Baptist Union
of Great Britain
Encouraging Missionary Disciples

GET IN THE PICTURE

Every year in the run up to Christmas, churches across the UK look for ways to help people in their locality connect with the story of the most outrageously generous gift given by God to all people. Through Christmas services, Carols by Candlelight, nativity plays, community carol singing and mince pie giveaways, the story of the gift of Jesus is one that many of us seek to share with our community.

While most people who wouldn't consider themselves Christians are happy to hear and observe something of the story, they rarely connect with it and think about in a way that goes beyond a 'nice baby Jesus story'.

What is Get in the Picture?

Get in the Picture is an ecumenical, evangelistic project which seeks to involve all kinds of people in the Christmas story, encouraging them to participate and experience being part of the nativity in a fun way.

Begun by The Light Project in 2008, it has been developed by the Baptist Union Mission Department, and many churches across the UK took part in 2009 and 2010.

This Mission File explains more about what is involved in setting up Get in the Picture, and aims to help churches to prepare to share the Christmas story in this fun way.   Different churches in different towns have used this initiative in their own way, but all have been able to engage with passersby and share the real meaning of Christmas with them.

Information for churches considering taking part in Get in the Picture can also be found on the website www.getinthepicture.org.uk.

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The Vision

The vision is to offer a free gift of a picture to remind people of the Christmas story. This will be done by …

1 … working together as churches in your locality to create a nativity scene, setting this up in your town and …
2 … inviting individuals and families to 'get into the picture' and have their photo taken as part of your nativity scene.
3 … uploading their picture to a website for them to print or email to friends and family, free of charge.
4 … helping people to connect further with the Christmas story through the website - which will include local Christmas service times, a reading of the Christmas story from the bible and video clips of what Christmas means to people today.

The Nativity Picture
The scene:

There is no one way that a nativity scene has to look. You can be as creative and adventurous as you like, safety permitting. Some of the best nativity scenes allow room for animals and plenty of straw bales, but a simple scene can also make a big impact.

The dressing up clothes:

With your scene you need a big box or basket of dressing up garments loose enough to go over clothes. This needs to include something for people being Kings, Shepherds or even Mary and Joseph! And don't forget a baby doll wrapped up in white cloth to be your baby Jesus!

The camera:

You will need a good digital camera on a tripod to stand in front of the scene. Your photographs will then need to be uploaded to the Get in the Picture website; full instructions for your photographer will be on the website.

The greeters:

You will need people from your team to engage with the public, encouraging them to come and be part of the picture. This will take some explanation and that the purpose of the project is about a free gift to remind people of the Christmas story.

Get in the Picture is not a project that will see people become Christians straight away on the streets! Rather, it is an opportunity to sow the seed of the gospel into the lives of many people who have yet to hear and see what it means to be a follower of Christ. It serves as one step on a journey for people to consider what it means to be a Christian.

Through positive engagement with people, church members can:

1 Plough the ground
2 Sow the seed of the gospel
3 Gently water interest in faith through invitations to other events.

Through these three principles **Get in the Picture** looks to address the problem that for many people they just don't have a clue about Jesus and his significance. Therefore:

1 **Ploughing** through showing a positive, engaging and fun impression of the Church where too often people's attitudes are negative.
2 **Sowing seeds**, gently reminding people that the first Christmas story was a gift for them today.
3 **Watering** the gospel through invitations to further church events over Christmas time.

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10 Practical Steps

1 Find out more: Visit our website at www.getinthepicture.org.uk Here you'll find all you need to know about Get in the Picture and how you can get involved. Alternatively, please contact mission@baptist.org.uk

2 Pray: If you would like to develop 'Get in the Picture' then spend some time praying about it, asking God for direction and where you could set up your nativity scene.

3 Plan: Talk to other churches in your community about the vision of offering people a free gift to remind them of the Christmas story, and get as many people as possible involved.

4 Permission: Talk to your local council to find a suitable place for you to set up your nativity scene.

5 Register: Register through the website in order to post your photographs and upload details of your church services onto your own Town webpage. Each centre or group of churches registering will gain unlimited use of the website and will be able to upload any number of Get in the Picture photos. On registration each group will also receive 300 cards to hand out to those who take part. There will be a charge of £50 for each centre which registers.

6 Prepare: Get your nativity ready through gathering together costumes booking donkeys, buying straw. Local charity shops are a useful source of fabric and clothing which can be adapted to make costumes without spending a lot.

7 Paint: Get creative and make your nativity scene. Submit a photo of your scene via the Get in the Picture website to enter the competition to find the town with the best nativity scene. Remember that a simple scene can be very effective!

8 Persuade: Allocate jobs and roles such for those who are volunteering to take part.

9 Publicise: Let local newspapers and radio know that you will be setting up a free nativity scene for people to take part in and to get a free picture!

10 Participate: Get as many people as possible to take part!

Birstall Methodist Church in Leicester set up their Get in the Picture 'studio' on eight occasions, based around existing events in the church's calendar.
'It went really well, with brilliant conversations and laughter. People loved the photos - 135 different people were photographed, about 100 of these were not 'Sunday church' people.'

Mark set up a nativity scene in one of the offices at his workplace as part of a 'decorate your desk' competition. People were invited to visit in their lunchbreak, and dress up for their photo to be taken.
'It was really good! We had around 40 individuals come along, and all enjoyed it. Other offices are interested in holding a similar event next year having heard about it.'

www.getinthepicture.org.uk

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Permissions, Insurance and the Police

Local Authority Permission
It is important that you consider what permissions may be necessary for your Get in the Picture event and that you have these in place well in advance of setting up your Nativity scene. Early contact with your local authority will also reveal what other events are taking place at the same time; you may want to choose your date to avoid these or alternatively you may find that there is mutual benefit in working together or alongside. Permissions should be requested in writing and you should allow plenty of time for the local authority or landlord to process your request and reply especially if it has to be discussed by a council committee beforehand.

Much will depend on where you plan to set up and whether this is on public or private land. Remember that many shopping centres are privately owned and you will need the landlord's permission both to set up and to take photographs. If you are in any doubt whether your intended site is privately owned, your local authority should be able to advise you. For events on public land such as town parks, market squares or streets you should seek advice from your local authority. In most cases an initial enquiry to your Town or Parish Council offices is the best way to start – try the Town Clerk or Services Manager. Depending on local arrangements, you may be asked to contact your District, County or Unitary Council - you may even find that your town has an Events Manager who would be able to offer a wealth of information and advise you on where to set up, at what times and who to speak to about local advertising.

Public Liability Insurance
Public liability insurance is not mandatory for 'Get in the Picture' events. The risks of a member of the public sustaining injury at your event are likely to be very low, however, it is good practice to ensure that you are covered and you are strongly advised to speak to your Church insurance company or broker before your first event. Your local authority or land owner may require public liability cover as a condition of their permission.

Most churches will already have public liability insurance in place and you will simply need to inform your insurance company of the nature of the event and check that you have adequate cover. You may be required to conduct a risk assessment and you should ask for guidance from your insurer. The Baptist Union Corporation has published Health and Safety guidelines that include advice on conducting a risk assessment – the relevant Guideline document is C7 which can be downloaded at: http://www.baptist.org.uk/legal-property-a-charities/buc-guidelines.html

Please note that if you are planning to run your event as a group of churches you will need to have separate group public liability insurance as individual church policies are unlikely to provide cover. If it is an established ecumenical group you may already have cover – again you are strongly advised to speak to your group's insurer.

On a related note – please ensure that you check with your photographer that their equipment is insured for your event. Professionals will have their own cover but if you are planning to ask a volunteer to take your photographs they should be advised to check their relevant policies. Of course, similar considerations apply to any other valuable equipment such as laptop computers that you plan to use at your event.

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Keeping the Police Informed

It is a criminal offence to obstruct free passage on the highway and this includes footpaths and cycleways as well as roads. If the police do consider that you are causing an obstruction it is likely that you will simply be asked to move along. Talking with your local authority to agree a site in advance should avoid any problems but it would be wise to inform the local police of your intentions and to ensure that they are content with your plans. Again, it would be sensible to submit your plans in writing; include a brief description of the event, noting that you will be taking photographs (with parental consent for photographs of children), date, time and location and a point of contact in case the police have any questions or comment. You should aim to write at least 6 days before your first event.

Churches Together in Northallerton ran three events, including one in the town market place when Santa came to town.
'The idea gives adults an opportunity to relive their memories of being in nativity plays in their own early years, and to dressing up as children. It also gives children the chance to play Mary, or whoever, and dress up.'

Churches Together in Peterborough operated from an empty shop in the city centre, and also offered refreshments and mince pies, children's colouring competition, prayer tree, listening ear - and even had a live donkey on opening night.
'It was extremely successful.
Having people out on the streets
to encourage people in worked well.'

Taking Photographs

Although it is not illegal to take photographs of children, even in public places, we must be aware that this is a sensitive subject which has generated much debate over recent years. We must respect the privacy of individuals, ensure that identities are safeguarded and prevent misuse of the images especially as we will be uploading photographs on to the web with world wide access. All those involved in your event should be aware of the following safeguards:

- All participants must be fully aware that their photographs will be published on the 'Get in the Picture' website and their verbal consent must be given before their photograph is taken. If subsequently requested by the subject, their image must be demonstrably deleted from the camera.
- The photographs will be published only on the Get in the Picture website.
- Individuals in photographs will not be identified by name on the website.
- Parental consent should be obtained for photographs of all children under 16 years of age. A sample consent form can be found on page 9.
- If consent cannot be gained for children who are under, or appear to be under, the age of 16, no photograph should be taken.
- Event coordinators are to ensure that a copy of all consent forms is sent to the BUGB Mission Department for retention.
- All photographic media (memory cards etc) will be stored safely.
- All images will be deleted from the Get in the Picture website no later than 31 January 2012.
- A limited number of images may be retained for use in promotional material for this and future Get in the Picture events.
- Anyone will be able to notify abuse of the website or request removal of their photograph by contacting the website moderator using an on-line messaging option.

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Get in the Picture Photography Guidelines

A big part of the success of Get in the Picture is, of course, the photographs and we want to help you ensure that these are of the highest quality possible. The following information covers preparing the camera, taking photos and getting them from the camera to the website. Please ensure all your photographers follow the relevant instructions.

Equipment:
- Please ensure that:
  - » You use a good quality digital camera (3 Megapixels is the absolute minimum)
  - » Your camera batteries are fully charged (take some spares)
  - » You have plenty of available memory card storage (and spare memory cards)

- Ideally:
  - » Use a tripod
  - » Have a spare camera available (just in case)
  - » Have a trial run in similar conditions to your planned event (day/night)

Preparation:
- Essential:
  - » Ensure all cameras have the date and time set correctly (remember clocks changed recently). The website will automatically organise your photographs in date/time order by reading the hidden code in the digital photo. Incorrect dates/times may prevent images from displaying.
  - » If the camera is 7 Megapixels (MP) or less then set it to maximum pixel resolution and quality. If it is greater than 7MP then you may optionally dial down the pixel resolution a bit (image size) but keep the jpeg quality high
  - » All images must be JPEGs for upload to the website

- Recommended:
  - » All photographs should be taken in landscape (horizontal) orientation. You will not be able to rotate your images once they are uploaded.

- » Ensure the lighting is good. If you think you'll need to use a flash, please practise with this to ensure your settings are confirmed in advance.
- » Most cameras have settings that can help to prevent 'red eye' when using flash. If appropriate, ensure you set this on the camera.
- » Clean the lens!
- » Carefully consider what's in the background of your photographs. Be aware of lamp-posts, street signs, overflowing rubbish bins and other extraneous objects that could ruin your carefully composed shots.
- » Once the nativity scene is set up, position the tripod in such a way that the people fill the frame. Make sure you aren't going to cut off heads etc but that you are close enough without lots of wasted space around the edges. Ensure the tripod is sturdy and will not topple.
- » On occasion, there may be a queue forming to have photos taken. Make sure the photographer has assistants who can help set up the scene and get people ready as quickly as possible.

Transferring and Uploading your Photographs
Each coordinator must ensure all their photographers (and people transferring images off cameras and putting them on the site) follow these instructions. Only if you are experienced with digital photography would we recommend you carry out post production (cropping, resizing, sharpening, compressing, etc). All images supplied must be in the

JPEG (jpg) format. Please carefully follow the instructions below.

Getting images off cameras and post-production:
• Set up your camera to transfer the images to your computer in your normal way

• Before transferring the images from the camera (where possible) follow these steps in your software:
  » Set them to go into a folder you can easily find (it may be best to give the folder the event name and date)
  » If necessary select JPEG or JPG as the format and select High quality
  » If your camera is less than 5 MB and the software gives you options to resize and perform other manipulations deselect these. Try and avoid cropping, resizing, etc as this will degrade the quality.
  » If your camera is greater than 7MB you may optionally choose to resize the image's resolution to a bit smaller. Something around 3000 pixels wide (ensuring you keep the height in the correct aspect ratio – this will depend on the camera but will probably be around 2000 pixels) would be fine. Keep the JPEG quality high.
  » If your camera software gives you file renaming options you may wish to use the church or group name followed by the event date and then the photo number. That way you can quickly find them if needed in future.
  » Set it to copy the photos from the camera without removing them from the card (that way if something goes wrong on the computer you can still get the images again from the card).
  » Make sure all the pictures you have selected to download from the camera are from a Get in the Picture Event.
  » If your software lets you add hidden 'Metadata' to photos then you may wish to enter the event details, copyright, church website address etc. However do not accidentally add any text onto the images or visibly watermark them.

• Start the photos copying (sometimes called downloading or transferring) from your camera.

• Once the images are on your computer follow these steps:
  » Check that all the photos are from one event (if they occurred on different days check with your coordinator to see if they should be grouped as different events as you may need to separate them out to different folders. Make sure they are moved to real folders on the hard drive and not just put in collections, sets, albums or similar in the software).
  » Double check that all the photos relate to Get in the Picture. If there are any non-Get in the Picture images then move them out of the folder you downloaded them to. It is very important you don't accidentally upload incorrect images to the site.
  » If the photo really wasn't taken well then you may need to carry out some post processing such as cropping the image or correcting exposure (making it lighter/darker etc). If you carry out any image manipulations then make sure you save out at the highest JPEG (jpg) quality.
  » Our system will not function with any images that are smaller than 1280 pixels wide and 800 tall (but this is very small and your images should be much bigger).

Uploading Photographs to the Get in the Picture Website

• Log in to the coordinators' editing page (you will need the email address and password originally used to register). For each event,

there is an option to 'add photos'. Clicking on this (make sure you have selected the right event to upload to) will present two further options:

1. A direct uploader (recommended method) that enables you to select up to 50 images at a time, each of up to 10MB file size. Simply 'browse' to the relevant folder on your computer, select 50 images and add these to the upload list. Click on the 'Upload Now' button just below the list and your files will automatically be transferred to the correct event on the Get in the Picture website. The files should appear on the website within 30 minutes after your uploading is complete (you may have to 'refresh' the page). Continue to add your photographs in batches of 50. The speed at which your photographs are uploaded depends on both the file size and the speed of your internet connection. Please note that you are still limited to 50 images at a time even if you select smaller file sizes.

2. The second, and slower, method is to email your photographs to the website. The email address and a unique code is shown on the 'add photos' page just under the direct uploader described above. The unique code must be copied to the email subject line without amendment. Each event has a different code so if you run more than one photo event (eg different days/time or different location) you need to ensure that you 'add photos' to the correct event.
   » Simply add images as attachments to the email. The number of images you can add to one email will depend upon the file size of the images. Don't send more than 10MB of images at once. Send as many emails to the address as necessary to complete sending all your photos.
   » Within half an hour of sending the photos they should appear and be accessible from the Event viewing page.

If not: Please check they have left your Outbox, check your inbox in case you have any bounce backs (please also check in any spam/junk folders). If you can't find them please phone the Get in the Picture office on 01235 517711 or email office@getinthepicture.org.uk for assistance. Do not send any written emails to the photo upload email address (they will never been read by a human being).

- Backup all the images:
  » Until 31 January 2012 please keep a backup of your images.
  » After 31 January 2012, depending on what you have agreed with those in the photos, you should probably delete all the images (this would include deleting from: your computer's hard drive, the camera's memory card and any sent mail boxes).
  » If you wish to keep specific images (eg for future publicity for your church/group) then please ensure you have permission from those in the photo.

File sizes and resolutions:
Generally speaking, the higher the megapixels the greater the file size. An image with around 3000 pixels horizontally will produce high quality prints and work well in our system. If your file sizes are too large you may have problems uploading them and they may take too long to download for your visitors (note: we show them reduced size thumbnails before they download a full image).

Megapixels	Approx Pixel Resolution*
3	2048x1536
4	2464x1632
6	3008x2000
8	3264x2448
10	3872x2592
12	4290x2800
16	4920x3264

* this is a guide resolution and it varies from camera to camera – do not try and make your images exactly match these sizes unless they happen to be the same aspect ratio.

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Get in the Picture
Parental Consent Form
for Use of Images of Children under 16

I/we,……………………………………… the parent(s)/guardian(s) of:

(child's full name)……………………………………………………..

(child's full name)……………………………………………………

(child's full name)……………………………………………………

hereby give 'Get in the Picture' permission to use any still photographs depicting my/our children named above,
taken by (name of photographer) …………………………………………

on behalf of the 'Get in the Picture', on (date)…………………………

at (place)………………………………………………………………

for the following uses:

- to be published to the 'Get in the Picture' website at www.getinthepicture.org.uk
- general promotion for this and future 'Get in the Picture' events.

The above consents will apply throughout the world. Photographs will be deleted from the website no later than 31 January 2012. Some photographs may be retained for use in promotional material for this and future 'Get in the Picture' events.

Signed………………………………   Date…………………………

Signed………………………………   Date…………………………

Address…………………………………………………………………….

……………………………………………………………………

……………………………………………………………………

……………………………………………………………………

Postcode………………………………

Thank you for your co-operation

Event Coordinators:	Mission Department, Baptist Union of Great Britain
Please ensure that a copy of this Consent Form is sent to the BUGB Mission Department for retention.	Baptist House, PO Box 44, 129 Broadway Didcot OX11 8RT

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This leaflet is one of a series which has been produced by the Mission Department.

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