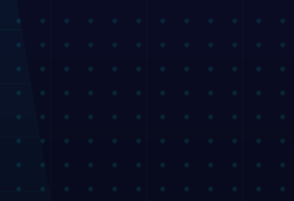




ENGLISH · ESPAÑOL · BILINGUAL EDITIONS



# 10

# THINGS EVERY CHURCH SHOULD FIX

## IN THEIR LIVE PRODUCTION MINISTRY

A practical guide to help churches remove distractions, strengthen volunteers, and improve the Sunday experience.

BY 3ONE8 MEDIA GROUP



AUDIO



LIGHTING



VIDEO



LIVESTREAM



SCREENS



VOLUNTEERS



WORKFLOW



SYSTEMS



TRAINING



GROWTH

10 KEY AREAS TO EVALUATE

## WELCOME

# Live production is ministry.

Live production in the church is more than sound, lights, cameras, screens, cables, and equipment. It is ministry.

When production is done well, it removes distractions, supports worship, communicates the message clearly, and serves both the people in the room and the people watching online. When it is unhealthy, it creates stress, confusion, and unnecessary pressure on volunteers.

The goal of this guide is not to make your church feel behind. The goal is to help your church see clearly. You may not need the most expensive equipment or to replace everything — but you may need better systems, better training, clearer workflows, and a more intentional plan.



Here are 10 things every church should evaluate and improve in their live production ministry.

# Why Production Matters

Production is never the point — but it shapes whether the point gets through. Done well, it quietly serves three things at once:



## Removes distractions

Clear sound, clean screens, and steady video let people focus on worship and the Word instead of the problems.

01



## Supports worship

Lighting, atmosphere, and flow help the room engage and keep the moment from being interrupted.

02



## Serves room & online

A healthy system honors the people in front of you and the first-time viewer watching from home.

03

This guide walks through 10 areas where small, intentional improvements make Sundays healthier for your team and clearer for your church.



# 1 Bad Audio Is Not a Small Problem

Audio is one of the most important parts of the worship experience. If people cannot hear clearly, they cannot fully engage with the sermon, worship, prayer, announcements, or ministry flow. Bad audio is not just a technical issue — it becomes a communication issue.

Churches often get used to problems because they happen so often: feedback, muddy vocals, an inconsistent mix, dead spots, or livestream audio that sounds nothing like the room. The cause is not always the console, microphone, or speakers. Sometimes it is the room, the gain structure, old wiring, or simply that no one has evaluated the full path from microphone to speaker to stream.

## WHAT TO REVIEW

- Can people clearly hear the pastor?
- Are vocals clear during worship?
- Does feedback happen often?
- Are microphones reliable?
- Does the livestream audio sound clear?
- Do speakers cover the room well?
- Can the team troubleshoot common issues?



## KEY THOUGHT

*Bad audio does not just sound bad. It creates a barrier between the message and the people.*



# 2 Lighting Should Serve the Room

Lighting is not just for concerts or big productions. In church, lighting helps people see clearly, focus, and engage with what is happening in the room. Good lighting supports the moment; bad lighting distracts from it.

Some rooms are too dark, some too bright, some use effects that compete with worship. Some leaders look fine in the room but are poorly lit on camera. The goal is not to make the room look like a show – it is to create visibility, atmosphere, and focus that serve the message, the worship, the room, and the camera.

## WHAT TO REVIEW

- Can people clearly see the pastor?
- Can people see the worship team?
- Does the lighting work well for cameras?
- Are there dark spots or harsh shadows?
- Do effects support or distract?
- Is lighting consistent every service?
- Is there a repeatable lighting design?



## KEY THOUGHT

*Lighting should never compete with worship. It should support the moment.*



# 3 Screens and Lyrics Need Consistency

Screens are one of the most visible parts of the service. Lyrics, scriptures, sermon slides, announcements, and bilingual text all affect how people engage. When screens are clear and consistent, people follow easily. When they are late, misspelled, or hard to read, people notice immediately.

This does not mean you need the most advanced system — it means you care about clarity. Simple things matter: font size, contrast, spelling, timing, formatting, and preparation before service. If your church is bilingual, the screen must help people follow, not create confusion.

## WHAT TO REVIEW

- Are lyrics easy to read?
- Are slides free of spelling errors?
- Are scriptures formatted clearly?
- Are sermon points easy to follow?
- Are graphics consistent with your identity?
- Are bilingual elements well organized?
- Is the operator prepared before service?



## KEY THOUGHT

*If the screen is confusing, people stop engaging and start correcting.*



# 4 Your Livestream Is a Front Door

For many people, your livestream is their first experience with your church. Before they visit in person, bring their family, or trust the church, they may watch online and observe how the service feels from a distance. That means livestream should never be treated as an afterthought.

A healthy livestream is more than turning on a camera. It includes clear audio, stable video, readable graphics, intentional camera angles, reliable internet, and good lighting — and an understanding that online viewers are real people, not numbers. The stream does not replace the room, but it extends its reach.

## WHAT TO REVIEW

- Is the livestream stable?
- Does the audio sound clear online?
- Is the video quality clean?
- Are camera shots intentional?
- Are lyrics and graphics readable online?
- Is it easy to follow for a first-time viewer?
- Are you using the content after Sunday?



## KEY THOUGHT

*Your livestream may be someone's first step before they ever walk through your doors.*



# 5 Volunteers Need Systems, Not Just Passion



Church production often depends on faithful volunteers. That is beautiful, but it becomes dangerous when passion is expected to replace training, systems, and support. A willing volunteer can only carry so much without clarity.

If volunteers do not know their role, call time, expectations, workflow, or who to ask for help, they will eventually become frustrated. They should not feel like they are guessing every Sunday – they should feel equipped. A healthy ministry gives volunteers structure, training, encouragement, and room to grow.

## WHAT TO REVIEW

- Does every volunteer know their role?
- Does the team communicate well?
- Are call times clear?
- Are volunteers encouraged and cared for?
- Is there a training path for new people?
- Is the ministry dependent on one person?
- Are volunteers scheduled with notice?



## KEY THOUGHT

*A volunteer without a system will eventually become frustrated, even if they love the ministry.*



# 6 Sunday Starts Before Sunday

Most Sunday problems are not really Sunday problems — they are preparation problems. When songs are not ready, slides are missing, batteries are dead, or the team does not know the flow, Sunday becomes stressful before the service even begins.

A healthy production ministry has a rhythm before Sunday: service planning, rehearsal prep, media checks, input lists, stage plots, battery checks, communication with worship leaders, slide review, livestream testing, and a clear pre-service checklist. Preparation does not remove every problem, but it reduces unnecessary chaos.

## WHAT TO REVIEW

- Is the service plan ready before Sunday?
- Does the team get information ahead of time?
- Are rehearsals organized?
- Are slides and lyrics prepared in advance?
- Are batteries, cables, and mics checked?
- Are last-minute changes communicated?
- Is there a pre-service checklist?



### KEY THOUGHT

*What happens on Sunday is usually the result of what was prepared during the week.*



# 7 Cables, Racks, and Labeling Matter

This may not sound exciting, but organization matters. Cables, racks, labels, inputs, outputs, power, and backstage order affect how fast your team can troubleshoot, how safe your system is, and how consistent your services can be. Disorganization behind the scenes eventually shows up in front of people.

When cables are not labeled, volunteers waste time guessing. When racks are messy, troubleshooting gets harder. When inputs are unclear, mistakes happen. A clean system is not about looking impressive – it is about reliability.

## WHAT TO REVIEW

- Are cables labeled?
- Are inputs and outputs identified?
- Is the rack organized?
- Is backstage safe and clean?
- Can volunteers troubleshoot quickly?
- Are power and signal paths clear?
- Is equipment easy to maintain?



## KEY THOUGHT

*Disorder behind the scenes eventually becomes distraction in front of the people.*



# 8 Training Is Not Optional



Buying better equipment does not automatically create a better production ministry. Equipment is only as effective as the people operating it. A church can have a great console, strong speakers, and a reliable stream, but if the team is not trained, the system will never reach its potential.

Training should not happen only when something goes wrong – it should be part of the culture. Healthy ministries train new volunteers, refresh existing ones, cross-train roles, document processes, and create simple guides for common problems.

## WHAT TO REVIEW

- Are new volunteers trained before serving?
- Does each role have clear expectations?
- Are there simple written procedures?
- Can the team handle common issues?
- Is training ongoing?
- Can someone cover if the lead is absent?
- Are volunteers growing in confidence?



### KEY THOUGHT

*Buying better gear without training the team is like handing someone a tool they were never taught to use.*



# 9 Excellence Is Spiritual Stewardship

Excellence is not perfectionism. In church production, excellence means we care enough to remove distractions, prepare well, serve people, support worship, and steward what God has placed in our hands. It does not require a massive budget or a conference-level service, and it does not mean mistakes never happen.

Excellence means doing the best we can with what we have while planning wisely for what is next. The heart is not performance — it is stewardship. When production is healthy, the focus is not on the technology, but on the people being served through it.

## WHAT TO REVIEW

- Are decisions tied to ministry goals?
- Does the team prepare with care?
- Are distractions being addressed?
- Is equipment stewarded well?
- Does production support worship & preaching?
- Is excellence healthy, not stressful?
- Are volunteers honored as ministry?



### KEY THOUGHT

*Excellence is not about showing off. It is about removing anything that gets in the way.*



# 10 Technology Should Support Ministry, Not Replace It

Technology is powerful, but it is not the mission. LED walls do not create worship. Cameras do not replace connection. Lights do not create the presence of God. A better console does not automatically create a healthier team. Technology is a tool.

Used well, it helps the church communicate clearly, serve people, reach online viewers, support worship, and remove distractions. But it should never become the center. A healthy ministry keeps the mission clear: the goal is not to look impressive, but to serve the message, the worship, the people, and the mission of the church.

## WHAT TO REVIEW

- Is technology serving or driving ministry?
- Are upgrades tied to real needs?
- Are you buying gear without a plan?
- Does the system support people well?
- Are volunteers trained on the tools?
- Is production aligned with the mission?
- Do technical choices remove distractions?



### KEY THOUGHT

*Technology is powerful when it knows its place: serving the mission, not becoming the mission.*

## REFLECT

# Quick Reflection

As you read through these 10 areas, which ones stood out the most? Use this page to identify where your church may need to focus first.

## MARK THE AREAS THAT NEED ATTENTION

Audio

Volunteer Team

Lighting

Sunday Workflow

Video / Cameras

Cables / Racks

Livestream

Training / Docs

Screens / Lyrics

Technology / Growth

## ASK YOUR TEAM

- 1 What is currently creating the most stress on Sundays?
- 2 What problems keep repeating?
- 3 What are we fixing with effort that should be fixed with a system?
- 4 What equipment, workflow, or training issue needs attention first?
- 5 What would make Sundays healthier for our team and clearer for our church?

NEXT STEP

# Ready to See Where Your Church Stands?

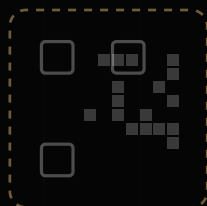
This guide helped you think through 10 areas every church should evaluate.  
Now take the next step.

Take the free Church Production Health Check and receive:

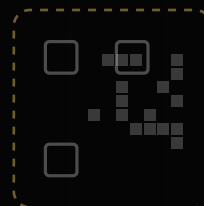
- ✓ Your production score out of 100
- ✓ Your result level
- ✓ Your top areas to review
- ✓ Personalized next steps

Take the Free Health Check

Schedule a Production Consultation



Health Check QR



Consultation QR

Scan to begin · or visit [www.3one8media.com](http://www.3one8media.com)



## ABOUT

# About 3ONE8 Media Group

3ONE8 Media Group helps churches design, improve, and strengthen live production systems that serve worship, support communication, and remove distractions.

From audio, lighting, video, livestream, LED walls, consulting, installation, and volunteer training, our goal is to help churches build systems that are clear, reliable, and ready for Sunday.

Our goal is not just to install equipment. It is to help churches build systems that serve the message, support worship, remove distractions, and strengthen the Sunday experience.

### WE SPECIALIZE IN

- Audio
- Lighting
- Video
- Livestream
- LED walls
- Production consulting
- System design
- Installation
- Volunteer training
- Church production strategy

### CONNECT WITH US

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