March 7, 2013 - Networking church members and leaders with ministry ideas and people

Stream Your Services

Webinar, March 25, 2013, 7 p.m. - Learn how to STREAM YOUR WORSHIP SERVICES, or discover how you can possibly do it better. Join Chip Dizard and Rich DuBose for this FREE Webinar. Sponsored by the Pacific Union Conference.

Get mail details

Ls Sierra Film Program

Every student enrolled in the film and television production major at La Sierra is exposed to a strong core of required courses that are designed to give them exposure to the fundamentals. In addition, students have the opportunity to either choose from a list of electives or choose to take a specific, Film Department-designed Concentration. The first Concentration offered is Film Studies, with an emphasis on a theoretical approach to film that can prepare students for an M.A. or a Ph.D. and prepares them for High School teaching or film criticism.

Read more

inSpire Gathering

Adventist artists, songwriters, poets, photographers, and other creative types are invited to participate in a first ever gathering in Berkeley, CA to celebrate and explore using the creative arts in ministry. In addition, inSpire is hosting a songwriting and digital art contest, with March 19, 2013, as the entry deadline. Early-bird registration for the event also ends March 19.

Read more here
FREE EVENT

ATTENTION: Church Audio and Media Support - Join Chip Dizard for a FREE webinar on streaming your services and worship events. It takes place: Monday - March 25, 7:00 PM - Pacific Time - Subject: Streaming Your Services

Resources You Can Use

ChurchApplied or the Pacific Union Conference does not receive payment in exchange for listing resources. The products, resources, and entities below are simply listed to make you aware of what's available.

Product Review, by Rich DuBose

Reframe (Video and Audio Converter)

The world of video and audio recording can be very confusing. There are so many different ways to create product, and each tool outputs their own list for formatted files. Then if you want to upload these to Yahoo or Vimeo, or another web based video site, they each have their own format requirements for what can and cannot work on their sites.

A new product (Reframe) was recently released by Miraizon that is touted as “a stand-alone software solution to convert between PAL and NTSC video, between SD and HD video, and from film to video.” It also says that it is "an affordable stand-alone software solution for video and audio conversion." I have found this last line to be misleading because you cannot use it to convert a .wav file to an mp3. I pointed this out to them and they said maybe they would add that feature to their next version. Some of the features that Reframe can handle include:

Convert Among Video Standards -- PAL and NTSC, SD and HD, Film and Video

Convert Among Video and Audio Formats - MOV, MP4, M4V, AVI, MPG, 3GP, DV, AIF, WAV, MP3 and more

The user interface makes it easy to do your video and audio conversions. Once you select a pre-defined operation that best suits your goals, Reframe automatically chooses the best video and audio settings for you to enable quick and easy conversion. Because of this, some may feel that the controls have been dumbed-down a little.

The advanced features include the ability to fine-tune video and audio settings by selecting "custom" options.

For video, users can access an Advanced Settings window to adjust such settings as the Frame Rate Conversion Method and the Motion Vector Search Type.

For audio, an Advanced Settings window allows adjusting such settings as the Resampling Precision. Preferences windows provide additional advanced options such as the Telecine Pulldown method and the De-interlacing Method for Video. For output, Advanced Export output options are available as well to customize

QuickTime Export Component settings.

High quality polyphase filters and motion compensation are used to produce optimal frame size and frame rate conversion results. Cascaded high-order filters and optional double-precision calculations produce audio resampling and gain adjustment.

Click here for more details.
Film & Television Program

Film and Television Program Overview

The core value of learning to tell stories with images is that you can speak the common language of the human race and use that ability to be successful in any endeavor you undertake - business, medicine, law, pastoring, teaching, farming - any endeavor you choose.

Every course in the new film major at La Sierra University teaches the value of a particular craft from the point of view of storytelling. How does editing enable you to tell better stories - how about acting - how about scriptwriting - how about cinematography? Every craft you learn improves your ability to tell stories with a universal power to heal.

However, not all of us are as interested in one part of the craft as another. The ideal film degree, then, combines an introduction to all aspects of the craft of storytelling with an opportunity to concentrate in particular aspects that most appeal to you.

That ideal film degree is what we are creating at La Sierra University. Every student enrolled in the film and television production major will take a strong core of required courses. In addition, students have the opportunity to either choose from a list of electives or choose to take a specific, Film Department-designed Concentration. The first Concentration we will offer is Film Studies, an emphasis on a theoretical approach to film that can prepare you for an M.A. or a Ph.D. and prepare you for High School teaching or film criticism. Soon to come, Concentrations in Production and Post-Production Sound, Scoring and Composition, and Editing.

This approach, again, is designed to ensure each graduating senior has a solid grasp of the fundamentals of film and television production while also having the flexibility to focus more fully on a particular aspect that appeals to you.

Here's how you can earn a living with this degree:

1. **Hollywood Studios/Large Production Companies/Christian Media Production Companies** - when you graduate you will have a solid grasp of storytelling skills and the technical crafts necessary to create your stories for film and television production. As a bonus, you can take elective courses that develop advanced skills in an area of your interest such as Film Studies, Editing, Sound Production, and more. These courses, along with a good reel that showcases your work, will go a long way toward getting you employment at a well-established production company when you graduate.

2. **Independent Filmmaker** - when you graduate you will have a solid grasp of the storytelling and technical skills necessary to produce your stories for film, television, and web distribution. This career path requires the skills of a creative artist, a technical wizard, and a strong entrepreneurial spirit. We will teach you the basics of business plans and creating financially successful projects that can form the basis of your filmmaking career.

3. **Graduate School** - the broad approach to storytelling craft provided by the core courses prepares you for entry into a world-class MFA program for further training toward an 'above the line' career in writing, directing, producing, or acting. It also prepares you to function as an independent film or television producer/writer/director, able to wear many 'hats' and produce your own work - narrative and/or documentary. You can produce the stories you
are passionate to tell, and/or produce work for 'industrials' including commercial companies
and religious institutions, and/or for any of the myriad other demands for visual content.

4. **Alternative Content** such as Video Games, Commercials/PSA's, and content created
specifically for the web are becoming so lucrative they may become the norm, not the
alternate, way to earn a living with the skills you learn at La Sierra. Video Games, especially,
earn more money than many films. All of these forms of entertainment are built on a
foundation of storytelling.

5. **It’s not just about a job, it’s about a career.** The language of storytelling is universal and
foundational to all career choices. Knowledge of this language will enhance your flexibility
and in an ever-changing job market by making you ‘hire-able’ in a variety of job or career
pathways. The universal language of international culture and business used to be French.
After World War 2, the universal language become English. Today the universal language is
film and the ability to communicate a message through images. Who knows what kinds of
jobs there will be in twenty years? Storytelling, however, has been around as long as the
human race has existed. That isn’t going to change. A foundation in storytelling is a
foundation you can build a career on.

Welcome to the world of storytelling. Welcome to La Sierra University.
inSpire 2013 Gathering

Enjoy the first ever Adventist inSpire weekend in Berkeley, CA, April 26–28, 2013. Participate in presentations, discussion groups, new music, art and poetry—a weekend of creative celebration, great music, networking and inspiration (with Dick Duerksen for Sabbath Worship). Other special guests include Dorothy Steigler (speaker and Blacksmith artist) and Greg Evans (songwriter and performer). Participate in our search for new music and graphics. Win an Apple iPad for best of show in music or digital design.

EVERYONE is FREE to attend the Friday evening and Sabbath sessions, but if you wish to partake in the meals, receive the DVD and participate in the contests, you need to register! The Sunday morning brunch will feature Chip Dizárd, tech whiz and Internet guru, who will be talking about how to use, video, Internet, social media, and all media–related venues to enhance your ministry or creative projects. Chip knows his stuff. Don't miss his presentation. Register now!

Full Registration entitles users to submit one entry (a song or graphic design) in the creative contest(s). In addition, full registration attendees will have access to all presentations, A DVD that highlights the weekend (to be shipped after the event), Sabbath lunch, and Sunday brunch.
The Sunday morning brunch will feature Chip Dizárd, tech whiz and Internet guru, who will talk about how to use, video, the Internet, social media, an all media–related venues to enhance your ministry and/or creative projects. Chip knows his stuff. Don’t miss his presentation. Register now!

Registration fee is per person:

**Early–bird Registration Fee:** $35 – Good through March 19, 2013.

**Regular Registration Fee:** $45 – March 20, 2013 – April 19, 2013.

**Sabbath only:** $25 (Provides you with Sabbath lunch and the DVD mentioned above).

**Sunday only (Chip Dizárd Presentation):** $25 (Provides you with 9 a.m. brunch on Sunday, April 28, 2012, and the DVD mentioned above).

**Songwriting/Digital Design Contests**

Creative Works Submissions: $20 each (Full Registration attendees may enter one creative work with their registration fee at no additional charge). Those who wish to make additional submissions may submit up to two additional songs or digital images for $20 (each submission). **You do not have to attend the event to enter the contest.**

[Click Here for Registration]

**Event Schedule**

**Friday, April 26, 2013 – 7 p.m.** – Don’t miss Friday evening’s presentation/interview (7 p.m.) with **Dorothy Stiegler**, a renown blacksmith artist. A true professional with a riveting story, hear Dorothy tell about her work and faith.

Hear new music

**Poetry Reading**

**Sabbath, April 27, 2013**

Featured music with Greg Evans/Dennis Hunt and more

**Poetry with Nico Hill**

**Worship Speaker – Dick Duerksen**

**Afternoon Sessions**
Songwriter's Exchange

Sunday Morning

Brunch/ Technology Presentation with Chip Dizárd
Award Presentations for Design and Songwriting Contests

End