



## Salem Baptist Reaches New Broadcast Heights

*Atlanta ministry takes it to the next level with broadcast set consultation, design, visualization and construction services from C&M Backdrops and Echo Visualization*

### Situation

Since its founding in 1891, Salem Baptist Church has relocated, burned down, rebuilt and expanded. Much has happened, but through it all, Salem has always strived to minister more effectively and to realize its vision in new ways.

Under the guidance of Senior Pastor Jasper Williams, Jr., who came to Salem in 1963, the church has grown to serve a congregation of more than 10,000 at two locations. Salem offers counseling, education, senior citizen housing, welfare assistance, and other social action ministries. Senior Pastor Williams shares the leadership with his two sons, Vice Pastor Jasper Williams, III, and Pastor Joseph Williams

In 2002, as Salem was modernizing and renovating its west Atlanta sanctuary, its leadership decided to focus attention on its television ministry. The challenge: to invest in bringing the quality of its broadcasting up to par with Salem's other ministries.

### Action

"We had the architect's plans, the interior design, the lighting, and all the equipment, but something was missing," recalls Senior Pastor Williams. "To truly bring our broadcast ministry to the level of excellence we were seeking, we realized we would need some specialized expertise that would bring it all together. It was also vital to us that we find a way to share the excitement with the congregation."

Salem called on two companies -- C&M Backdrops and Echo Visualization -- to provide turn-key broadcast set services. From initial consultation and creative planning to three-



dimensional design visualization and construction, C&M and Echo Visualization (EchoViz) worked with Salem to ensure that the altar and sanctuary presented the pastors in the best possible light.

C&M and EchoViz went about designing a highly professional set within the 5,000-seat sanctuary while making changes as needed to the existing plan. Based on their scenic experience, for example, the team modified the type of flooring onstage, the location of the lighting, and the placement of a motorized audio-visual

screen. And after considering the perspective of the camera, they managed to highlight the church's stained glass windows by incorporating them into the set as a design element.

"While this was a work in progress, we wanted to show our congregants what to expect," says Senior Pastor Williams. "We wanted to generate enthusiasm and support for the renovation." Using the existing plans and incorporating the new, improved creative direction, EchoViz created a three-dimensional "virtual walkthrough." The architectural animation, handed out on a video tape, gave members a realistic look at the future design of their church from altar to balcony. The visualization then became the blueprint for C&M's construction work.

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## Result

Salem's first pastor, Reverend G. B. Flanning, left the pulpit long before the advent of television. But the broadcast ministry at Salem Baptist Church has reached a level that would no doubt make Reverend Flanning proud.

"By helping position us for the future, the folks at C&M and EchoViz have helped us realize our vision," says Senior Pastor Williams. "In terms of growth and outreach, the quality of these new facilities puts us past another milestone and helps us further our mission to preach, practice and produce the gospel."

A satisfied customer, Salem hired the C&M-EchoViz team to enhance their sanctuary in east Atlanta as well. And later in 2004, they will turn to a third building. In the end, all Salem sanctuaries will have a consistent, professional presence -- and the foundation for another solid century of faith.

## About Echo Visualization

Echo Visualization, LLC, (EchoViz) is a boutique interaction design & user experience consultancy with a strong background in industrial design, user-centered design, research, and brand management. We provide a wide spectrum of services including business analysis, digital strategy, user research, information architecture, interactive media, graphic design, data visualization, early stage concepting, interactive prototyping, animation, software development, implementation and QA testing. Throughout our work, we use established design strategies and advanced visualization techniques to engage customers and build brands. We are big thinkers and talented designers who strive to make an emotional connection with users by eliciting desire and delight with the interfaces we design.

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