



USING MEDIA APPROPRIATELY

Showing Church Visuals with Ethical and Creative Integrity



GET ALL MY SLIDES AT

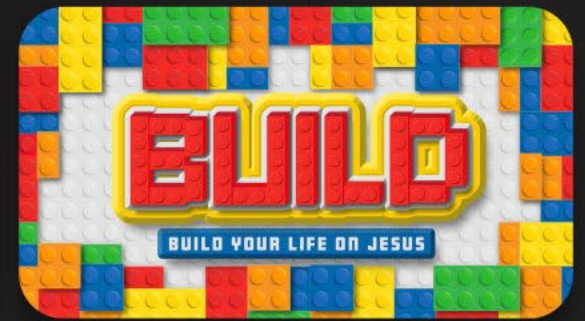
churchvisuals.com/usingmediabreakout



CARL BARNHILL

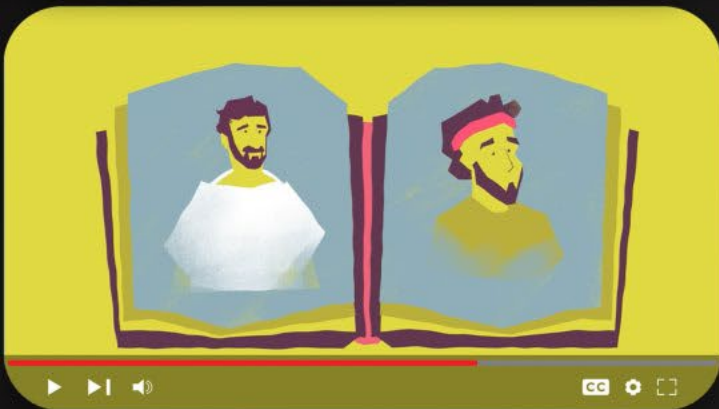
Owner, Church Visuals

Church Visuals
Newspring Church
Pinelake Church
Precept Ministries International



WE'RE CALLED TO SHARE THE GREATEST STORY EVER TOLD

We naturally want to use every creative tool at our disposal to communicate the Gospel effectively.



THE TENSION

Our desire to create compelling content needs to be balanced with integrity in how we use it.

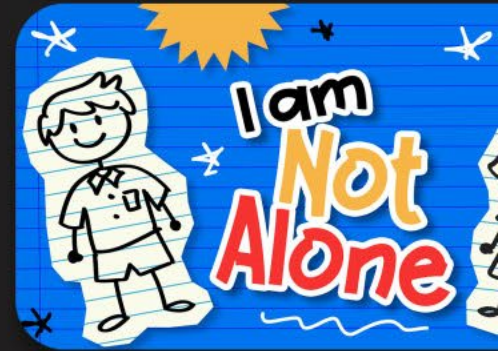
THE QUESTIONS ARE REAL AND PRACTICAL

Can I pull images from the internet?

Can we show YouTube videos during church?

How do I know if we are covered or not?

I want to be legal, but how can I afford
it on a ministry budget?



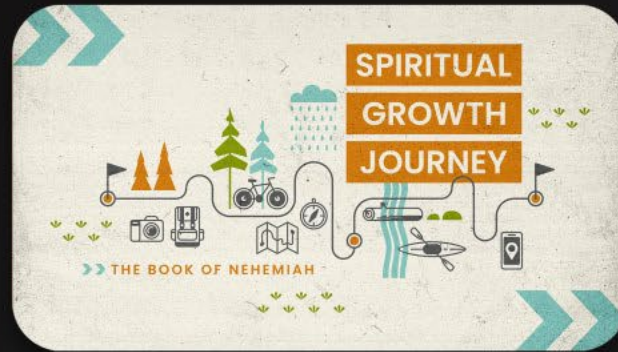


UNDERSTANDING BASIC COPYRIGHT AND IMPLICATIONS



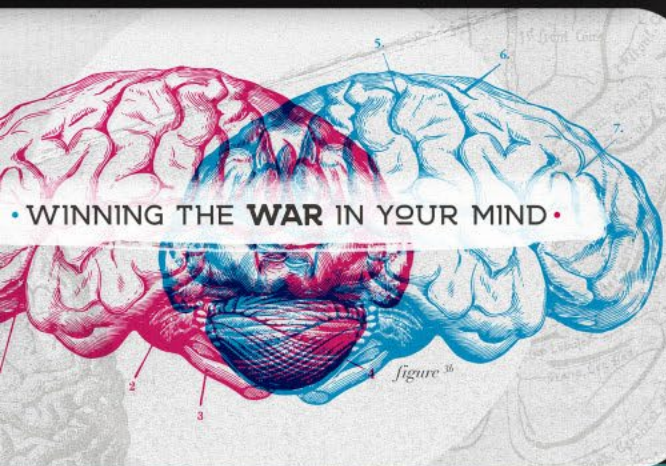
Just because visual content is easily accessible online doesn't mean it's free to use in your ministry.

Copyright law protects creators by giving them control over how their work is used, displayed, and distributed.

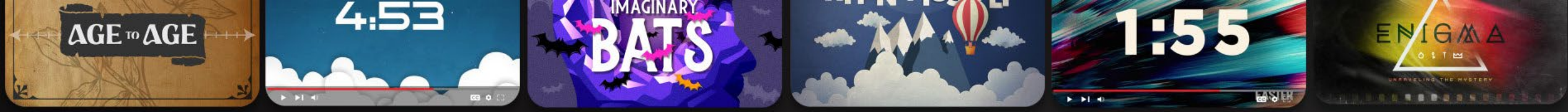


SIMPLY PUT:

If you didn't create it from scratch,
it doesn't belong to you and therefore
you need to make sure it's okay with
the owner how it is used in your context.



Churches typically work with
TWO
CATEGORIES
of visual content.



MASS MEDIA CONTENT

Created for broad public consumption.

Examples:

YouTube Videos.

Movie and TV clips or full feature films.

Major sporting events like the Superbowl.

A streaming service shown in your kids' rooms.

*Be **very** cautious when using mass media content.*



MINISTRY SPECIFIC CONTENT

Resources created specifically for church use from a resource provider.

Examples:

Sermon Series Graphics

Worship Motion Backgrounds

Sermon Bumper Videos

Worship Videos

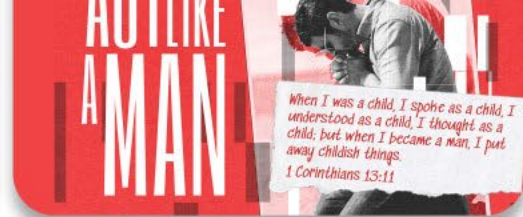
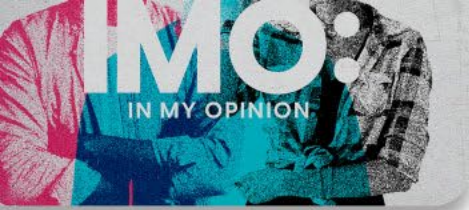
*Be **less** cautious when purchasing and using church media from a resource provider.*



4 ESSENTIAL STEPS TO CONFIDENT MEDIA USAGE

STEP 1

**GET ESSENTIAL
LICENSING
IN PLACE**



OBTAIN CHURCH MUSIC AND VIDEO LICENSING FROM CCLI

How to obtain licensing:

- Visit ccli.com
- Navigate to "See All Licenses" on homepage
- Review available options.
- Select licenses that match your ministry needs.
- Complete your purchase.

Our solutions

LICENSING

SONGSELECT

Church Copyright License

Project or print lyrics, and make arrangements & translations where no authorized version exists.

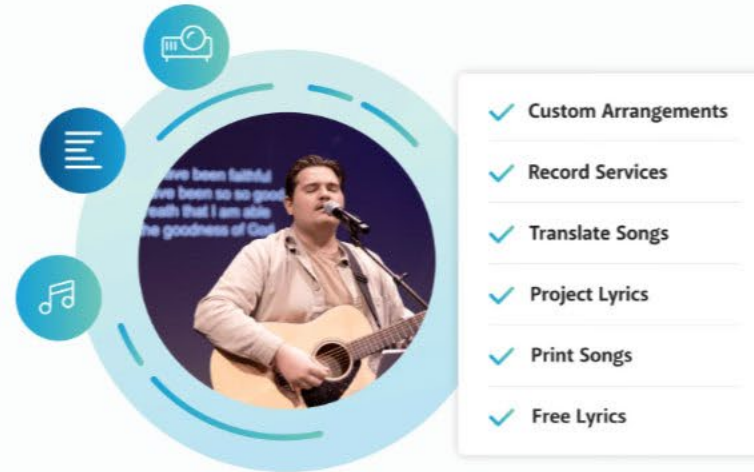
CCLI Streaming Licenses

Live-stream or upload recordings of your services, including the worship music, to your website or social media.

CCLI Rehearsal License

Legally copy and distribute commercial song recordings among your musicians for rehearsal purposes.

[See All Licenses →](#)



Serving the Church for more than 35 years

Churches and organizations across the world rely on CCLI every day. Our licenses and legal content provide copyright peace of mind so that you can focus on your ministry.

Select One:

Church

Organization

Individual



Church Copyright License®

- Project song lyrics from a computer or digital device.
- Print lyrics in bulletins or song sheets.
- Make custom arrangements.
- Translate songs.

LEARN MORE →



CCLI Streaming License™ / CCLI Streaming Plus License™

- Live-stream or upload services including the worship music.
- Use your church website, social media, or other streaming platforms.
- Stream song recordings and tracks with Streaming Plus.

LEARN MORE →



Church Video License®

- Show movie scenes during services to illustrate teaching themes.
- Show movies in Sunday school, and children's & youth ministry.
- Host movie events for entertainment or outreach.

LEARN MORE →



CCLI Rehearsal License

- Share commercial music recordings for rehearsal purposes.
- Share digital music files via email, external drives, CD, or using planning software.

LEARN MORE →



PERFORMmusic License



WORSHIPcast® License

CHURCH LICENSES



CVLI[®]

Church Video
License

Great movies have the power to make us laugh, move us to tears, and leave us wide-eyed in wonder. The Church Video License empowers your church to share those experiences in your services and activities, making your teaching unforgettable and bringing the Gospel to life.

[ORDER NOW](#) →

[View Pricing](#) →



Unlock the power of movies in your ministry



Sermons and Services

Use movie scenes to capture imaginations and illustrate teaching



Sunday School

Show movie scenes to teach, inspire, and illustrate biblical themes during



Children & Youth

Show movies during youth clubs, and children's and youth ministry.



← Back

Church Video License Pricing



STEP

1

2

3



Church Video License® \$488



ScreenVue Vault **FREE**

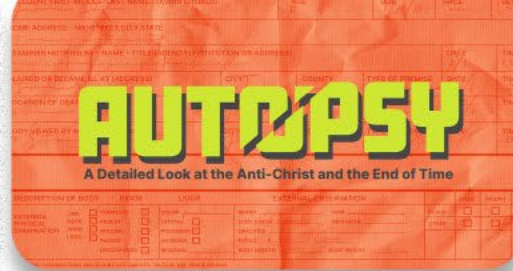
Your Church Video License includes unlimited access to the ScreenVue Vault, a database of 14,000+ Scenes, Views, and Downloads to help you find the perfect scene. You'll receive details of how to access the Vault in your confirmation email.

Your total price: **\$488**
/year

ORDER NOW →

Unlock the power of movies in your ministry





CHURCH VIDEO LICENSE (CVLI)

This license will cover your church to:

- Show movie or tv show scenes.
- Show full feature films.
- Host movie events for entertainment or outreach.



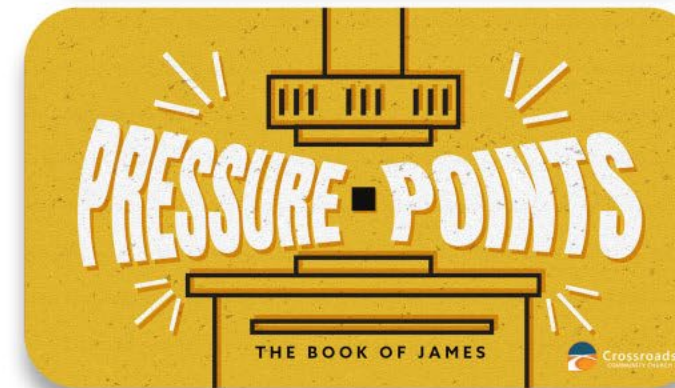
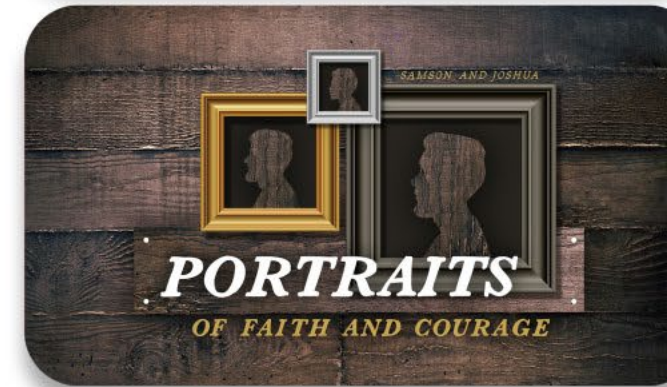
OBTAIN ALTERNATIVE LICENSING

If you can't find the movie you would like to show from CVLI's producer list, consider licensing with these additional options:

- [Outreach.com](https://www.outreach.com)
- [Swank.com](https://www.swank.com)
- [ComeAndSeeFoundation.org](https://www.comeandsee.org) (The Chosen)

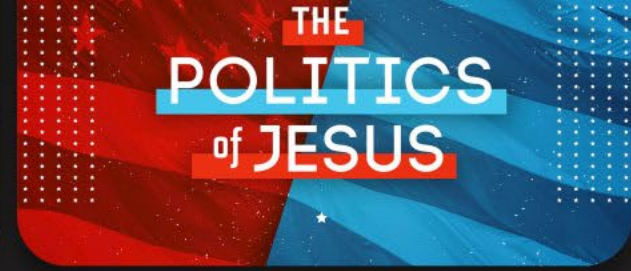
DOCUMENTATION

After securing your licensing from one of these sources, be sure to keep all documentation organized.



STEP 2

**PURCHASE
MEDIA CONTENT
FROM A RESOURCE
PROVIDER**

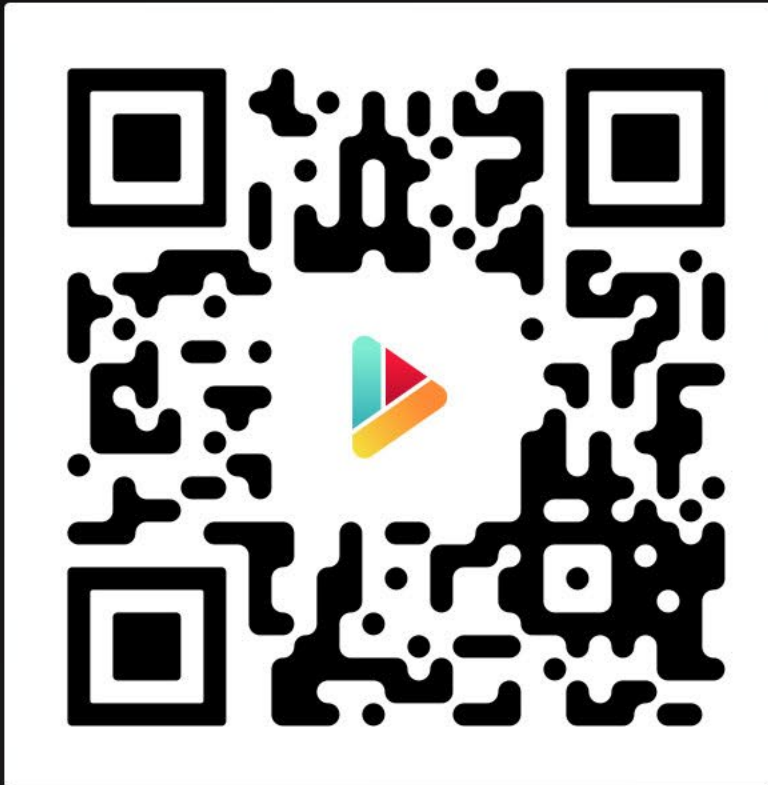
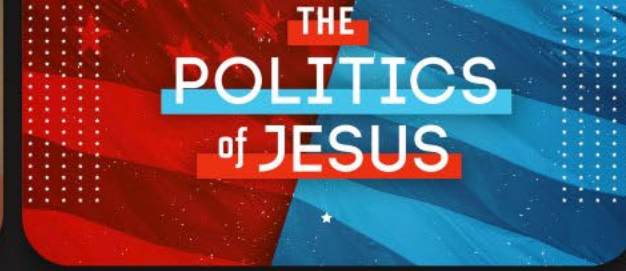
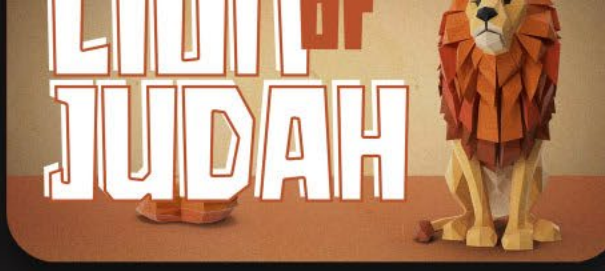


CHURCH VISUALS™

Your Visuals Matter.



churchvisuals.com



CHURCH VISUALS™

Your Visuals Matter.



churchvisuals.com

STANDARD

Ready-Made Library

\$49/mo

Monthly ☒ Annually

- ▶ **Unlimited** Access to our library of 40,000+ Ready-Made Visuals
 - ✓ Series Media Collections
 - ✓ Event and Social Graphics
 - ✓ Mini-Movies
 - ✓ Theme Packs
 - ✓ Games
 - ✓ Worship Videos
- ▶ **Unlimited** Access to over 1,000 Church Media Training resources
- ▶ **No Contracts.** Cancel Anytime.

ADD TO CART

TRY IT FREE

[Learn More](#)

PREMIUM

+ Unlimited Custom Graphics

\$699/mo

▶ **Everything** in Standard

- ▶ **Unlimited** Custom Graphics
 - ✓ Sermon Series Graphics
 - ✓ Event Graphics
 - ✓ Social Media Graphics
 - ✓ Print Material and Merch
 - ✓ Apparel Design
 - ✓ Connect Cards and Postcards
 - ✓ Multi-Page Layouts

▶ **Unlimited** Revisions & Requests

▶ **No Contracts.** Cancel Anytime.

START FREE 14-DAY TRIAL

[How It Works](#)

BEST VALUE

PRO

+ Unlimited Custom Videos

\$1499/mo

▶ **Everything** in Premium

- ▶ **Unlimited** Custom Videos
 - ✓ Sermon Bumpers
 - ✓ Countdowns
 - ✓ Motion Loops
 - ✓ Sermon Clips
 - ✓ Promotional Videos
 - ✓ Testimonial Videos
 - ✓ Lyric Videos

▶ **Unlimited** Revisions & Requests

▶ **No Contracts.** Cancel Anytime.

START FREE 14-DAY TRIAL

[How it Works](#)

Church Wide Media:

Igniter Media - ignitermedia.com

Worship House Media - worshiphousemedia.com

Church Motion Graphics - churchmotiongraphics.com

Sharefaith - sharefaith.com

Sermon Central - sermoncentral.com

Kids & Student Ministry Resource Providers:

Seeds Kids Worship - seedskidsworship.com

Yancy Ministries - yancyministries.com

Doorpost Songs - doorpostsongs.com

Worship House Kids - worshiphousekids.com

Deeper Kidmin - deeperkidmin.com

YM360 - ym360.com

STEP 3

**SEEK AND SECURE
PERMISSION
FROM COPYRIGHT
OWNERS**

SEEKING PERMISSION

Sometimes you'll find content you want to use but can't find a clear way to purchase or license it.

You may also be in a situation where you want to use content, but your church doesn't have the budget to pay full price.





Grace
Under
Fire

REFINED
BY
THE
MASTER'S
HAND



GOD AT THE
MOVIES



Angels
delivered the
good news
of His birth

THE GOOD NEWS

Most content creators actually want their content to be used appropriately, and are willing to work with you.

This is an area where it is better to seek permission rather than ask forgiveness.

THE SAFEST ROUTE

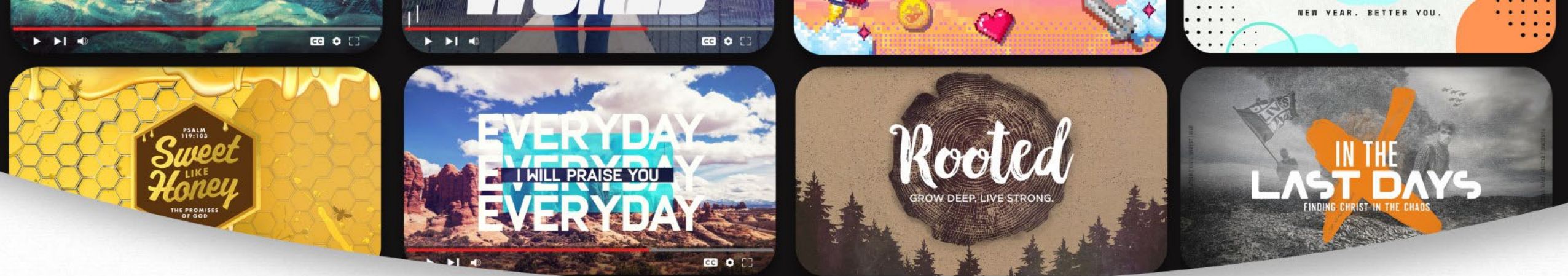
If you can't find the copyright owner to ask permission, the safest and most ethical choice is to not use the content.

If you can't get permission, you don't have permission.



STEP 4

**ESTABLISH YOUR
PRIMARY
PLATFORM**



FREQUENTLY ASKED QUESTIONS ABOUT MEDIA USAGE



CAN WE SHOW YOUTUBE VIDEOS AT OUR CHURCH?

Unfortunately, no.

**If you do not get express permission
from the content owner, the safest and
most ethical approach is to avoid using
YouTube videos in church settings altogether.**



YouTube's Terms of Service explicitly state that the platform is for personal, non-commercial use. Displaying YouTube videos in a public or group setting, such as a church service, violates these terms.

*Logos used by permission from FlatIcon.com



While your church's non-profit status might seem like it should provide exemption, **copyright law still applies** to all images you find through Google search.

When you use Google Images, you're seeing images that exist on other websites - **Google is just helping you find them, not licensing them to you.**

ALTERNATIVE STOCK PHOTO SITES

Unsplash - unsplash.com

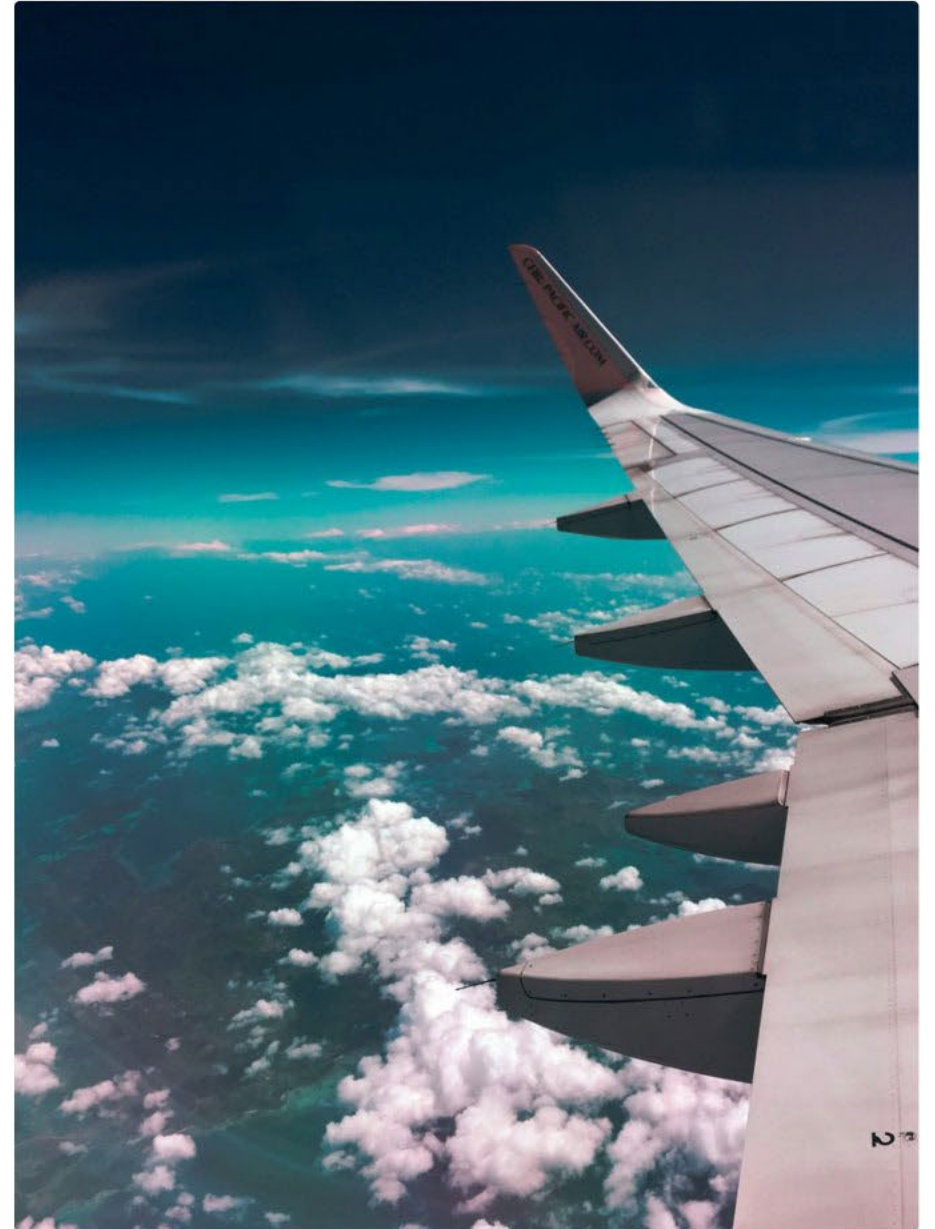
Pexels - pexels.com

Canva - canva.com

Adobe Stock - stock.adobe.com

Envato - envato.com

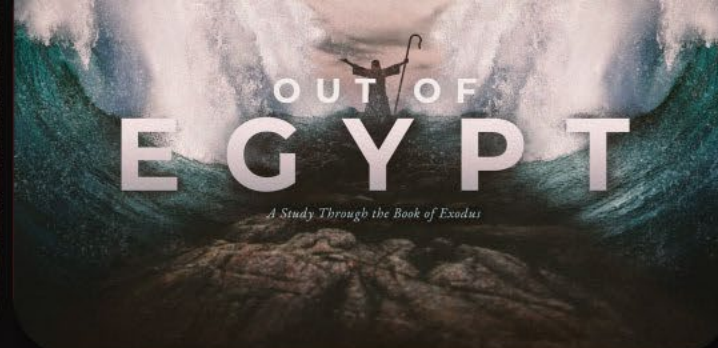
FlatIcon - flaticon.com





HONORING CONTENT CREATORS

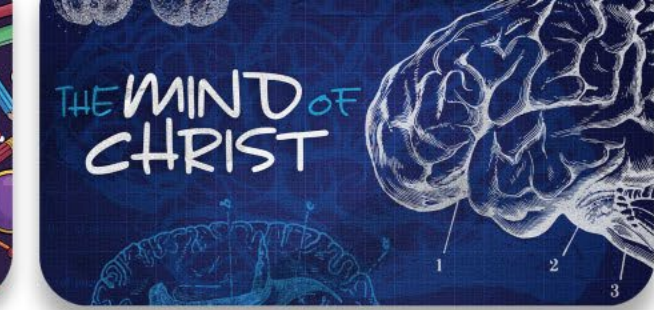
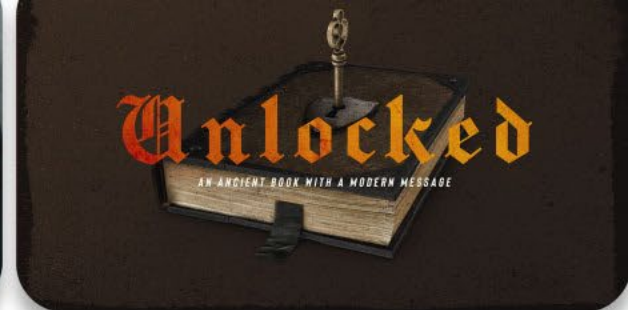




CREATIVE INTEGRITY

Navigating the legal aspects of media usage can be confusing, even for those of us who create ministry resources.

The heart of the matter: ministry with integrity.



When we're unsure about using content,
the answer in this case isn't to ask forgiveness
later - **it's to reach out and ask permission.**

**If you didn't create it, you don't get to decide
how it's used.** That's the creator's right,
and honoring that is part of our witness.

AND GOD WILL BLESS IT



QUICK REFERENCE GUIDE

STEP 1:

Get Licensing in Place

STEP 2:

Purchase Media Content from a Resource Provider

STEP 3:

Seek and Secure Permission from Copyright Owners

STEP 4:

Establish your Primary Platform

QUICK REFERENCE GUIDE

DO:

- Purchase content from legitimate ministry resource providers.
- Keep written documentation of all licenses and permissions.
- Check CVLI's producer list before showing movies.
- Ask permission before using content you didn't create.
- Build media purchases into your annual budget.

QUICK REFERENCE GUIDE

DON'T:

- Show YouTube videos without written permission.
- Download and use images from Google searches.
- Share purchased content with other churches.
- Charge admission where content will be shown.
- Assume non-profit status grants usage rights.
- Assume something is okay just because other churches do it.
- Try to avoid getting caught rather than getting permission.



Q&A



Text me at
803-673-9041