

# Christian Congregation of Jehovah's Witnesses

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May 5, 2016

TO ALL CIRCUIT OVERSEERS AND CONVENTION COMMITTEES

Re: Video at Theocratic Events

Dear Brothers:

With the expanded use of video at our theocratic events, guidelines are being provided on how various features of the programs should be handled.

**Talks Delivered From the Lectern:** In general, a brother giving a talk should look directly into the camera as if he were conversing with a single individual, making frequent, natural eye contact. Many of those in attendance depend primarily on video monitors to see the program, and this style of delivery looks very natural onscreen.

However, when the camera is mounted from the ceiling or in the back of the auditorium, it may appear awkward onscreen if the speaker were to look directly into the camera. In these situations, brothers should maintain audience contact with those in the front center section. Limiting their eye contact in this way will keep those watching the displays from being distracted by what appears onscreen as exaggerated head movements.

**Interviews, Demonstrations, and Soliloquies:** Brothers and sisters who are interviewed should direct their comments to the speaker. They should not deliver their comments directly to the camera. Likewise, those giving demonstrations and soliloquies should not look into the camera. They should deliver their parts naturally.

**New Releases:** Most announcements of a new release will have an accompanying brief video that reveals the cover artwork. When the new release is announced, show the brother displaying it to the audience for approximately one second; then show the video until the applause subsides or the speaker continues with his talk.

**Media Playback:** Many talks have video clips, and some call for a picture to be shown at a specific point in a talk. The brothers responsible for video should ask the speaker when the media will be introduced, and if it is a picture, approximately how long it should be displayed.

**Musical Prelude:** Show a wide shot of the stage during musical preludes unless you receive other specific instructions. This will help the audience to realize that the program has begun and that they should be in their seats.

**Kingdom Songs:** Show a wide shot of the audience during the singing of Kingdom songs. If the equipment allows, the shot can be panned slowly to show the entire audience. However, this is not necessary if most of the audience can be covered with a static shot. Never frame tightly on individuals or small groups of people.

**Prayers:** Show a wide shot of the stage during prayers.

**Baptisms:** Show the speaker during the entire baptism talk. Do not show the baptismal candidates when they are asked to stand or when the questions are answered. However, it is permissible to pan the candidates when they exit the main seating area after the song.

The baptism itself should be displayed for the audience to view if the equipment allows. At times, it may be necessary to cut to a different shot to avoid embarrassing situations. If someone is having difficulty entering or exiting the pool or if an emergency arises, change the shot or cut to a wide shot. Use discernment when deciding what should be shown on the video system.

**Interpreted Programs:** Interpreted talks have unique circumstances that vary depending on the location and the number of languages being interpreted. In general, the audience should see a full-screen shot of the speaker. The interpreter will be shown onscreen as outlined below.

When an interpreter is standing next to a brother delivering a talk, show both brothers in the initial shot for a few seconds. This allows the audience to understand that the talk is being interpreted. Show only the speaker for the rest of the talk. Since scriptures will often be read only by the interpreter, cut to a full-screen shot of the interpreter as the scriptures are read, if possible. If the interpreter is in a different auditorium, on a separate stage, or seated at a table, the interpreter should not be shown onscreen.

At sign-language events, use a picture-in-picture format for talks, if technically possible. Show the interpreter full-screen, and the speaker as an insert that occupies about one quarter of the screen.

**Makeup:** It is important that our brothers look their best on camera; however, the participant makes the decision as to whether he or she will use makeup. If they consent to makeup, use separate disposable makeup applicators for each participant. Brothers should not appear to have on makeup, but it is best if their face and the top of their head does not glisten or shine. Use blotting paper and hypoallergenic translucent face powder as necessary to remove the shine without changing the natural skin tone. Those working with makeup will be under the supervision of the platform crew in the Audio/Video Department.

Be assured of our warm Christian love and greetings.

Your brothers,  
*Christian Congregation  
of Jehovah's Witnesses*