



BRAVE CHURCH

Englewood & Broomfield, CO

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INTERSHIP JOURNAL

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GETTING STARTED



As I prepared to find an internship during the summer, I was feeling quite discouraged. As the world was shutting down for a Crisis, all my options began to become slim pickings. I had tried to intern at a Christian film company in Colorado. Still, due to travel restrictions, their productions started to shut down. My options were to help out at my dad's church with their production or imparts on reaching out to my network of connections. I started discussing my issues with my Cousin and former moody student Mike Worley. Mike is a successful entrepreneur who left behind the business's life to help the local church with its outreach and ministry. Mike had asked me what I wanted to get out of the internship; and if I would consider church ministry. It comical when God opens up a door that you tried so hard to avoid. God literally had to postpone all my other options to come alongside a church and aid in their communications department.

Jeff Schwarzentraub, the senior pastor, sensed the Lord was calling him to plant a church in Denver. He left the Midwest in 2010 and quickly formed a small core group committed to reaching the greater Denver area with the good news of Jesus Christ. The first service was held on November 7, 2010, at Cherry Creek High School. BRAVE Church, formerly Harvest Bible churches Colorado campus, broke off ten years ago. In 2013, through an incredible work of the Lord, BRAVE was able to purchase the building where the Englewood Campus currently resides. In April of 2016, the Broomfield

Campus was launched as part of a broader vision to plant multiple campuses throughout the front range. Today, nearly 2000 worshippers call BRAVE their home, and together they strive to glorify God by making BRAVE disciples.

Throughout the past year, Brave church has Hired on multiple staff members, including a new youth, communications, video production, and life group pastor. The church has understood the value of having an established and well-crafted communications department to thrive in today's highspeed industry.

During this season, Brave fell under a lot of sudden changes, like many churches due to the COVID-19 Crisis. Brave, a church with over 3,000 in their congregation, established an online campus in 3 days to obey regulations the state-mandated. My internship started a few days after their online campus had started. Honestly, coming into a church that hand already established, but not well done, the communications network was very refreshing. I was nervous to start and didn't want to be the moody student who came in with "all the answers." I had heard horror stories for my father and many stereotypes of Moody students coming into a church, thinking they know more than their actual Staff. While preparing to start at my internship, "Normal life" became hectic and overwhelming, forcing me to start the course at the beginning of June rather than the middle of May.



PROJECTS AND ROLES



SOCIAL MEDIA

The first month of My internship did not go as expected, like anything else during the summer. Brenden, the communications head and my supervisor, was always running around with new projects. We had initially discussed my role would consist of establishing a Social Media campaign and strategy. Along with creating a devotional booklet too provided new families and visitors the chance to really dive into the beliefs of the church and learn in a creative and personal way outside of the standard Sunday service.

I had begun a social media plan consisting of strategies to create more foot traffic on their social media platforms. Brave churches Instagram consisted of motivational bible verses and a lot of typographical posts. By analyzing multiple mega-churches' social media accounts, I found a healthy balance of typography and individual stories of people in their audience who are willing to share their testimonies. The church has many resources to promote, such as volunteers, children's, youth, filegroups, and sermons but also who these avenues have affected the people in the congregation. I suggested creating a campaign for each individual ministry instead of creating accounts for each of them. As you create more reports, the more difficult it can be to post 3-4 posts that are different for your other

accounts. As I went back into there past feed, I found many "reposts from other accounts or the same video used on every single account. As a church, you need to understand that your audience might follow all your social media profiles and constantly see the same video. This is taking what was a strong post, and making it over repetitive that your audience will then scroll past all your feed not fully engaged with you "product."

My social media plan also consisted of a posting schedule to allow our social media volunteers to understand the guidelines for posting. It felt like I set up very controlling paramotors to follow to create a right Social Media presence. I had to remind myself that to create Constance and consistent posting schedule, you have to be in control and think one step ahead of what might be posted and what shouldn't be posted.

MY SOCIAL MEDIA PLAN LOOKED SOMETHING LIKE THIS:

1-2 posts every day one at 8am and one at 5pm.


- After analyzing Braves' congregation and hours of activity on Instagram, I suggested that they post twice a day. Your first post should consist of a motivation bible verse to help people through their day. And your final post should be a story or testimony or a personal relationship that reminds them of the church.
- My other suggestions were not only to reach a younger audience but to get staff members involved by posting sermon clips or song suggestions for the week, allowing for more verity.
- Like many creatives, BRAVE has a problem of starting an idea and not finishing or wanting to improve on the concept; for instance, they created what is called "GOD AT WORK." This is a Campaign that allows people to share stories of what God is doing right now. This is a great idea but was never promoted in house or on social media enough to bring awareness to it. I suggest that you should post a story on Wednesday as an encouragement to the congregation.
- Another suggestion consisted of using what is called "Stories" in our social media rather than making everything a post. You can create more involvement, like creating fun stories about Bible Characters or asking questions. You can even create polls for more engagement and tag members of your congregation; everyone loves a shout our and or a recognition of their involvement

Social Media Posting Schedule

Creating a posting schedule was challenging because you want to evenly spread everything out to create variety and make sure that your audience members are excited to interact with what you have scheduled for the week. But to develop a flourishing social media presence, communication with Staff and events happening in the church needs to be addressed on Monday or even the week before so the design can be created for the post to meet branding standards and the quality is better. The Key thing with social media is quality, not quantity. You can post as much as you want, but if your quality is garbage, you won't get the following you are striving for.

As the summer progressed, my Social media plan was pushed to the side due to the higher demand for other projects surfacing over the summer. I was bummed that I wasn't able to present my ideas fully, and it was only a discussion. Through the process, I understood that as a designer or communications leader, you will get multiple projects that you are fired up about. Still, also there's some you won't really like to do. Those projects you are working on might be pushed back because there's a more significant need for something else. In ministry, you have to be flexible with changes, or you might not see growth.

Similarly, Jesus flipped the disciples' life upside down. It was not initially how they saw their day going, but they understood that they needed to change their focus to

Instagram Schedule				
(Times, subject to change)				
M	8am	Interactive Post	5pm	Announcement
TUES	8am	Video from Previous service	5pm	
WED	8am		5pm	GOD AT WORK post / Testimony
THUR	8am	Bible Verse	5pm	Announcement
FRI	8am		6pm	Promotion material
SAT	8am	Bible Verse	5pm	Interactive Post
SUN	8am	Promote Service	5pm	

follow Christ's will. Throughout the Bible, we can see that the people called into a relationship with God are willing to be flexible.

I had a love-hate relationship with the social media project. There would be times I was really excited, but initially, I wasn't to fired up about it. There will be times where you get projects that don't like, but the ones you don't like will make you more excited about the chance to work on projects you do enjoy

PROJECTS AND ROLES



VIDEO DIRECTOR

My roles during the week varied according to the week. Still, I knew I had a permanent position during our weekend services. The Perks of interning at a media church is the ability to step into a Live production studio and understand the quality of the production and directing skills need to be on the video team. Throughout the summer, I was able to Direct approximately six to eight services and improve my camera skills. A job, you are primed and watch to see if you can handle the stress of being the director. For a few weeks, I sat in the booth watching the video director, making sure I knew the cues pre-established before my arrival. This part, I found annoying. I felt like a fly on the wall with something I was already confident in. I reminded myself that yes, I have received schooling for video production. Still, it's not about you its about building the relationship with your superiors to obtain a useful review. Even though I found the "learning" part of directing repetitive, I quickly reminded myself that I can create relationships with the volunteers. Each passing week I was able to find my community within the production team, creating excitement throughout the week. It's funny what being locked in a house all week will do to you. My first time directing a production had my nerves skyrocketing. If I screwed up a que or one of the transitions didn't look right, it would be seen not only by the sanctuary but also by the thousands of people viewing online. I had stayed up listening to the song selection for the week and watching many videos trying to remind myself of all the camera shots and

different church video styles. I had written a whole plan and what shots I needed, but like anything, in a ministry, you need to be ready for any last-minute changes and go with the flow.

BRAVE Church as a five camera set up including a drum camera, three tripod cameras, and amounted Sony camera about the back door to capture the full sanctuary shot. The cameras used were a go pro 5 mounted to the top of the drum cage. The three cameras in the audience where Sony HXRMC2500 Shoulder Mount AVCHD Camcorder. These cameras where the three best cameras we used during service. To be honest, I never used the over the door camera because the quality was low, and the placement was in a poor location. For service examples, you can check our services on our website at Bravechurch.co or our YouTube channel.

In the future, Brave Church is looking to increase the number of cameras we can use. Including a camera track placed on the drum cage to get a Camera pan around the drum set. I suggest that we get an over the shoulder camera to get close up shots on stage rother then having mounted cameras on all the instruments. Brave took my suggestion, and we purchased a Stabilizer mount for our camera to get moving close up shots. They are also in the process of buying 5 GoPro cameras to giver variety in instruments shots.

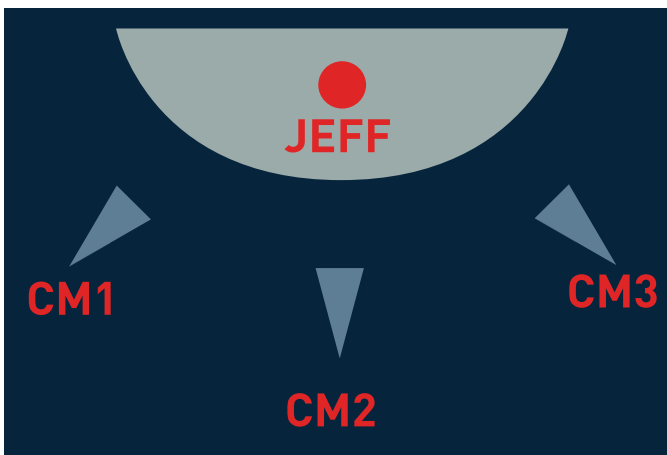
I am looking forward to coming back and playing



with all the new equipment that I suggested we get to improve the quality of our productions.

BRAVE Church has 4 services, and for this reason, we have a lot of volunteers with different skill levels that we put on the camera. I quickly picked up who was better at tracking the main subject and putting on my two establishing shot cameras. As a director, I understood through trial and error, what volunteer I would use from my primary camera. I made the mistake of putting someone inexperienced on two and lest just say that video will not go in my portfolio. But as the summer progressed, my skills improved in my confidence in directing, and I was able to create my own style. I found it frustrating that our lead pastor was very

Example1



particular about the way he wanted the camera shots to look. For instance, in example1 below, Jeff didn't want us to get side shots using 1 or 3 when he was at the pulpit only if he talked to the left or right of the audience. As a creative, my favorite shots are the wide shots establishing that he is reading scripture. It keeps the audience engaged with what they are watching. Still, every production is different. You need to remind yourself it is not about the video but the message that is being preached.

As a director, you hear the sermon being preached multiple times a day, and it really makes you reflect on the message. There were times when the message was convicting, and I would have it continually drilled into my heart. While studying in Philippians is a perfect chapter to go over during all the uncertainty in our world. I was able to reflect on my current state and how, through isolation, we can still minister and build one another up, just as Paul did with the church in Philippi. For one, Paul was in prison writing, saying that he is suffering for Christ. We think being isolated in our homes is terrible. Paul was sitting in his own filth ministering to the body of Christ; talk about being a disciple-maker.

PROJECTS AND ROLES



PROPRESENTER 7

During July, I was tasked with updating and learning ProPresenter 7. ProPresenter is a cross-platform (Mac and Windows) presentation & production application for live events. It seamlessly displays lyrics, slides, and media, making high-quality live productions easy. It is an indispensable tool for worship gatherings, sporting events, conferences, trade shows, and studio broadcasts.

Brenden had a lot on his plate and asked if I would be willing to update the software and learn all the ins and out of the updates, so I could train our volunteers in the new software. When I signed up to take this, I had no idea how extensive it would be. I have to learn all the updates, but I had to program 7 new screens in our sanctuary and lobby with all different looks. Before we had two computers, one controlled our center screen and the other controlled all the others. Now with PRO7, they create the software to manage all your monitors from one location. I was overwhelmed and went straight into the YouTube videos for a few hours learning how to program the screens and all the connections needed to make it work. There was a screen for confidence monitor, 3 audience screens, an Online streaming screen, and 3 different lobby screens. As I write my description, I can't do it justice to how difficult this was. But through many hours of phone calls with the software company and Blackmagic with our screen connections, I was able to get everything

programmed. I have to learn not only, but I had to teach or 10 volunteers how to use the updated tool. Now teaching is easy when you have people willing to learn. A few people were so stuck to the old ways that they didn't want to adapt to the change. I found it frustrating, and there were times I just needed to scream into a pillow. Now, as I began training, I decided to do one on one training with each person due to their different levels of experience. I adapt to meet their needs rather than trying to get through training quickly. They even taught me stuff that I had not known from the previous version of ProPresenter.



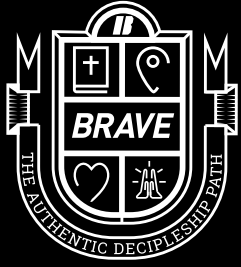
PROJECTS AND ROLES



MERCHANDISE DESIGN

my field, but it would also happen when I graduate. As our meeting continued, he challenged me to do more with my graphic design skill and show off my skills in an area where I am comfortable. I was tasked with designing five new t-shirts, 2 hoodies, and 2 hat designs and rebranding the Youth group, including logos and templates with the new pastor. As a graphic designer, I have a lot of experience in this field. Including experience in the creative agency, freelancing since high school, and having my designs under my belt. My T-shirts consisted of the below examples. I created a new merchandising branding look. In our previous designs, we didn't have a lot of shirts that women could wear or would be willing to wear in public. I designed 2 shirts that represented our brand but also had an appealing look for our female audience. Our church's brand is more masculine in nature, but they have forgotten to include designs that women would enjoy. Churches are made most often of women than men. We should be wanting to reach out in every aspect of our church to the different audience members rather than making everything masculine. I initially started with 30 designs that were then narrowed down to the top 6.

After completing my midpoint evaluation, Brenden wanted to discuss something with me. In my mind, I thought I did something that offended someone, or I might have misspelled our Logo wrong. I was surprised to hear he was so impressed with me, my willingness to learn on the fly, and take any challenge. He then offered me a job with the church once I finished schooling. I was shocked! I not only provided a job in



My first design communicates to our female audience and shows our fundamental values as a church in a visual way. BRAVE Churches' values are that we are called to UNAPOLOGETIC PREACHING, UNASHAMED ADORATION, UNCEASING PRAYER, UNAFRAID WITNESSING. I wanted to show this in as minimal but stylish design through icons.



A concept that could be used on multiple products. My personal style is badges and creating things with basic shapes. This design is more masculine in nature and can be put under a Military look. I wanted to show that we are called to be BOLD disciples and how better than to have a bold design with an aggressive look. Also, the plan is meant to include our other campus. My idea was everyone loves seeing growth.



This is my favorite design. It's simple and meant to be placed on the back of the plan. I came up with the idea after messing around with size variations with our Logo in different shapes.



The following designs are meant to represent our church and our location where God has placed his. These designs show that we are located in Denver, Colorado. The rectangle in both designs represents our state, and the cityscape is Denver.



As I was finishing up designing these, i understood this is where I beileve God has called me to show my gifts. I find it so much fun to develop multiple versions of something so simple as creating a T-shirt. The typical person would think of all the ideas that go into creating such a simple design. I love getting into people's heads and bring what they imagined into existence. It's the best experience to see your client so impressed with what could have taken them hours only took you 10mins to come up with.

PROJECTS AND ROLES



YOUTH GROUP REBRAND

As I continued in my designs, I was asked to design templates and a new brand for the youth group. The template I found a little tricky to figure out. It was challenging to create templates in Word, Pages, and InDesign because you would need to edit them again for different software. This took me many long nights and many headaches for my dilated pupils to complete this project. As I finished the project, I realized that templates are often used when in an office. And without them as a designer, you would have an enormous amount of little projects for everyone in the office. The Logo was a challenge to complete its a lot different when you don't have as much creative control in the outcome. I had to design according to the already established brand of

BRAVE church. This included using the font, angle of the type, and boldness, leaving me with little to no ideas. I came up with many variations of the same kind but adjusting the Kerning (spacing in between Characters). The thickness of an outer box. I presented it to the elder board and lead staff members, and we went with the **BELOW OPTION**. It's simple but elegant and uses abbreviations to allow for simplicity. Creating designs can be frustrating when there's no creativity in it. As a designer, you get creative in different ways through your fonts, colors, or borders. Yes, it might not be designing a T-shirt or poster or a sermon series slide. Still, it is to help create better communication through the community.





FINAL THOUGHTS



When reflecting on my overall experience, it's not the projects that I will remember but the relationships and my involvement with the community. During my final meeting with the Staff, Our lead Pastor Jeff went around the room and shared something he appreciated about everyone. As an intern, you don't expect to have a lot said about you, but to my surprise, he shared things that I didn't even know that I did. I was so touched that through our brief interactions, Jeff was able to see my heart to disciple and reach the "black sheeps" who have been outcasted. He continued to say that he appreciated my work ethic, that I am the first arriving and the last to leave, and my willingness to drop whatever I am doing to comfort someone in need. Honestly, I didn't think I did some of those things. As I concluded my internship, it enhanced my calling into ministry. My excitement to be apart of something that is continuously growing God's kingdom is far more life-giving than anything I've experienced.

