

09.04.2021: MX "tech guy"

From: M Bret Blackford (bret_blackford@yahoo.com)

To: bret_blackford@yahoo.com

Date: Monday, September 6, 2021, 06:37 AM CDT

MEMO to FILE

----- Forwarded Message -----

From: Jeff Kryder <jkryder@mcknightcrossings.org>
To: M Bret Blackford <bret_blackford@yahoo.com>
Cc: Picker Jeremy <jpicker@mcknightcrossings.org>
Sent: Saturday, September 4, 2021, 08:34:51 PM CDT
Subject: Re: **MX "tech guy"**

Hi Bret,

Jeremy may have already weighed in on this. However, here are my thoughts for conversation:

By "Tech Guy" - In addition to the technical aspects that you wonderfully perform, here are a few other categories where we (mostly me) look to Jeremy. Jeremy is an unsung hero in these areas, but I do not believe it is an optimum use of his skill sets.

- **Digital Media** - Facebook, Website, Instagram, Twitter.

- **Video Production** - We could use someone to create as much as a video per week - testimonials, conversion stories, catching the church in action, interviewing ministry leaders, promotion of upcoming events, new people and families, old families, and documenting long-time church history. Taking photos and archiving for future events.

- **Sunday Morning Tech** - This area needs a strong leader, with both technology insight and people skills and recruiting and training capacities. Jeremy has been managing this, but I don't think this is right for several reasons. First, he really can't go on vacation, at least not without doing the entire prep of the service in advance, and then committing us all to prayer that things will go as planned, while he tunes in from vacation with our last second inquiries. Second, I don't like that the Worship Leader must be tech preoccupied up to and during the worship. We need Jeremy to be 100% listening to and being led by the Spirit, not fumbling with FB Live. Third, as Jeremy has freely admitted, we are tapped out on how to make things better, yet we have heard plenty of feedback that while we were early to get out there during the pandemic, our quality of production will not carry us forward, and some - even faithful ones - have "given-up".

- **Other Applications** - QR Code project, [website maintenance](#) (recently Elizabeth took this one on), consistent upload of sermons to website, Maintenance of content and quality for TVs in the hallway. Newly designed processes with digital focus for Guest follow-up and New Member onboarding.

- **Auditorium Overhaul** (Sound / Lighting / Cameras / Front Baptistry Wall Renovation).

- **Graphics Specialist** - Sermon series graphics for Bulletin, FB, Propresenter, and Website. Graphics and layout of new banners. Again, Jeremy does this well, without fanfare, but I am not sure this is the right use of his talents going forward, as again, I would prefer to see him almost exclusively in people facing activities.

Jeremy, what have I missed?

Thoughts?

-- JK

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On Wed, Sep 1, 2021 at 1:17 PM M Bret Blackford <bret_blackford@yahoo.com> wrote:

Jeff and Jeremy,

I've heard several times that MX could use a "tech guy". Can you give me a high-level idea of the need? My skills are not in on-line media or content but if there are needs in other areas let me know and I'll see what can be done.

----- Bret

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Jeff Kryder
Senior Minister
McKnight Crossings Church of Christ