Used for Spotify banners, bumpers, and song promotionals before a release.
 3. **Deep Room Shot (Congregation During Worship)**
 - Focus on hands raised, worship atmosphere.
 - Stand behind the first chair section or back of the room.
 4. **Fellowship Moments (Before/After Service)**
 - Smiling, chatting, hugging, laughing.
 - Prayer/ministry at front of Worship Center (if you can capture respectfully).
 5. **One Worshiper (Intimate Moment)**
 - Frontal shot from a respectful distance using zoom.
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Additional Great Shots

- People worshipping from front angles (behind drums or stairs near keys).
- Musician highlights of hands playing an instrument (keys, bass, guitar, drums).

- People serving (greeters, coffee, media, kids, prayer).
 - Entering or exiting the building.
 - New Tribe Kids (Try to capture once every month to every other month).
 - Whole songs vertical from first few rows for Experience Worship Moments (when instructed).
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Special Events Shot List

- Check in / Merch / Food, etc. in Foyer.
 - Clips to highlight anything that makes the event unique (branding, banners, tshirts, etc.).
 - Clips of all guest speakers and worship leaders.
 - Extra emphasis on any ministry/activation time happening in the room.
 - Extra emphasis on those serving to make the event happen.
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Preferences & Best Practices

- **Orientation:** Vertical preferred for Reels, Horizontal preferred for in-house media and website; get a good mix of both. But allow margin for cropping in carousels and reels no matter the orientation.
 - **RAW Format Only:** Always shoot in RAW.
 - **Editing & Delivery:** Upload video clips to the appropriate dropbox folder ASAP after capturing.
 - **Variety:** Capture different people each shoot. Avoid repeat faces.
 - **Creative compositions:**
 - When in doubt, use **Rule of Thirds**. Avoid excessive deadspace that does not serve an artistic purpose (lots of wall or ceiling or empty space without people).
 - Ensure videos are straight and level, but a little bit of movement and dynamic is good.
 - Avoid tight framing, unless there is also a lot of movement/energy happening in the periphery.
 - Use manual focus when selecting your own subject and for focus pulls, use auto focus for general, less specialized clips.
 - **Cull Wisely:** Remove redundant, out-of-focus, too short/shaky/unclear, or unflattering shots
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Settings Recommendations (Some exceptions apply)

Worship Center:

Aperture and ISO will vary. If you are using your own camera, then you will need to google your camera's "native iso" . This is the setting that provides the cleanest picture with less noise but it will also depend on the Dynamic range of your camera. (ex. *the Black magic cameras have a dual native iso of 400 and 1250*)

If you are using the church camera the **Sony A74** the native isos are as follows:

- **S-Log3** - 800, 3200 (If you plan to color grade)
- **S-Cinetone** - 125, 500 (Clean up to 3200) (The last picture profile in the Fn menu)
- **No Picture Profile** - 100, 400 (Can go higher, camera will introduce noise reduction)

For aperture: Wide open will be needed on many occasions in the worship center since it is so dark but this will lead to a more shallow depth of field for hitting focus. It's less important with video than pictures, but be mindful of your focus point.

Foyer:

There is a lot more light in the foyer so you will be able to use a lower iso.

For aperture, try to stay between 2.8 and 5.6 so it's sharp but we still have the subject separation.

General Recommendations:

White Balance: The white balance for the worship center will be very different from the white balance in the foyer. You can manually set the white balance or take a custom read off of something white (the wall will work).

General White balance Rules (Given that Daylight is 5500k):

- **Daylight Exteriors: 5600k**
- **Daylight interiors: 5000k**
- **Nighttime interior/exterior: 4300k**

These are not a hard rule but ***good general starting points***.

Motion Blur: For our footage to look more aesthetically pleasing the general rule for video is the 180 degree rule or a shutter speed of 180 from your frames per second, or in english, double the shutter speed from the fps.

- 24fps = 48(or 50 on the sony)
- 30fps = 60
- 60fps = 120

This allows for natural motion blur and smooth images. For instagram or social media, shoot in 30fps as this is what instagram up cycles your footage to. If we are shooting slow motion you would shoot in 60fps and then slow it down half speed (on a 30fps timeline)

Ideally we will eventually have ND (Neutral density) filters for all of the lenses, so even if it is bright we can leave the cameras at a native iso and have the shutter speed at 2x the fps. These work like sunglasses for the camera and allow us to control the light without having to change settings.

Examples

Please take a minute to also scroll through our Instagram for how we use video on that platform.
[@newtribechurch](#)

Final Thoughts

This role is a ministry. You're not just capturing video—you are capturing the heart of our house. Stay humble, stay expectant, and let the Holy Spirit guide your creativity. Let your lens reflect **vision**, communicate **grace & truth**, and serve with **generosity**.

We are so thankful for you.
