

Good clips start **at the camera**, not at the upload.

Nothing downstream can put back what was never recorded. Ten minutes of care on Sunday morning saves the whole week, and most of it is about one decision: which file you hand over.

GIVE US THE CAMERA FILE, NOT THE STREAM

The camera file is the clean one. No lower thirds, no lyrics, no countdown, no watermark, and the sound is whatever your desk sent rather than whatever the platform compressed. To use it, run **ReelUse for Mac or Windows**, which works straight from the file on your machine.

The stream has your graphics burned into the picture. Those graphics end up inside every vertical clip, sitting over the speaker's face, and no crop removes them. Pasting the link into the website is the quick way in, and the right one when the original recording is genuinely gone.

If the desk records a separate audio track, use it. A camera microphone picks up the room, the air conditioning and whoever is whispering near it. A board feed picks up the preacher.

WHAT TO CHECK BEFORE YOU LEAVE THE BOOTH

- **Is the speaker in frame the whole time?** A vertical clip crops in hard. If the camera drifts or the speaker walks out of shot, that moment cannot be used.
- **Is the sound clean and roughly level?** Speech that swings between a whisper and a shout makes captions worse and clips harder to hear on a phone at arm's length.
- **Did anything clip or drop out?** A radio mic dropout of two seconds can lose the one sentence you wanted.
- **Note the time the message starts.** Write it down while you know it. You set the window with a slider, and knowing the number beats dragging blind.

NOTE THE START TIME, AND IT PAYS FOR ITSELF

WHAT YOU UPLOAD	WHAT IT COSTS	WHY
The whole two hour service	2 sermons	One sermon covers up to an hour of what you asked us to analyse
Trimmed to the 40 minute talk	1 sermon	Everything outside the window is not transcribed and not analysed

Trimming also makes the clips better, not just cheaper. Worship and notices are not bad content. They are simply not the talk. If you include them, they compete with the sermon for a place in your clips. Give it only the message, and every clip comes from the message.