



New Podcast from Bose Professional Discusses Importance of Technology for Churches Today

*Conversation Provides Insights on How Technology Enables Religious Leaders to Stay Connected with
Congregations During Difficult Times*

FRAMINGHAM, Mass. — April 6, 2020 — Understanding the power of sound and how it connects us all, [Bose Professional](#) has released its latest podcast episode, “[Being the Church During the COVID-19 Emergency](#)”. This episode hosts Lead Pastors, Clint Nolder of Foundation Church in Newnan, Georgia; Dr. Fayez Ayoub of North Florida Baptist Church in Tallahassee, Florida; and the President of The NewGround Group, Don Allensworth. Together they explore how audio and technology within houses of worship can be adapted during the current health crisis and enable congregations to stay connected. The podcast is part of a series offered by Bose Professional in its ongoing efforts to provide educational information, voices of strength and inspiration for the markets it serves.

For as long as they’ve existed, churches have been a place for worshipers to regularly gather together, welcoming people and where the doors remain open. However, the COVID-19 pandemic has presented church leaders with a number of difficult questions: How do you continue to lead and provide for your congregation when you can’t meet in the manner accustomed to? How can congregants continue to feel connected and engaged? What role does today’s technology play in these situations?

The podcast is available as part of its Bose Church initiative and explores how professional audio and video technology supports the mission to communicate and stay connected; and discusses how church leaders can leverage technology to continue ministering to worshipers even during difficult times. Each guest provided insight on the role of technology in their own ongoing mission of guidance while addressing specific points on what to consider.

“As we realize the power we have in our technology, and that it can be used to connect us in new and creative ways, that’s when we begin to understand “gathering together” does not have to be limited to the same room,” stated Allensworth. “These are difficult, unparalleled times and we need to take advantage of every opportunity to bring people together.”

To listen to the Bose Church podcast, please visit PRO.BOSE.COM/BoseChurchPodcast.

For more information on Bose solutions for the house-of-worship market, including church audio tips and tricks as well as answers to common audio challenges, sign up for the Bose Worship Registry at PRO.BOSE.COM/BoseChurch.

Photo file 1: BosePro_Podcast_Being the Church_COVID-19.jpg

Photo caption 1: Leads Pastors and President of The NewGround Group share how today's pro-AV technology can be used to keep congregations connected during challenging times.

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Bose Corporation was founded in 1964 by Dr. Amar G. Bose, then a professor of electrical engineering at the Massachusetts Institute of Technology. Today, the company is driven by its founding principles, investing in long-term research with one fundamental goal: to develop new technologies with real customer benefits. Bose innovations have spanned decades and industries, creating and transforming categories in audio and beyond. Bose products for the home, in the car, on the go and in public spaces have become iconic, changing the way people listen to music.

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