UM Church Grew Congregation by 30% with Help of Environmental Projection

The senior pastor, Tom Harrison of Asbury United Methodist Church in Tulsa, Oklahoma was concerned that if they didn’t make some changes to incorporate the “next generation” of worshipers, that they like many other churches would see a great decline in attendance. He reached out to Donnie Haulk, president and CEO of Charlotte, NC-based AE Global Media, a leader in audio, video, acoustic and lighting technology applications for churches, education, entertainment, and sporting venues.

Haulk recalls the pastor saying that a few years earlier they had started a modern worshiping service at church’s family life center, which was attracting a group of people that were worshiping in a very diverse way from the traditional worship in the main sanctuary.

The church ministry leaders and elders wanted to create an environment that would attract these worshipers into the main sanctuary. Haulk says, “When I sat down with the elders and the leadership, they asked, ‘how do we become relevant today?’ They wanted to do something very cutting edge. They wanted to look at the possibility of environmental projection.”

The elders considered that they might lose some congregants because of the change but still felt it was what was needed to represent the industry and to move into the future. Haulk says, “The technology team from the church attended some trade shows, and we met up at WFX.” Together they chose projectors from two different manufacturers to have sent to the 3,200-seat Asbury United Methodist worship facility for a side-by-side comparison.

A congregation transformed

The 2014 Easter Service was the launch service, which included traditional and modern worshipers. “It was a huge hit,” says Haulk. “The following Sunday the traditional service went back to beige walls, without color or video,” but still benefitted from the greatly enhanced audio quality from the choir and the intimacy created by the redesigned stage that moved the pastor closer to the congregation. The modern service continued to project inspirational messages and images edge blended onto the 300-foot-wide wall, creating dramatic impact with color and projection mapping, and acoustics befitting of the best concert hall.

Feedback from the Client

“We actually had Digital Projection in early when we were judging which manufacturers were going to be there and help support this new type of projection, because this type of installation is not common,” says Haulk. “This is still fairly new technology to be adopting and we wanted to make sure they were behind it. They were from the first day.” - Donnie Haulk, president and CEO of Charlotte, NC-based AE Global Media

Projector Used: TITAN Super Quad

Key Features:
- 20,000 lumens / 2,000:1 Contrast
- Flagship 3-chip DLP display
- Advanced Warp, Blend & 3D capabilities
- Compact, rugged and efficient

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