

Livestream and Video Generation Process

Prepared for EMI media/livestream planning

Updated: June 29, 2026

Purpose

Document the Reyna / church media workflow for livestreaming and AI-assisted video generation so it can be reviewed with an important media producer and improved based on their advice.

Current Goal

Prepare for a meeting with a media producer by capturing:

- The current livestream setup and responsibilities.
- The current video generation / post-production workflow.
- Pain points and quality gaps.
- Questions where expert feedback would be most valuable.
- Follow-up actions after the meeting.

Known Context

- Adolfo has prior church media experience with Technology for the Kingdom of God, OBS, Subsplash, ChatGPT, Meta AI, and livestream workflows.
- Prior AV/media planning from kenya trip 2026 included multi-camera recording, dedicated internet for streaming, audio interface usage, and livestream quality/reliability concerns.
- This project should become the central working note for documenting the current process and producer feedback.

Current Media System Assessment Report Draft - 2026-06-27

Report Type

Current-state AV / broadcast media assessment, combining:

- AV / broadcast current-state assessment.
- AV system as-built documentation.
- Site survey / technical discovery report.
- AVIXA-style performance verification framing.

Reference: AVIXA [Audiovisual Systems Performance Verification](#) standard, Document 10:2013, describes a framework for determining audiovisual system elements, verification timing, criteria/metrics, and reporting procedures.

1. Executive Summary

The local Florida ministry currently livestreams Sunday services and special events primarily through Subsplash. Subsplash also provides the ministry website at <https://florida.emmint.com/> and automatically posts a replay in the app about 5–10 minutes after each livestream ends. The team does not currently livestream directly to YouTube or Facebook.

The current mobile production system is built around a Canon M50 Mark II, ATEM Mini, iMac/OBS, Zoom, WorshipTools, and a Behringer X18 audio mixer. OBS is used for high-quality local recording, while Zoom is used as a more resilient live contribution/stream layer, especially because phones can join Zoom as extra cameras and because Zoom tolerates some disconnect/network instability better than the direct OBS path.

The strongest current needs are:

- reliable multilingual translation/captioning for local and international audiences,
- better event connectivity strategies for remote international gatherings,
- lower-third lyrics/slides instead of full Zoom screen share,
- a faster mobile cart/case setup that can support multiple wireless DSLR/mirrorless cameras,
- a NAS-based searchable media archive and AI-assisted post-production workflow.

The desired future state is not simply “better livestream quality.” It is a sustainable media system that can serve local Sunday meetings, international EMI gatherings, public outreach, multilingual access, selective YouTube publishing, short-form clips, and long-term searchable media reuse without overwhelming volunteers.

2. Ministry / Use Case

Primary use cases:

- Sunday services.
- Special events.
- Larger EMI family gatherings and international meetings.
- Outreach teachings prepared intentionally for public sharing.

Audiences:

- Local Florida congregation and remote members watching through Subsplash.
- International EMI-connected ministries and families watching from multiple regions.
- English and Spanish audiences as the largest recurring language groups.
- Additional language audiences connected to France, Denmark, Africa, and other EMI regions.
- Public outreach audiences through The Walking Voice Media, KingdomEMI, YouTube, Facebook, and future short-form content.

Expected outputs:

- Automatic full-service replay/archive on Subsplash every Sunday.
- Selective YouTube publishing when a teaching is prepared and strong enough for outreach.
- 3–5 short clips per week when a YouTube teaching is published.
- Occasional Facebook posts.
- 1–2 monthly outreach pieces for The Walking Voice Media.
- Bilingual captions and translated versions when useful/possible.
- Long-term indexed/searchable archive for future reuse by speaker, topic, scripture, event, and transcript.

3. Current Signal Flow

Current local Sunday signal flow:

Audio chain: Microphones / instruments → Behringer X18 mixer → XLR output → audio interface → iMac / livestream computer → OBS local recording + Zoom/Subsplash live workflow → Subsplash replay/archive → optional trim/edit → future clips/social content

Video chain: Canon M50 Mark II → HDMI → ATEM Mini → iMac / livestream computer → OBS local recording + virtual webcam → Zoom/Subsplash live workflow → Subsplash replay/archive

Flexible camera path: Phone cameras → Zoom directly → live stream contribution without routing through ATEM/main computer

Lyrics/slides path: WorshipTools → local screen + Zoom screen share → livestream view, with camera reduced to small window during screen share

4. Equipment Inventory

Category	Item	Model	Location	Purpose	Notes / Problems
Camera	Main camera	Canon M50 Mark II	Sunday school setup	Main video feed	Wired HDMI to ATEM; setup/tear-down burden
Switcher / capture	Video switcher	ATEM Mini	Livestream table	Camera ingest into computer	Audio through ATEM has been unreliable, with brief dropouts
Computer / encoder	Livestream computer	iMac	Back/livestream table	OBS recording, virtual webcam, Zoom/Subsplash workflow, X18 control	Single point of failure; if it fails, stream is lost
Audio console	Headless digital mixer	Behringer X18	Worship/audio setup	Main audio mixing	Controlled from livestream computer or laptop on network
Audio interface	XLR-to-computer interface	Exact model TBD	Livestream table	Routes X18 output into computer	Used because ATEM lacks desired XLR input and has audio issues
Presentation	Lyrics/slides software	WorshipTools	Local screen + Zoom share	Lyrics/slides for worship/preaching	Screen share reduces camera to small window
Cameras	Phone cameras	Various phones	Flexible placement	Extra camera angles through Zoom	Useful in mobile/school setup
Network	School Wi-Fi	TBD	Rented school building	Internet for stream and Zoom	Current major constraint
Storage	Home NAS	8TB	Adolfo's home	Long-term media archive	Filling up; media not well organized/indexed
Lighting	Building/temporary lighting	TBD	School building	Visual quality	Current building lights not available to team; temporary lighting adds overhead

5. Software / Platforms

Current platforms/software:

- Subsplash: primary livestream service, distribution, automatic replay/archive, and ministry website provider.
- OBS: high-quality local recording and virtual webcam support.

- Zoom: live video layer, phone camera contribution, translation/captioning experiments, and resilience during disconnects/network instability.
- WorshipTools: lyrics and slides for local screen and Zoom screen share.
- YouTube:
- The Walking Voice Media: newer outreach-focused channel.
- KingdomEMI: older channel to revive with new content.
- Facebook: KingdomEMI page.
- Subsplash editor: simple trims.
- Final Cut: Adolfo's occasional edits.
- DaVinci Resolve: likely used by Brother Gino on Windows.
- AI editing/transcription tools: desired but not yet selected/tried.
- NAS-based archive/search software: desired but not yet selected.

6. Internet / Network

Current local Sunday network:

- The church currently meets in a rented school building.
- Livestream depends on Wi-Fi.
- Connectivity is a major complication.
- The stream computer is not on a known dedicated/wired media network at this time.

Home archive network:

- Adolfo's home has 1GB parallel/symmetric internet.
- Home NAS is the preferred long-term archive location.

International event network:

- Larger meetings often happen in remote or less-connected locations: Mexico, small-town hotels, Kenya locations outside city centers, etc.
- No single internet solution works globally.
- A cell phone with strong coverage may be useful, but it does not solve multi-language translation and streaming by itself.

7. Livestream Workflow

Current Sunday workflow:

Before service:

- Worship team arrives and sets up the X18/audio board and building speaker connections.
- Adolfo connects the audio feed at the back/livestream table.
- Adolfo sets up the Canon M50 Mark II on tripod.
- HDMI is run from the Canon M50 Mark II to the ATEM Mini.

- ATEM Mini and audio interface are connected to the iMac/livestream setup.
- WorshipTools is prepared for lyrics/slides.
- OBS is prepared for local recording and virtual webcam.
- Zoom/Subsplash workflow is prepared for livestreaming.

During service:

- WorshipTools drives lyrics/slides locally and through Zoom screen share.
- Zoom may receive the ATEM feed directly instead of OBS for reliability.
- Phones may join Zoom as additional cameras when needed.
- Audio is mixed from the X18 and routed through the interface to the computer.

After service:

- Local OBS recording remains on the iMac.
- Zoom is not recorded because OBS local recording is higher quality.
- Subsplash automatically posts the replay/archive in the app within about 5–10 minutes.
- Simple trims may be done in Subsplash when needed.
- More intentional edits may be done later in Final Cut or DaVinci.
- Public/prayer ministry portions may be removed when appropriate before broader public sharing.

8. Team / Roles

Current roles:

- Worship team: audio setup, X18/audio board, building speaker setup.
- Adolfo: livestream setup lead, audio feed connection, camera/ATEM/computer setup, overall workflow oversight, simple trims, some Final Cut editing.
- Dzidula Boney: lyrics.
- Sara Gianelli: lyrics trainee, livestream computer helper, sometimes translation.
- Sinae Gianelli: camera trainee.
- Gary Collins: previous camera/livestream support; less active currently due to job changes and transition to the school location.
- Brother Gino Gianelli: editing support on Windows, likely DaVinci Resolve.
- Eli Lastra: overall content creator supervisor and quality eye.
- Apostle David: higher-level ministry/message approval when needed.

Volunteer/staffing risk:

- The setup still depends heavily on Adolfo for assembly, routing, and troubleshooting.
- Sara sometimes has split attention between translation and media support.
- More training and a simplified mobile setup would reduce fragility.

9. Current Quality / Pain Points

1) Translation / Multilingual Access

- Biggest current pain point.
- Current system depends heavily on human translation.
- Main languages for local Florida livestreams are English and Spanish, but the meetings are watched globally.
- EMI-connected ministries include France, Denmark, Africa, and other regions that require additional languages.
- No clearly reliable translation tool/workflow has been found yet.
- Zoom Caption Auto-Translation is being tried again and appears better than it was the previous September, but still needs validation.
- Need a reliable structure for bigger events and family gatherings, not only Sunday services.
- Possible direction: multiple microphones/headsets/channels so people can connect locally and receive translation in their language.

Sunday Translation Target / “Good Enough” Standard

- Technology likely has advanced enough for real-time or near-real-time automatic captioning with translation to provide useful caption quality.
- The missing piece is a known product/workflow that lets viewers select translated captions directly on the livestream in real time.
- For local viewers, captions alone may feel like a heavy reading experience compared with hearing translation; audio translation is still preferable when possible.
- Because English and Spanish are both large audience groups, live human translation still makes sense for English ↔ Spanish.
- For other languages, automatic captioning/translation would be very valuable.
- Current issue: when both English and Spanish are present in the same audio stream, automatic captioning/translation tends to struggle with language detection and accuracy.
- Possible fix: send only English into the automatic captioning/translation system. The church has the capability to route this, but it has not yet had the time/investment to make it reliable.

2) Remote / International Event Connectivity

- Bigger meetings are often in remote areas around the world, such as Mexico, small-town hotels, or Kenya locations away from city centers.
- Internet reliability varies by event and location.
- There is no single connectivity solution that works for all events.
- Apostles and leaders travel globally, so bulky equipment may not be practical.

- A cell phone with strong coverage may help, but would not be enough by itself for five-language translation and streaming directly to participants' phones.
- At the Kenya family gathering, local in-room translation was done simultaneously; it worked somewhat but was not optimal.

International Event Translation Target

- Preferred experience for most in-person attendees: participants connect with their own device and headphones, then choose the language they need.
- This may not be viable in every nation or setting, but those situations may be the exception rather than the rule.
- For events without strong internet, the ideal backup/alternative is local off-stage translation provided directly to people in the room.
- The long-term solution likely needs both modes:
- internet/device-based language access when connectivity and audience devices allow it,
- local/offline translation distribution for remote or low-connectivity events.

3) Mobile Setup / Tear-Down Burden

- Local Sunday setup currently requires many hands and significant setup/tear-down time because the church rents/uses a school building.
- The team hopes this will be solved once there is a dedicated building.
- In the meantime, the goal is a mobile setup that can be deployed quickly.
- The current mobile setup works, but leaves little margin to improve quality.

4) Lyrics / Slides Presentation Limitation

- In Zoom, screen sharing lyrics/slides makes the camera video a small square in the top-right corner.
- This is acceptable for worship when lyrics are the priority, but it weakens the video presentation.
- Ideal future state: lower-third lyrics or other overlay where the full video remains visible and lyrics appear at the bottom.
- Need to explore whether WorshipTools can support this better, or whether more professional presentation software is needed.
- There is significant room to improve how material is presented, not only the video stream itself.

5) Local Lighting / Visual Quality

- Lighting is a local pain point.
- The school building has lights, but the church has not been allowed to use them at this time.
- Adding temporary lights does not currently look great and adds setup overhead.

- Tripods, lights, and similar gear increase the burden because everything must be set up and taken down the same day.

Local Sunday Next Improvements

- Highest-priority local improvement: lower-third lyrics instead of Zoom screen share, so the main video remains visible while lyrics appear at the bottom.
- Second major local improvement: a mobile cart/case setup that allows quick setup/tear-down and supports multiple wireless cameras.
- Desired wireless camera direction: more DSLR/mirrorless-style cameras, connected using wireless HDMI rather than long HDMI cable runs back to the ATEM Mini.
- Motivation: the current wired setup requires power and HDMI cabling from camera positions to the ATEM Mini, which adds setup burden and limits camera placement.
- Desired outcome: reduce setup burden while improving visual quality and flexibility in the rented school environment.

10. Recording / Archive / Post-Production

Current recording/archive pattern:

- OBS records locally on the iMac used for livestream/transmission.
- Zoom is not recorded because the OBS recording is higher quality.
- Subsplash automatically records and publishes the livestream replay in the app about 5–10 minutes after the service.
- Subsplash replay is the default full-service public archive for the congregation.
- Simple trims are done in the Subsplash editor when needed.
- Adolfo occasionally edits in Final Cut.
- Brother Gino edits on Windows, likely in DaVinci Resolve.

Current post-production pattern:

- Editing is done only when needed for normal services, especially to remove empty spaces, non-public sections, or personal prayer/ministry time.
- YouTube is selective: publish only well-prepared teachings intended for public outreach.
- When a teaching is published to YouTube, the goal is to create 3–5 short clips per week from that content for YouTube and Facebook.
- Walking Voice Media should receive 1–2 outreach pieces per month.

Current archive gap:

- Long-term files live on the 8TB home NAS, but the archive is not well organized or indexed.
- Needed metadata/search: speaker, date, event name, scripture/reference, topic/theme, language, people in video, and quote/transcript search.

- Needed next design: folder structure, naming convention, transcript/indexing workflow, backup/storage growth plan, and NAS-based media software evaluation.

11. Desired Future State

We want a simple, reliable, volunteer-friendly workflow that captures services, streams them consistently, supports multilingual audiences, archives content cleanly, and makes it easy to create useful short-form outreach content afterward without overwhelming the team.

Desired future capabilities:

- Lower-third lyrics/slides instead of full Zoom screen share so the main video remains visible.
- Mobile cart/case setup that reduces Sunday setup/tear-down time.
- Multiple DSLR/mirrorless-style cameras using wireless HDMI rather than long cable runs to the ATEM Mini.
- Reliable English/Spanish human translation where needed, plus automatic captions/translations for additional languages.
- International event model with both device/headphone-based language access and local/offline translation distribution when internet is weak.
- NAS-first media archive with indexing by speaker, date, event, scripture, topic, language, people, and transcript/quote search.
- AI-assisted editing workflow for clip discovery, captions, translation, quote graphics, and social repurposing.
- Clear publishing lanes: Subsplash for every Sunday replay, YouTube only for strong outreach-ready teachings, Shorts/Facebook clips when YouTube content is published, and 1–2 monthly Walking Voice Media outreach pieces.

Recommended workstreams:

Workstream 1: Translation and Captions

- Test Zoom Caption Auto-Translation with controlled single-language audio input.
- Design an English-only feed into automatic caption/translation tools to improve accuracy.
- Keep human English ↔ Spanish translation for major audience needs.
- Research livestream-compatible selectable captions and multi-language audio/caption solutions.
- Define separate patterns for Sunday services vs. major international gatherings.

Workstream 2: Local Sunday Mobile Production Upgrade

- Design a mobile cart/case that contains or pre-wires the iMac/laptop, ATEM/interface, power, networking, and cable management.
- Evaluate wireless HDMI options for DSLR/mirrorless cameras.
- Decide whether to keep ATEM Mini as central switcher or move toward another mobile switching/encoding model.

- Reduce single-person dependency by documenting setup steps and training Sara/Sinae/Gary or other volunteers.

Workstream 3: Lyrics / Slides Presentation

- Investigate WorshipTools lower-third output or alternative presentation workflows.
- Evaluate whether OBS can composite lyrics over video while still feeding Zoom/Subsplash reliably.
- Decide whether a more professional presentation system is needed for lyrics, scriptures, and teaching slides.

Workstream 4: Archive and Media Asset Management

- Design a NAS folder and naming standard for originals, edits, exports, thumbnails, captions, and project files.
- Evaluate NAS-based media asset management/search tools.
- Prioritize transcript/quote search and metadata fields: speaker, date, event, scripture, topic, language, people.
- Plan for storage growth because the 8TB NAS is filling up.

Workstream 5: AI-Assisted Post-Production

- Evaluate AI tools for transcription, clip selection, caption generation, translation, short-form repurposing, and quote graphics.
- Define a standard path from Sunday recording → transcript → selected clips → review → export → YouTube/Facebook/Walking Voice.
- Keep approval simple: Adolfo + Eli for most content, Apostle David when higher-level ministry/message approval is needed.

12. Questions for Ari / Sardius

- What are the top 3 improvements you would prioritize?
- Is our biggest bottleneck audio, video, internet, workflow, or staffing?
- What should we standardize first?
- What should we avoid buying too early?
- What would a sustainable small-church media workflow look like?
- How should we think about archiving and metadata from day one?
- When is OBS enough, and when should we consider a dedicated encoder/platform?

Current Livestream Process

Services / Events Covered

- Sunday services.
- Special events.

Current Livestream / Distribution Platforms

- Primary livestream service: Subsplash.
- Subsplash is also used for distribution.
- Subsplash also provides the ministry website used for the local ministry:
<https://florida.emmint.com/>
- Current YouTube channels:
- <https://www.youtube.com/@TheWalkingVoiceMedia> — newer channel dedicated to outreach.
- <https://www.youtube.com/@kingdomemi> — older channel that should be revived with new content.
- Facebook page: <https://www.facebook.com/kingdomemi/>
- Current livestream destinations: not livestreaming directly to YouTube or Facebook at this time.

Current Production Setup

- Main camera: Canon M50 Mark II connected via HDMI to an ATEM Mini.
- ATEM Mini feeds the main livestream computer.
- OBS runs on the main computer to:
- record locally,
- set/provide the virtual webcam,
- support higher-resolution 1080 workflow when conditions allow.
- Current Zoom workflow streams directly from the ATEM instead of OBS because it has proven more reliable during disconnects or network instability; if there are issues, the Zoom stream does not always drop completely.
- If the main computer fails, the stream is lost entirely.

Zoom / Flexible Camera Workflow

- Zoom is used as part of the livestream workflow.
- Phones are sometimes used as cameras directly through Zoom so their video can be included in the livestream without physically routing the phone camera through the main computer.
- This became more important after changing locations to a rented school building for Sunday meetings.

- In the previous/location-stable setup, connectivity was more reliable and multiple cameras were connected to the ATEM Mini.
- Direct livestreaming through OBS can push resolution to 1080, but the current rented-school setup and Wi-Fi limitations have made that harder to sustain.

Current Internet / Location Constraint

- Sunday meetings are currently in a school building.
- Livestream is currently dependent on Wi-Fi.
- Connectivity is a major complication and still needs a better solution.

Current Audio Chain

- Mixer: Behringer X18-style headless mixer board, controlled through software rather than physical board controls.
- The X18 is controlled from the same computer that runs the livestream, or from any laptop connected to the network.
- Audio output path: X18 mixer → XLR cable → audio interface → main computer.
- XLR/interface path is used because the ATEM Mini does not provide the needed XLR input.
- The ATEM Mini has also had audio reliability issues, including brief audio dropouts of about a second, so it has not been reliable enough as the main audio path.

Graphics / Lyrics / Slides Workflow

- Software used: WorshipTools — <https://www.worshiptools.com/en-us>
- WorshipTools is used locally to show lyrics on the in-room screen.
- Lyrics are also shared into Zoom through screen sharing.
- During worship, the priority is congregational participation, so the livestream often favors the shared lyrics even though this makes the camera shot very small.
- During preaching, slides are also shared through WorshipTools / screen sharing when needed, but usually only for short sections so the video is not visually reduced for too long.
- The local OBS recording does not include the Zoom screen-share layout, which preserves a higher-quality camera video for later editing.

Recording / Archive / Post-Service Workflow

- At the end of Sunday meeting, the team has a local OBS recording on the iMac used for the livestream/transmission.
- Zoom is not recorded because the OBS recording is better quality.
- The Subsplash livestream is also recorded automatically.

- Subsplash automatically posts the livestream recording as an event/archive in the app, usually available to everyone about 5–10 minutes after the livestream ends.
- This gives the ministry an automatic public replay without extra manual publishing steps.
- Afterward, editing is done only when required, such as:
 - removing empty spaces,
 - removing sections that should not remain public,
 - trimming personal prayer/ministry time at the end when people are prayed for.

Team Roles / Sunday Responsibilities

- Worship team:
 - Handles audio setup in the morning.
 - Sets up the X18/audio board and makes the required sound connections.
 - Uses the school building's speakers for in-room sound.
- Adolfo:
 - Connects the audio feed at the back table where the livestream computer is located.
 - Sets up the Canon M50 Mark II on the tripod.
 - Runs HDMI from the Canon M50 Mark II to the ATEM Mini.
 - Connects/places the ATEM Mini with the livestream interface setup.
 - Oversees the livestream computer/workflow.
- Dzidula Boney:
 - Runs lyrics.
- Sara Gianelli:
 - Trainee for lyrics.
 - Helps on the livestream computer.
 - Sometimes translates, so she may split attention between translation and media support.
- Sinae Gianelli:
 - Camera trainee.
- Gary Collins:
 - Previously helped with cameras and livestream.
 - Currently less active because of job changes and the transition to the school location, but should still be considered a possible support person.
- Brother Gino Gianelli:
 - Helps with editing.
- Eli Lastra:
 - Overall content creator supervisor.
 - Provides the eye for quality and content standards.

Remaining Areas to Capture

- Exact computer/device model and specs.
- Exact audio interface model.
- Number of microphones/instruments/audio sources normally mixed.
- Local OBS recording settings and file naming/storage pattern.
- Whether edited versions replace the Subsplash archive or are used separately.
- Pre-service checklist and post-service checklist.

Current Video Generation Process

Desired Outputs From Each Sunday / Event

The desired post-production system should be able to create all of the following from each Sunday service or special event:

- Full sermon/service archive.
- Sermon clips and short-form videos.
- Quote graphics.
- Bilingual captions.
- Translated versions when useful/possible.
- YouTube uploads.
- Facebook posts.
- Announcement videos.
- Weekly outreach content for The Walking Voice Media.

Current Editing / Content Creation Tools

- Adolfo:
- Uses the Subsplash editor for simple trims.
- Uses Final Cut for some edits.
- Currently does relatively few edits personally.
- Brother Gino Gianelli:
- Works on Windows.
- Likely uses DaVinci Resolve.
- Desired direction:
- Explore shifting some editing work to AI-assisted editing.
- AI editing has not been tried yet in this workflow.

Content Review / Approval

- Most content is reviewed/approved by Adolfo and Eli Lastra.
- Apostle David, head of the international ministry, is included sometimes when the content needs higher-level ministry/message approval.

Publishing Goals / Cadence

- Every Sunday full service is published on Subsplash automatically after the livestream.
- YouTube publishing is selective: only publish when the content is strong enough.
- When a new YouTube piece is published, create 3–5 Shorts per week from that content, distributed to both YouTube and Facebook.
- Facebook posts are occasional outside of the shorts flow.
- The Walking Voice Media target cadence: 1–2 outreach pieces per month.

YouTube Selection Standard

- A message is strong enough for YouTube when it is a well-prepared teaching with the clear intention of being shared publicly for outreach.
- Default assumption: ordinary full Sunday services remain available through Subsplash; YouTube is for intentional public/outreach content.

Storage / Archive

- Current long-term storage is the NAS at Adolfo's home.
- NAS capacity: 8TB.
- The NAS is currently filling up.
- Home internet is 1GB parallel/symmetric internet, making the home NAS a practical central archive location.
- Current media is not well organized and/or indexed.
- Need future storage plan because the current NAS is filling up.
- The team is interested in potential software solutions for media organization, indexing, search, and archive management.

Desired Media Index / Search Fields

The media archive should make it easy to find content by:

- Speaker.
- Date.
- Event name.

- Scripture/reference.
- Topic/theme.
- Language.
- People in the video.
- Quote/transcript search.

Archive System Preference

- Preferred archive/search system should be NAS-based.
- Local/private NAS storage is the desired primary home for originals, edited exports, and searchable/indexed media data.
- Cloud tools may still be evaluated for publishing or specific workflows, but the archive preference is NAS-first.

Remaining Areas to Capture

- Source material: sermon recordings, livestream downloads, clips, photos, scripts.
- Specific AI tools to evaluate for transcription, clip selection, captions, and social repurposing.
- Editing workflow: clipping, captions, color/audio cleanup, branding, export presets.
- Output formats: short clips, reels, sermon excerpts, announcement videos, thumbnails.
- Publishing details: descriptions, hashtags, metadata.
- Exact folder/naming convention for originals, edited exports, thumbnails/graphics, and project files.

Pain Points / Open Questions

- What parts of the livestream currently feel least professional?
- Are audio levels, room sound, or mix quality limiting the final video quality?
- Is the camera setup strong enough for both livestream and edited clips?
- Should we optimize for live quality, post-production quality, or both?
- What is the best repeatable workflow for turning one service into multiple short clips?
- How should branding, thumbnails, captions, and intro/outro templates be standardized?
- What tools or roles would make the biggest improvement without overcomplicating the volunteer team?

Questions for Media Producer

- Based on our current setup, what are the top 3 improvements you would prioritize first?

- What should a small church media workflow look like if it needs to be sustainable for volunteers?
- What minimum equipment or process changes would noticeably improve livestream quality?
- How would you structure a repeatable sermon-to-social-clips workflow?
- What examples should we study for livestream quality, editing style, thumbnails, and short-form clips?
- What metrics should we track to know whether media quality and reach are improving?
- What should we avoid spending time or money on right now?

Meeting Notes

To be filled during or after the producer meeting.

Sardius Media Research - 2026-06-20

Context from Adolfo: During time in Kansas City, the family met one of the co-founders of Sardius Media. Adolfo confirmed the person is **Ari Burt**, listed on the official Sardius site as Co-Founder.

Prior Mentions in Brain

- Search of `~/brain` for Sardius, Sardius Media, Art Burt, Ari Burt, and Kansas City found no prior direct mention of them.

Company Snapshot

- Website: <https://sardiusmedia.com>
- Focus: live and on-demand broadcast workflows for mission-driven organizations.
- Positioning: "Simplifying live and on-demand workflows for mission-driven broadcasters."
- Based in Kansas City, with team members across North and South America.
- States 10+ years of media delivery experience for web, mobile, and TV.
- Contact listed on site: 816-727-3487; sales@sardius.media; info@sardius.media.

Leadership Listed on Official Site

- Jason Shore — Co-Founder & CEO
- Ari Burt — Co-Founder
- Mike Read — Co-Founder & CTO
- Jono Hall — COO
- Joshua Ruff — CDO

Ari Burt Research

- Identity confirmed from the official Sardius Media About page: **Ari Burt — Co-Founder**.
- Publicly visible official bio detail is limited; the site lists his role but does not provide a long personal biography.
- Official site context implies he is part of Sardius' founding leadership team for a Kansas City-based, mission-driven broadcast technology company.
- LinkedIn company page context for Sardius Media: Online Audio and Video Media; company size 11-50; privately held; founded 2014; specialties listed as live streaming and video on demand; primary location listed as 1401 E 104 St #103, Kansas City, MO 64131.
- LinkedIn company updates mention **Jason Shore + Ari Burt** speaking at a Backblaze + Qencode panel at NAB Show 2026, tied to media workflows, cloud storage, AI media, video AI, streaming, and media delivery.
- This suggests Ari is not only an owner/co-founder but also involved enough in industry-facing strategy/partnership conversations to speak publicly with infrastructure partners.
- Public sources found so far do **not** confirm a separate personal LinkedIn profile, education history, church affiliation, or detailed career history for Ari. Avoid over-assuming beyond official/company pages.

How to Talk With Ari

- Treat him as a broadcast workflow/platform strategist, not just a camera/video person.
- Ask about process, reliability, automation, archival/search, content reuse, and sustainable volunteer operations.
- Since he has industry context around cloud storage, encoding, AI media, and delivery workflows, ask him to separate what a small church should do now from what enterprise broadcasters do at scale.
- A useful framing: "We are trying to design the simplest workflow that reliably captures a service, streams it well, archives it properly, and turns it into useful short-form content without overwhelming volunteers."

Ari-Specific Questions

- From your experience building Sardius, what is the first workflow mistake churches usually make with livestream/media?
- If you had to design a low-complexity but future-proof setup for us, what would you standardize first?
- What should remain manual for a small volunteer team, and what should be automated?
- How should we think about archiving, metadata, and AI search from day one?
- What is the line between "good enough OBS workflow" and "time to use a dedicated platform/encoder system"?

- What would you recommend we measure: stream health, engagement, watch time, clip performance, volunteer load, or something else?
- Are there tools or purchases that churches commonly buy too early?

Relevant Capabilities

- Broadcast platform for live, simulated-live, and on-demand media.
- Automated encoder management and calendar-driven broadcast workflows.
- Integrations/compatibility mentioned: AWS Elemental MediaLive Anywhere, Haivision, SRT, RTMP, HLS, CHOP, Resi.
- Distribution workflows to YouTube, Facebook, broadcast partners, websites, apps, Roku, Apple TV, Fire TV, iOS, and Android.
- AI-powered discovery/metadata: auto transcription, keywords, summaries, searchable content, and video-library search.
- Live subtitles/translations, multi-language experiences, multi-track interpretation support.
- Analytics dashboards and API access.
- Live event support, including on-site support for complex events.
- Pulse product for multi-site/campus monitoring, rapid review, auto-archiving, quality control, and feedback.

Why They Matter for This Project

Sardius appears to operate at a higher scale than a simple OBS/YouTube church livestream setup. Their useful advice will likely be around workflow design, reliability, automation, archive/search, multi-platform distribution, and how to make volunteer media operations sustainable.

Strong Questions to Ask Them

- If you saw our current church livestream setup, what would you improve first: audio, cameras, lighting, encoding, internet, workflow, or team roles?
- What is the minimum sustainable broadcast workflow for a small/medium church volunteer team?
- When should a church stay with OBS/YouTube/Facebook versus using a managed platform or dedicated encoder workflow?
- How should we structure sermon archives so they become searchable, reusable content instead of just stored videos?
- What is the simplest repeatable process for turning one service into sermon clips, reels, quote graphics, and announcements?
- What AI transcription, metadata, captioning, and translation workflows are actually worth using now?
- What standards do you recommend for audio loudness, camera framing, lighting, graphics, encoding bitrate, and backups?

- What equipment or software purchases should we avoid until the process is better defined?

Advice Received

To be filled after the producer meeting.

Action Items

- ☐ Document the actual current livestream hardware/software setup.
- ☐ Document the actual current AI/video generation workflow.
- ☐ List recent examples of livestreams and generated videos to show the producer.
- ☐ Capture producer feedback and prioritize next steps.
- ☐ Convert advice into a repeatable checklist or SOP.

Related Notes

- Technology for the Kingdom of God
- kenya trip 2026
- Family Timeline