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NONPROFIT ORGANIZATIONS
INFORMATION SESSION

Welcome to Washington Streaming Foundation information session on streaming to social media. In this session you will learn:

- Budgeting for streaming
- Equipment
- Software
- Training

I like to introduce myself, my name is George Washington, the founder of Washington Streaming Foundation, a 501(c)(3) nonprofit organization. We are located in Yeadon, PA.

Our mission is to provide nonprofit organizations with the knowledge, skills and awareness of streaming professional over the airways to connect with your audience.

- Information sessions
- Elderly, Sick & shut-ins
- Bible Study, Online Prayer, Pastors Webinars, Ministry Webinars
- Children Ministry, Church Events
- Develop TV Film, Digital Project
- Nonprofit Webinars
- Programs, Reading to Children, Children Talk Shows
- Fashion Shows
- Group Talk Shows

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SOCIAL MEDIA

Social media allow nonprofit organizations to stream live video to their platforms. Every social media platform has a program to detect music for infringements. Why social media has this program? Every gospel songs have an original artist or creator that owns or holds the copyright of that original work. When social media platforms detect the song, an infringement claim is file to the original artist or creator. Social media platforms will send you a notice of infringement has been file. At some point social media platforms will delete or remove your site from their platform.

When streaming professional to social media, you have two options:

- API or RTMP
- Stream Key and URL (all social media sites)
- CDN's (other streaming providers)

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BUDGETTING FOR STREAMING

Everyone should consider a streaming budget. Ask yourself:

- Can our organization afford to stream?
- Do we have a need?
- What are the benefits of streaming?
- What is our set budget?
- Who will operate our streaming?
- What is our training budget?

EQUIPMENT

What equipment will I need to stream?

- Cameras
- Tripods
- Microphones
- Audio Mixers
- Streaming Software
- Operators
- HDMI Cables
- Network Cables
- Internet Connection
- Video, Audio Transmitters
- Lighting
- Video Capture Cards
- NDI (Network Device Interface)

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TRAINING

Who will train my operators?

Washington Streaming Foundation does provide training on Streaming, Equipment, and Software. The cost of our training start at $2350.00 per-days and is tax-deductible under our 501(c)(3) nonprofit organization. We will come to your location, and follow all CDC Corona Regulations, social distancing, and mask-wearing. To request our training please contact George at contact@wsf1.org or call (484) 431-2231

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SOFTWARE

What streaming software is available?

- Vmix (Live Video Production Software)
- OBS (Open Broadcaster Software)
- WIRECAST (Live Video Steaming Production Tool)

What Dose Broadcast Software Do?

Typically, it serves two main purposes: Encoding and Mixing/Production

- Encoding – Video cameras typically use formats designed for recording, but they're not optimized for internet transmission. Broadcasting software is also crucial for video transcoding or making replicas of the video file in different sizes and qualities. Typically uses RTMP (Real-Time Messaging Protocol) URL's , and Stream Key
- RTMP was designed for high-performance transmission of audio, video
- URL use by Social Media Platforms
- Stream Key use by Social Media Platforms
- Using the URL and Stream Key allow you to stream to a particular page on social media

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Mixing and Production

- Live video mixing involves switching between multiple sources of video during a live video broadcast
- Switch between multiple cameras
- Switch between multiple audio sources
- Switch between pre-recorded video
- Overlay graphics or titles, lowerthirds on top of the video feed

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SUMMARY

Infringements: is a violation, breach, or an unauthorized act. Have no permission from the original artist or creator.
Social Media will file an infringement claim with the original artist or creator who holds the copyright.

Budget: Create a budget for streaming which should include software, equipment, and training. Stay within your budget. Decide which camera format you want, full-hd or 4k. When purchase your camera make sure it has an HDMI Port for video and audio transmission.

Stream Key and RTMP: Allow you to stream to a social media page by using the RTMP and Stream Key. Your codes are located on your social media page under publishing tools. These codes are used by your streaming software.

Training: Get your operator trained on software, equipment social media sites.

Software: Choose streaming software that has the features you want. We recommend using Vmix: We have no **association with Vmix**. This is the software we use for our production & digital projects.

- Vmix Basic Version 4 Inputs Max Resolution 768x576
- Vmix Basic HD Version 4 NDI/Inputs Max Resolution 1920x1080
- Vmix HD Version 1000 NDI/Inputs Max Resolution 1920x1080
- Vmix 4K Version 1000 NDI/Inputs Max Resolution 4096x2160
- Vmix Pro Version 1000 NDI/Inputs Max Resolution 4096x2160

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Equipment: Do your research on all your equipment and make sure to look for all the features you need.

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Facebook: Music Guidelines

These supplemental terms apply if you post or share any videos or other content containing music on any Facebook Products

You are responsible for the content you post

People use our Products to share content with their family and friends. Keep in mind you remain solely responsible for the content that you post, including any music that features in that content. Nothing in these terms constitutes any authorization by us with respect to any use of music on any of our Products.

Use of music for commercial or non-personal purposes in particular is prohibited unless you have obtained appropriate licenses.

You may not use videos on our Products to create a music listening experience

We want you to be able to enjoy videos posted by family and friends. However, if you use videos on our Products to create a music listening experience for yourself or for others, your videos will be blocked and your page, profile or group may be deleted. This includes Live.

Unauthorized content may be removed

If you post content that contains music owned by someone else, your content may be blocked, or may be reviewed by the applicable rights owner and removed if your use of that music is not properly authorized.

You may not be able to post or access videos containing music in every country of the world

we want you to be able to share videos with your family and friends wherever they are, but any music in your video, if it is allowed at all, may not be available in all countries of the world.

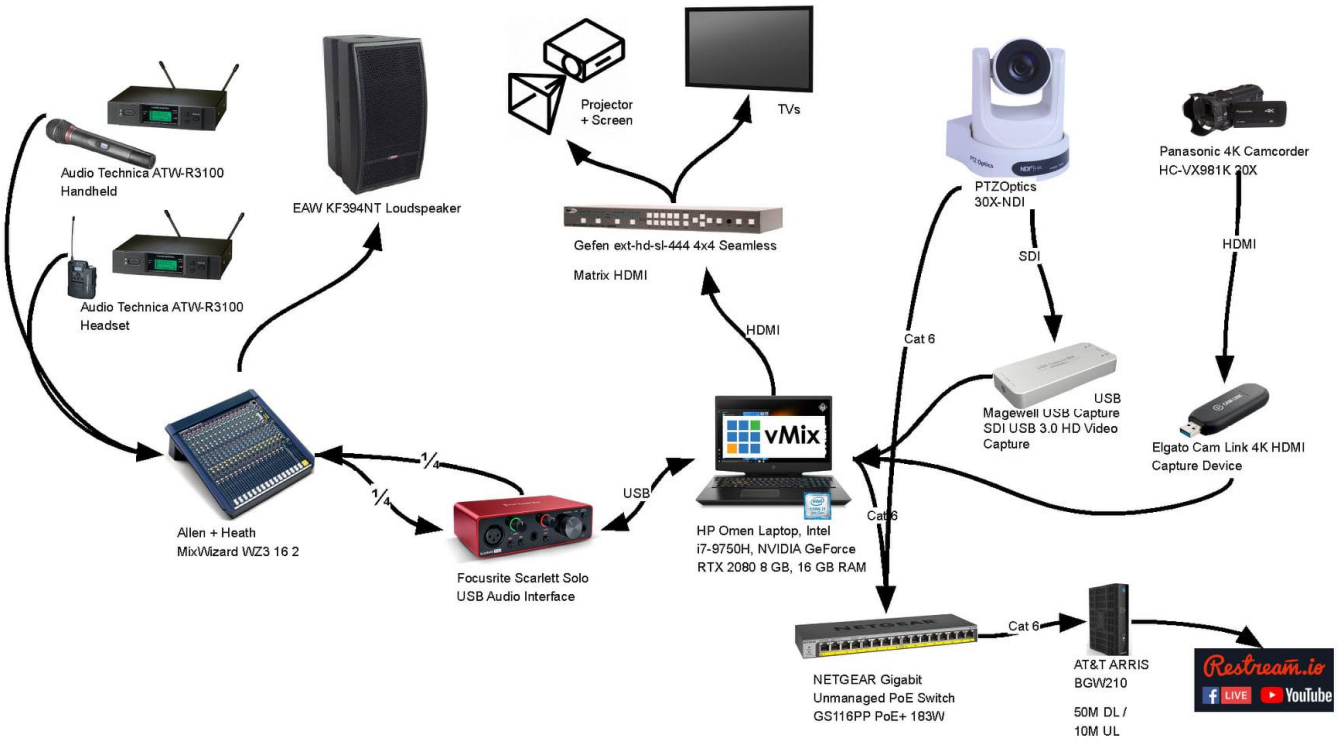
Examples of copyright infringement. A typical example of copyright infringement is the **use of music in your videos**. If you have not obtained the permission to use a song as background music for your home movies, business presentations, or your own creative work, then you could be liable for copyright infringement.

Copyright infringement in civil law is any violation of the exclusive rights of the owner. In U.S. law, those rights include **reproduction; the preparation of derivative works, distributing copies by sale or rental, and public performance or display**.

Penalties for copyright infringement include **forfeiting any illegal copies of protected material to a court of law and paying damages to the owner of the copyright**.

Thank You for attending our class today. If you have any questions, please call George at (484) 431-2231 or email me at contact@wsf1.org

Here is an examples of a production set-up.



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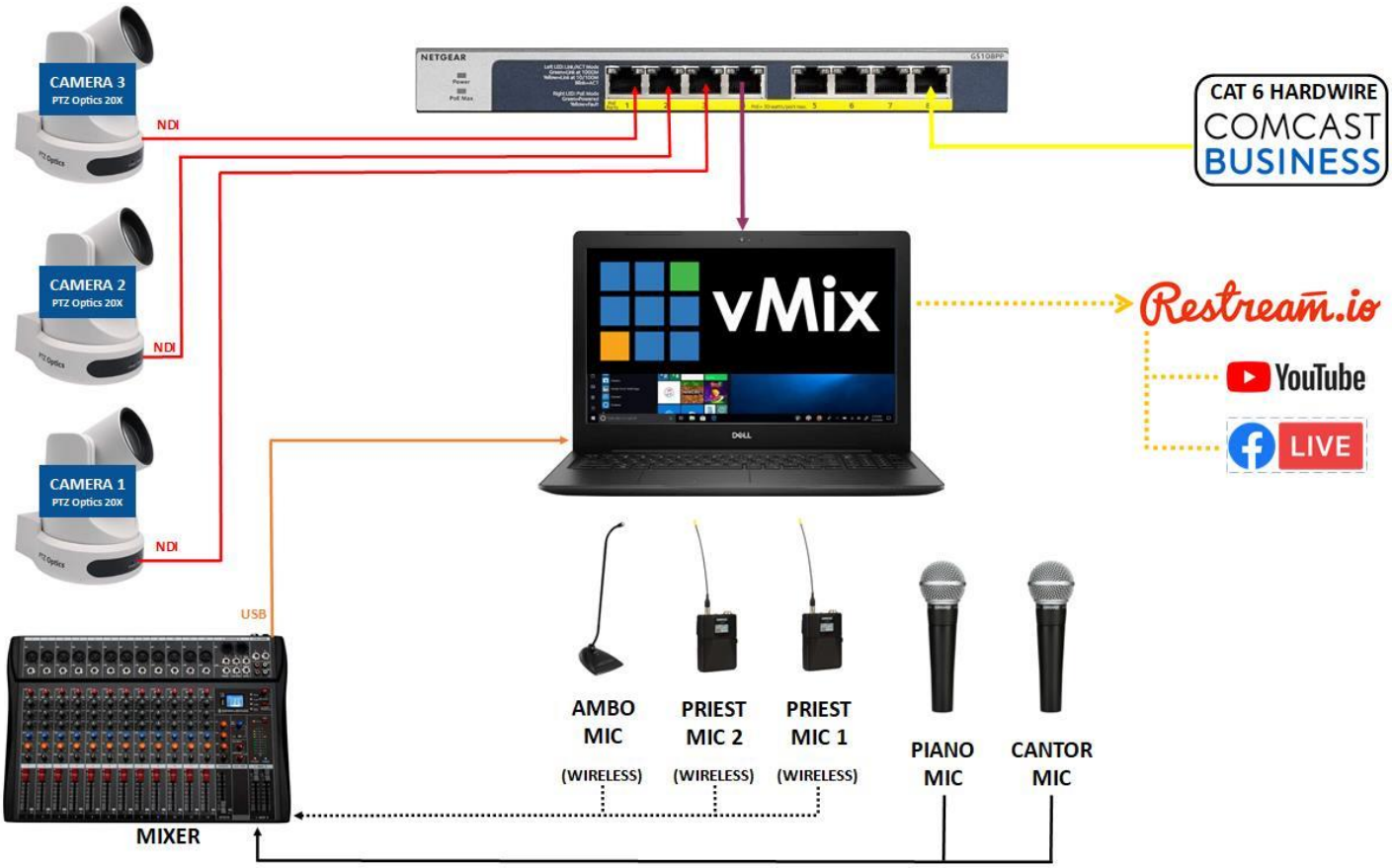

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Budget for Small Organizations: Total **$734.93**

Item Name	Item Number	Store Name	Price
Camera 4K	45121500	Amazon	$110.45
Tripod	45121602	Amazon	$17.49
Video Capture Card	43211609	Amazon Unisheen USB 3.0	$179.00
HDMI Cable	43202222	Amazon Aurum 25ft	$18.99
Laptop 2020 Premium	HP Stream 11 Laptop	Amazon	$349.00
Software Vmix	Basic HD 4 inputs	Vmix	$60.00

Budget for Large Organizations: Total **$3,157.87**

Item	Item Number	Store Name	Price
Camera Panasonic 4K	HC-VX981K	Amazon	$797.99
Tripod	45121602	Amazon	$17.49
Video Capture Card	43211609	Amazon Unisheen USB 3.0	$179.00
HDMI Cable	43202222	Amazon Aurum 25ft	$18.99
Laptop HP Pavilion 15”	43211503	Amazon 11th Gen Intel i7	$854.91
Software Vmix	HD Version 1000 inputs	Vmix	$350.00
Microphones	Condenser USB	Amazon SL600	$259.99
Audio Mixers	Behringer 1240USB	Amazon	$210.50
Video & Audio Transmitter	Hollyland Mars 300	Amazon	$469.00

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Budget for Professionals: Total **$5,233.96**

Item Name	Item Number	Store Name	Price
Camera Canon XF400	45121500	Amazon	$2,524.08
Tripod	45121602	Amazon	$17.49
Video Capture Card	43211609	Amazon Unisheen USB 3.0	$179.00
HDMI Cable	43202222	Amazon Aurum 25ft	$18.99
Laptop HP Pavilion 15”	43211503	Amazon 11th Gen Intel i7	$854.91
Software Vmix	4K Version 1000 inputs	Vmix	$700.00
Microphones	Condenser USB	Amazon SL600	$259.99
Audio Mixers	Behringer 1240USB	Amazon	$210.50
Video &Audio Transmitter	Hollyland Mars 300	Amazon	$469.00

vMix Live Production Software

This software comes in 5 versions.

- Vmix Basic Version 4 Inputs Max Resolution 768x576
- Vmix Basic HD Version 4 NDI/Inputs Max Resolution 1920x1080
- Vmix HD Version 1000 NDI/Inputs Max Resolution 1920x1080
- Vmix 4K Version 1000 NDI/Inputs Max Resolution 4096x2160
- Vmix Pro Version 1000 NDI/Inputs Max Resolution 4096x2160

When you install vMix Live Production Software to your digital device, you will be taken to the vMix interface.
At the top menu you have:

1. Preset,
2. New – Create a new blank preset with a video format, use the drop-down menu
3. Open with a drop-down menu – To open your presets
4. Save – Save with same preset name
5. Save as – Save with a different preset name
6. Last – Open last preset
7. Pause Inputs – Pause all inputs
8. Basic
9. Settings – List of settings to use as follow:
    - Display
    - Outputs/NDI/SRT
    - Options
    - Performance
    - Decoders
    - Recording
    - Eternal Output
    - Audio
    - Audi Outputs
    - Web Controller
    - Tally Lights
    - Shortcuts
    - Activators
    - Scripting
    - Alerts
    - About
10. Fullscreen – Display your production to a monitor

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