

CASE STUDY: HOPE CITY CHURCH

Outreach to Millennials with Cinematic Video Shot on 4K VariCam LTs

Challenge

The thousands of youthful congregants of Houston-based HOPE CITY are scattered worldwide, participating in services via Facebook Live and YouTube streaming as well as in-person at multiple weekly worship experiences. Until last year, the church's video production staff was supporting a swelling membership and increasingly intricate assignments with prosumer-grade cameras and a portable switcher.

Solution

The quality of HOPE CITY's live and residual video production has seen a dramatic uptick since the introduction of Panasonic VariCam LT 4K cinema camcorders.

Result

According to Dan Rubottom, Median Consultant and Producer for the church, the improvement in image quality with the LTs has been dramatic. "The cameras have higher resolution, significantly better dynamic range, and produce more vibrant, lifelike skin tones. We experience no more noise on our large screens, and the LTs are easy to color match," he says.

Under the stewardship of Pastor Jeremy Foster, HOPE CITY is a completely mobile church, with the ministry presenting six weekend worship experiences at its main campus, Houston's Memorial High School, and five at its secondary campuses, Morton Ranch High School in Katy, TX and Salyards Middle School in Cypress, TX.

"In considering new cameras, we knew we wanted to up the quality to broadcast level and have the ability to acquire in 4K to future-proof our video assets," Rubottom explains. "At the same time, we wanted a cinematic camera. Working completely portably, we are somewhat limited in our staging in high school theaters: we project to three wide screens at our main campus, but there's no depth and we wanted the background to fall out of focus."

"The VariCam LT, with its filmic image handling and array of broadcast controls, was the ideal camera for us," he says.

"The dual ISOs are phenomenal, and we've made ample use of ISO5000 as our concert lighting can create dark areas in the room," Rubottom continues. "Considering that our staff is comprised almost wholly of rotating volunteers, the LT's intuitive operation and focus assist features are invaluable."

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– Dan Rubottom,
Media Consultant /Producer, Hope City Church



“The ability to switch out the LT’s EF mount for a PL mount has been quite useful, as we’re using both types of lenses,” he added. “Also, the LT’s camera build is impressive, and easily withstands our weekly load in/load out schedule.”

Customizing the Solution

HOPE CITY purchased three VariCam LTs and put them into production early in 2017. Typically, the cameras operate on tripods, two cameras in the center of the stage, one to capture a looser head-to-toe shot of the pastor, the second to capture a tighter, waist-up shot. These LTs are outfitted with a Fujinon 20-120mm T3.5 Cabrio wide-to-telephoto zoom lens and a Fujinon ZK85-300mm T2.9-T4.0 cine-style lens with ENG-type controls, respectively. The third LT operates below the stage for side shots, typically of the band and performers; this is equipped with a Canon 18-80mm T4.4 cinema zoom lens.

Rubottom uses a fiber system to pass an HD-SDI signal to production, which is then routed back to the projectors that feed the screens. A Haivision system is used to send a signal over the internet to the satellite locations. A separate line cut is established for the Facebook and YouTube live streams. Each service is recorded in HD externally on an Atomos Shogun recorder.

For more information about Panasonic VariCam cinema and high-speed cameras, visit us.panasonic.com/varicam or contact Panasonic at **877-803-8492**.

Email us at:
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Summary

The church loads in and out each weekend for two Saturday evening and four Sunday morning services held at Memorial High School. These six services all feature live video elements now shot on the VariCam LTs and projected onto three 20' by 30' screens. One Saturday and two Sunday worship experiences are streamed live on Facebook and YouTube, and during the second and third Sunday services, the pastoral messages are fed live to the Katy and Cypress campuses. The church recorded its Easter and Christmas services in 4K, and Rubottom says he expects to shoot in 4K more often in the near future.

For more information about HOPE CITY, visit www.yourhopecity.com.