

Should Our Church Use Multimedia

1. Reality Check

Multimedia is the latest “answer” for churches who want to reach a contemporary society. All a church has to do is buy some electronic equipment and the people will come! Yeah, right!

While multimedia is a very powerful tool, it is only a tool—not the “answer.” As with every other decision a church makes, the use of multimedia should come as a result of prayerful planning. The following questions will help you discern if multimedia is for you. Please check all boxes that are applicable.

2. What is your church type?

- Traditional
- Liturgical
- Contemporary
- Formal
- Informal
- Flexible

3. Who is the target audience?

- Everyone
- Baptists
- Young Adults
- Teenagers
- Senior Adults
- Single Adults
- Baby Boomers
- Generation X

4. What is your music style?

- Hymns
- Anthems
- Praise & Worship
- Contemporary
- Country
- Folk

5. How many worship services do you have?

- One
- Two
- Three
- Four
- More
- Different
- Same

6. Which of the following elements are used in worship services?

- Preaching
- Drama
- Choir
- Praise Team
- Recorded audio
- Special music / concerts
- Recorded video
- Congregational singing
- Computer generated video
- High impact audio
- Live video
- Band
- Orchestra
- Organ

7. What are three short term goals of the church?

8. What are three long term goals of the church?

9. What is the anticipated growth of the congregation over the next 2 years?

Over the next 5 years?

10. What changes in the worship experience are planned?

11. How important are the following?

(Please order by priority)

- _____ Pulpit
- _____ Choir
- _____ Organ
- _____ Orchestra
- _____ Baptistry
- _____ Sound for music
- _____ Sound for speaking
- _____ Large screen video
- _____ Theatrical lighting
- _____ Congregational Singing
- _____ Drama

12. What kind of multimedia skills exist in your church?

13. How much money are you willing to invest?

14. Analysis

Please do not read this section until you have completed the survey!

While the above questions help define trends that suggest the relative value of multimedia to your church, it will be difficult, if not impossible, to discern the multimedia needs of the church without the assistance of a qualified audiovisual consultant.

General trends include:

1. Multimedia is much easier to integrate into a church program that is more contemporary and informal.
2. The need for and benefits of multimedia are strongly influenced by age. The younger the members or prospects the greater the influence of multimedia.
3. Multimedia has a greater impact on non-Christians and new Christians.
4. Multimedia has less value for churches with traditional music or worship styles.
5. The goals and priorities of the church can have great bearing on the value of multimedia. Churches who like change, or at least do not resist change, are often the most successful in employing multimedia.
6. Members with electronic media skills who are willing to invest their time and talents are necessary for a successful media ministry.
7. There is substantial expense related to the purchase, programming and maintenance of multimedia systems. Most churches will need to adjust budgeting and staffing priorities.

If the survey suggests that multimedia is something you should consider, professional assistance will be needed. The assistance should be from a person familiar with multimedia for churches. Contact Church Architecture for a list of qualified consultants.

Based on a survey developed by Acoustic Dimensions, a Dallas audiovisual consulting & engineering firm.