

Joint
**Christian
Science
Reading
Room UK**

Live Streaming



Live Streaming

Live streaming, broadcasting video footage on the internet, has been developing since the 1990s. It means that people can watch events as they actually happen on a computer, tablet, phone or even a TV, just by connecting to a website. The video sharing website YouTube (2005) enables users to watch both live and recorded videos from anywhere in the world.



In the autumn of 2013, the UK Online Christian Science Reading Room first broadcasted a live-stream Christian Science lecture via the website www.spirituality4.me. Over 100 people watched this first broadcast. Since then, regular broadcasts and more sophisticated equipment have increased the popularity of our live streaming activities.

Why should your church be involved?

Live streaming is an exciting way to expand your gift of a CS lecture, not only within your community but around the world. It also removes the barriers that might inhibit someone from attending a lecture in person.

In *Science and Health with Key to the Scriptures*, Mary Baker Eddy writes, “Millions of unprejudiced minds, simple seekers for Truth, weary wanderers, athirst in the desert — are waiting and watching for rest and drink. Give them a cup of cold water in Christ’s name, and never fear the consequences.” Since the true foundation of our church, the ‘structure of Truth and Love,’ is unconfined by physical location, bricks and mortar, shouldn’t our lectures be too?

Why is live streaming important for the Christian Science community?

If you've watched the Mother Church Annual Meeting live stream via the internet, you will know how special, inspirational and joyous it is to share this kind of occasion with like-minded people across the world. The sense of togetherness is palpable with so much prayerful thought focused on one event.

Live streaming Christian Science lectures can create this same healing togetherness within our larger community. There's nothing better than being able to attend a lecture as it's being given, whether you are watching in person or online. While a recording creates an archive that you can access at anytime, a live event encourages viewers to dedicate time to watching the inspirational talk as it happens

Will streaming the lecture prevent people from attending in person?

On the contrary, it appears that people who would not or could not attend in person have watched either the live event or the recording afterward. There is no evidence that people have decided not to attend in person simply because the lecture is online. In fact, many people who did attend the event in person have reported also going home to watch the recording.

We regularly receive messages of gratitude from viewers all over the world for enabling them to join a lecture they couldn't otherwise attend. These include people in Christian Science nursing facilities, those who don't live near a CS Church or Society, but mostly those that have not previously come into contact with Christian Science, and may never have done so without the aid of the internet.

How do people hear about the lecture?

Anyone with a bit of technical knowhow can live stream an event to their website, but that doesn't mean people will watch it. The UK Online Reading Room continues to develop an online presence using social media to spread the message of Truth and Love as based on the teachings of Christian Science. Facebook and Twitter are used to spread the word to our online followers about lectures being hosted by UK churches/societies and live-streamed by the Online Reading Room.

We use our Facebook page to share a variety of content, including: live stream events, thoughts for the day, Christian Science content from the CS Monitor and other related publications, and related CS content. The page has more than 1,600 worldwide followers who engage with posted content via likes, comments, and shares. The paid Facebook advertising for lectures often reaches tens of thousands of users, most of whom have probably never heard of Christian Science, but share interests in spirituality, healing, wellbeing, Christianity, God, etc.

Live streaming is a truly international activity, drawing audiences from Brazil, the USA, Australia, Germany, France, Spain, Greece, Malta, Israel, Kenya, South Africa, Ghana, Nigeria, Japan, Philippines, Russia and many more countries.

The number of people viewing a live streamed lecture can vary. On average, we have 70–90 different computers connected, often with more than one person per computer, though we have had as many as 300 live stream attendees at one time. The views of the recordings on our YouTube channel and the UK Online Reading Room website over a three-month period are often over 500.

By the end of 2016 we will have hosted more than 22 live-stream events, including two carol concerts. In addition to live-streaming lectures, we are also interested in hosting related Christian Science events, such as hymn sings, concerts, informal discussions, workshops, etc.

So you are interested in live streaming your lecture. What next?

1. Email the Online Reading Room with your lecture date and venue. We need at least six weeks notice, although the sooner you can let us know the better. librarian@csrr.co.uk

In deciding to stream a lecture we consider the following: whether we have another event close to that date, if we have already streamed that lecture recently, the availability of the live stream team, and if we have 4G mobile reception at that venue (we use our own internet connection as it is more reliable than Wi-Fi).

2. Your lecture committee will need to confirm with the lecturer that he/she are happy to be live streamed, and whether they are happy to have the recording posted afterwards on YouTube and the Online Reading Room website. We usually keep recordings posted between one and three months, though the lecturer can also specify the length of time their video is made available online.

We can work with your website administrator to show the live stream and the recording on your church website as well.

3. Email us your lecture flyer and any original photos or graphics as soon as possible, as these will be used to create a Facebook event and adverts for the Online Reading Room. The lecture will be live streamed at: www.spirituality4.me/livestream. This URL can be shared on your advertising.

The advert we create will look very similar to your flyer but we need the original photos in order to tailor the promotional material to the size and shape required for each ad.

4. Everyone in our current database of over 400 people and our more than 1,600 social media followers will be informed about the event. Our email newsletter goes out a few weeks in advance with a reminder about the lecture. The paid advertising appears during

the week prior to the event and we suggest a minimum of £150 budget be set aside for this purpose. We can also show you what your members can do to share the online event with their friends and family.

5. If the lecture is at a location other than your church, please confirm that the venue permit live stream broadcasting on the premises. Our team will work closely with the lecture organisers to assess that the light and sound conditions at the venue are suitable for live streaming. It is also important to give our team enough time to set up and take down the equipment, so please factor in at least an hour and half before and after the event for this purpose.

At the lecture

Introducer – Please ask the introducer to welcome the online audience as well as those in attendance, and to mention to them that *Science and Health with Key to the Scriptures* can be purchased online by clicking the link under the live view window. It is important to make everyone, including the online audience, feel part of the lecture. It is also good to offer them a way to either contact you or find more out about Christian Science.

Lecturer – Our team will carry out a sound check with the lecturer beforehand. We provide our own sound equipment that can work alongside whatever is available at the venue.

Equipment requirements

- We set up about 1.5 hours before the lecture
- Please supply a table at the back of the venue for the streaming equipment
- We require access to a couple mains plug sockets
- Our microphones are totally independent of any amplification in the venue, so the lecturer will wear our lapel mic in addition to the amplification used for the venue itself

Cost

The Joint Christian Science Reading Room UK sees the live streaming of lectures as a UK Christian Science outreach, extending across the world to express our love and gratitude for Christian Science. We don't want any church or society to feel prohibited by the expense of this activity.

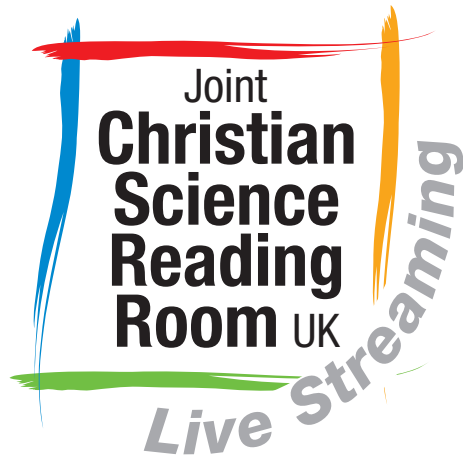
That being said, our live streaming activities wouldn't be possible without donations from those who benefit from this service. We suggest a donation of £150 to the Online Reading Room, in addition to an advertising budget of at least £150.

The actual cost of streaming an event is usually between £400–500, and includes incidental expenses like designing adverts and promotions, running the social media campaign and the man hours required for the streaming itself. If you are able to pay the full cost, please ask us for a statement of cost. This will be prepared after the lecture and sent to your church, along with viewer and advert statistics.

We encourage you to watch one of our live stream events via the "INSPIRATION" tab on www.spirituality4.me, or visit www.spirituality4.me/livestream for upcoming broadcasts.

If you have any questions, please do contact us at librarian@csrr.co.uk or call Edwin on **01494 529278**.





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