

When you need a media server,  
but schedules, space and budgets are tight...

# Church Production Magazine

apr 08

online update

## in this issue →

- topstory/podcast
- online snapshot

- sponsor spotlight
- news
- new products



## podcast →

### WHY CHURCH BRANDING IS IMPORTANT IN TECHNICAL MINISTRY: A DISCUSSION WITH PHIL COOKE



In this edition of *Church Production Magazine Online Update*, we speak with Phil Cooke, who is the founder and creative director of Cooke Pictures, of Los Angeles, California. Cooke is also the author of the book "Branding Faith, Why Some Churches and Nonprofits Impact Culture and Others Don't". In this conversation, we discuss the importance of branding in today's worship environment and how branding affects people in the technical ministries.

For more information on on Cooke Pictures and Branding Faith, visit: [www.cookepictures.com](http://www.cookepictures.com)

Equipment for the interview was provided courtesy of D&M Professional ([www.d-mpro.com](http://www.d-mpro.com)) and Audio-Technica ([www.audio-technica.com](http://www.audio-technica.com)).

[back to top](#)

[online snapshot →](#)



Phil Cooke

Reach  
**ASSURED**  
EXPECTATIONS

with Wohler Technologies'  
PANARAMA™ division  
of high definition  
video monitors

HDMon - 170



**BRANDING  
FAITH**

WHY SOME CHURCHES  
AND NON-PROFITS  
IMPACT THE CULTURE  
AND OTHERS DON'T

PHIL COOKE

## VILLAGE BAPTIST CHURCH UPGRADES WIRELESS SYSTEM

Blessed with a 1,400-seat worship center, Village Baptist Church in Destin, Florida schedules an ambitious calendar of dramatic productions, multi-media activities, and services that span traditional to contemporary. Unfortunately, their wireless microphone collection, which didn't work well, reached the end of its useful life and began distracting the focus of their services. Instead of praise for God and lessons from the Bible, annoying crosstalk between microphone channels and, worse, periodic interference from nearby Eglin Air Force Base captured the attention of church members despite their best attempts to ignore it. The church tried hiring outside sound companies to handle their productions, since experience had taught them that attempting to use more than a dozen of their own wireless microphones was guaranteed to end in disaster. The results were not much better. "And we were spending a lot of money," said Robert Curtis, media director for Village Baptist.

Against this backdrop of wireless frustration, the church used six wired Neumann KMS 105 live vocal condensers and a handful of Neumann TLM 103 large diaphragm studio condensers. "We were very excited about the sonic qualities of those microphones," recalled Curtis, "and when it became clear that we would be upgrading our wireless system, we knew we wanted to move in that direction."

With an upcoming production on the horizon, Curtis contacted Bill Manning at All Pro Sound in Pensacola, Florida to get a new system in place. "Of course, Sennheiser is well known for their RF stability," said Manning, "but when you add to that the excellent sound quality of their handheld and headset microphones, along with their ability to incorporate Neumann capsules, Robert was convinced."

Village Baptist received a host of new microphones to fit the various needs of their services and productions. Eleven Sennheiser HSP 2 ultra-lightweight head-worn microphones combined with eight SK 500 G2 and three SK 5212 belt-worn transmitters serve for inconspicuous reinforcement of vocalists. Seven handheld SKM 5200 transmitters with Neumann KK 105 capsules deliver on the "Neumann sound" that the church had come to love in their KMS 105s for vocals and speech. An impressive rack of Sennheiser EM 3532 and EM 550 G2 dual-channel true diversity receivers tie all 18 of the Sennheiser wireless channels down to the rest of Village Baptist's existing sound system.

In addition to microphones, the church upgraded to twelve Sennheiser ew 300 IEM G2 wireless personal monitors capable of supplying four separate stereo mixes via a pair of SR 3256 transmitters. Aviom A-16 series rack-mounted monitor mixers and remote control units feed the systems.

To coordinate all of these wireless channels, along with ten hangers from the old system, Sennheiser sent engineers to analyze Village Baptist's local frequencies to minimize crosstalk and interference. Taking Sennheiser's advice, the church purchased a Sennheiser NET 1 system to integrate and organize all of their frequencies with a computer interface.

"This is great gear," enthused Curtis, "and it works beautifully. We'll replace our old wireless microphones with Sennheisers as the old mics die. It's frustrating, but we've learned the hard way. We bought less than the best in the first place and so ended up buying again. That's more expensive in the long run and we were forced to struggle with inadequate gear for so many years. From now on, we do everything with excellence. Go with the top tier from the start and we save money in the long run."

[www.sennheiserusa.com](http://www.sennheiserusa.com)



When Village Baptist Church, Destin, Florida decided to upgrade their wireless systems, they chose Sennheiser SKM 5200s with Neumann KK 105 capsules, HSP 2 headworn mics with SK 500 G2 and SK 5212 transmitters, and ew 300 IEM G2 personal monitoring systems all coordinated through Sennheiser's NET 1 system.

**NAB SHOW**  
 Where Content Comes to Life™  
 April 14-17 Booth N1314

**Wohler**  
 INVENT. LEAD. EVOLVE.

USA: +1 510 870 0818 U.K. +44 (0) 1214 518304  
 61963 82360 +652 2851 0225 [www.wohler.com](http://www.wohler.com)

**NEW SPRING EVENT!**

**wfx**  
 Worship Facilities  
 Conference & Expo

*The #1 Event for  
 Church Facilities and  
 Technology Teams*

**April 28 –  
 May 1, 2008  
 Indianapolis, IN**

back to top