



NORTHEASTERN CONFERENCE OF SEVENTH-DAY ADVENTISTS

COMMUNICATIONS DEPARTMENT

PURPOSE OF THE AV (AUDIO-VISUAL) LEADER IN CHURCHES

The **purpose of the AV (Audio-Visual) leader in churches** is to support worship and ministry by ensuring that sound, visuals, and media technology function smoothly, clearly, and reverently—helping the congregation focus on God without distraction.

Core Purpose

The AV leader serves as a **technical steward of worship**, using audio, video, and visual tools to enhance communication of the gospel, not to draw attention to the technology itself.

Key Functions

- **Enable clear communication**
Ensure sermons, prayers, music, and announcements are heard and seen clearly by all.
- **Support worship flow**
Coordinate sound, slides, lighting, and livestreams so services run smoothly and tastefully during worship service.
- **Serve the mission**
Use technology to extend the church's reach through livestreams, recordings, and digital presentations.
- **Maintain excellence and reliability**
Prepare equipment, troubleshoot issues prior to services, and prevent distractions during worship.
- **Lead and train volunteers**
Schedule, train, and support AV team members with patience and professionalism.

Spiritual & Ministry Role

- Serve with humility and prayer
- Work closely with pastors, worship leaders, and communications teams
- Remember that AV ministry is **service, not performance**

Guiding Principle

When AV is done well, it is invisible—removing barriers so people can hear the message, engage in worship, and encounter God.