

MacCaption and NewSpring Church

Case Study



Case Study: NewSpring Church

How NewSpring Church uses user-friendly, affordable Telestream MacCaption desktop closed captioning software to caption “The Message” for broadcast

“MacCaption is critical to our broadcast efforts and making a positive impression on TV viewers. Along with Switch, it gives us complete control over our closed captioning process so we can ensure quality results.”

Stephen Hoover, Director of Broadcast and Assistant Pastor at NewSpring Church, in Wichita, Kansas.

Overview

NewSpring Church, in Wichita, Kansas, is a non-denominational Christian Church focused on community outreach and providing active ministries geared to the needs of children and families.

Every weekend, over 6,000 people attend NewSpring Church services, which are held in its 1,600-seat worship center, including two services on Saturday evening and two on Sunday mornings.

But for those that can't regularly attend, the church also delivers “The Message”—the weekly sermon from its Sunday 9:45am service—as a half-hour television program that is broadcast by KWCH-DT, the local CBS affiliate, and KCWE-DT, the CW affiliate serving Kansas. The entire service also streams live at www.newspring.org, with video on demand of prior sermons.

The Initiative

NewSpring Church's broadcast operation—manned by an army of A/V volunteers—consists of six HDTV broadcast cameras, a HD control booth on the second floor of the main auditorium, a record server and other production equipment.

Once the service is recorded, Stephen Hoover, Director of Broadcast and Assistant Pastor at NewSpring Church, retrieves the recorded file from the control booth and uses nonlinear editing and post finishing software to prepare it for transfer to the stations as an MPEG-2 program file.

The Background

Since the program airs on broadcast TV, it must be fully compliant with FCC CEA-708/608 closed captioning regulations, including the FCC's latest Quality Rules calling for captions to be:

- Accurate and spelled correctly
- Complete from beginning to end
- Synchronized with the video
- Positioned properly on-screen

With these desktop tools, Hoover is able to create a program with legally compliant captions, cost-effectively in-house, using desktop software including:

- Telestream MacCaption for closed captioning
- Telestream Switch for quality control
- Adobe Premiere for editing the program length
- Adobe PhotoShop and After Effects for graphics creation

"MacCaption is critical to our broadcast efforts and making a positive impression on TV viewers. Along with Switch, it gives us complete control over our closed captioning process so we can ensure quality results. Before sending the program to our stations, I'm able to review the quality of the captions, and make sure we're meeting FCC standards every step of the way. And I have no doubt that the captions are there, they're compliant and ready for the stations to encode into their transport stream."

– Stephen Hoover, Director of Broadcast and Assistant Pastor at NewSpring Church, in Wichita, Kansas.

The Challenges

One of the biggest challenges for Hoover is making sure that the captions are positioned correctly on-screen. In every half-hour program, there's a two-minute introductory segment and a two-minute call to action closing segment at the end. The remaining 26 minutes is devoted to the sermon, featuring one of the church's pastors speaking on stage to the congregation. The pastoral team includes Head Pastor Mark Hoover, and his sons, Assistant Pastors Jonathan and Stephen Hoover.

The captions cannot occlude the speaker or the big-screen monitor next to him that displays a verse of scripture as he is referring to it. In some cases, however, the NewSpring Church logo in the lower left corner of the TV screen animates in a way that brings text of scripture on-screen as a lower third super. Hoover adds this text in postproduction while editing in Premiere.



2016 Christmas Eve Services at NewSpring Church

Using tools in MacCaption, Hoover repositions the captions quickly and easily by:

- Determining which frames or scenes have captions in the wrong spot
- Determining where the captions need to move to be out of the way
- Selecting the first frame in the sequence
- Scrolling down to the last frame in that sequence
- Hitting shift to select the first through the last frame to be moved
- Clicking on a numeric value (from a menu) that corresponds with the on-screen position where all of the captions need to move.

"With MacCaption, I can select a single caption or hundreds of captions and choose the spot where they need to go, and they move there instantly. I can also fix any mistakes I find quickly and easily at any stage of the process. It's really important to us that everyone watching the broadcast is able to read legible captions that don't detract from other featured program elements. MacCaption enables me to produce legally compliant captions that are very professional looking. If we did not have MacCaption, we would just have to trust that FCC rules and guidelines—as well as our own high-quality standards—were being met."

– Stephen Hoover, Director of Broadcast and Assistant Pastor at NewSpring Church, in Wichita, Kansas.

The Solution:

Since closed captioning is just one of Hoover's many job responsibilities, he appreciates that MacCaption offers a user-friendly interface and intuitive, straightforward workflow. It also enables high-quality, legally compliant captions at an affordable price. And since it also fits seamlessly into his desktop production environment, it gives him creative control over the final product.

The Workflow:

Each week, Hoover prepares the captions and program for broadcast by:

- Starting with 1080/60i (29.97) video recorded in ProRes 4:2:2 during the 9:45am Sunday service
- Editing the sermon from 45 minutes down to 26 minutes and adding the intro and outro segments
- Sending a low-res proxy of the sermon, saved as a QuickTime .MOV file—greatly compressed using an H.264 codec—to a professional captioning service that transcribes the audio and sends back a .SCC (Scenarist) file with timecode that enables precise synchronization of the captions with the video
- Importing the .SCC file (with a simple click/drag)
- Reviewing, correcting and repositioning the captions
- Saving captions data in both CEA-708 (DTV) and CEA-608 (legacy) protocols
- Exporting a MacCaption file containing both CEA-708 (DTV) and CEA-608 (legacy) captions protocols
- Encoding a 4Gb1080/60i (29.97) MPEG-2 program stream
- Using Switch to verify that CEA-708 and CEA-608 captions are embedded in the MPEG program stream and, if necessary, make any further fixes for quality control and regulatory compliance
- Transferring the file directly to the stations' cache servers

The Results:

"If we didn't have MacCaption, we would have to outsource all of the work related to putting closed captioning on our TV programs. Besides transcribing the video, we'd also need to have a third-party service merge the captions file with the video, and review and fix the captions. Over time, this would greatly increase the cost of producing closed captions."

"Outsourcing the entire captioning job from start to finish could get expensive over time. This software is already saving us money, and as we continue to use it, it could save us thousands of dollars over time. That's a blessing for a growing community church like ours."

– Stephen Hoover, Director of Broadcast and Assistant Pastor at NewSpring Church, in Wichita, Kansas.

To learn more, visit:

- NewSpring Church, Wichita, Kansas at: <http://www.newspring.org/>
- Telestream MacCaption and CaptionMaker Software: <http://telestream.net/captioning/overview.htm>

