Media Department Policies & Procedures

Calvary Church
Updated July 2014
MEDIA POLICY OVERVIEW

I. GENERAL PROCEDURES FOR MEDIA DEPARTMENT WORK REQUESTS:
   A. **Step 1:** All requests for promotions or equipment must be submitted on electronic forms via [www.calvarynaperville.org/staff](http://www.calvarynaperville.org/staff).
      1. All marketing materials targeting all-church populations must go through the following procedures:
         a) A ministry must put all requests for an event on the same request form so that an overall view of the event’s marketing can be seen.
         b) Requests that include pulpit announcement, video, in-service print materials or presence on the web home page require approval from the executive team.
         c) Once approval is received, the Media Department will work with ministries to develop project schedule and a marketing strategy.
   B. **Step 2:** As the calendar permits, Pastor Christian will assign projects to appropriate members of the media staff. Ministries are encouraged to keep to the project schedule and maintain ongoing communication, especially for unforeseen updates or changes.
   C. **Special Instructions/Notes:**
      1. The Media Department will proof all materials for spelling and grammatical accuracy; however, each department head is responsible for proofing, especially for accuracy of information (such as correct dates, room numbers, titles, etc.).
      2. All finished projects are subject to the final approval of Pastor Keith before they are released by the Media Department. Department head (or Media Department) is responsible to get this approval.
      3. **Cost:**
         a) Only the actual cost for any materials needed to complete a publication or video will be charged to the appropriate department through the business office.
         b) All materials printed by outside vendors require financial approval from Pastor Mark.

II. **DEADLINES:**
   A. **TWO-WEEK DEADLINE:** Recorded Media Duplication, PowerPoints, pulpets, posters, banners, website, enews and any other graphic design materials
   B. **SIX-WEEK DEADLINE:** Videos and some website requests
PROMOTION OPPORTUNITIES

I. WEBSITE CONTENT – TWO- OR SIX-WEEK DEADLINE
   1. Website content is used to communicate events, ministry information, etc., to visitors, the congregation, and anyone visiting Calvary church’s website at www.calvarynaperville.org.
   2. Promotion on the website is available in the following ways:
      a. Listing on events page (added by ministry)
      b. Graphic on home page loop (only for major events)
      c. Unique website created for event (requires six weeks notice for completion)
   3. If you have a special request (not listed above) that is related to the website, please contact the web content manager.

II. POWERPOINT ANNOUNCEMENTS (lobby slideshow) – TWO-WEEK DEADLINE
   PowerPoint announcements use graphics and are concise descriptions that include specific details such as who, what, when, where, etc., of upcoming events that departments would like promoted on PowerPoint slides. PowerPoint announcements run on a continuous slide show before services. In concordance with your ministry, the media department will use its discretion to determine what text appears on slide.

III. ENEWS – TWO-WEEK DEADLINE
   An enews blast is intended to go to a target audience. Once the ministry supplies a graphic, text and a requested send date, the Media Department will assemble the email and send through Constant Contact. Only approved events can go to the all-church list.

IV. POSTERS & BANNERS – TWO-WEEK DEADLINE
   1. Posters are for indoor use, including promotional posters, directional signs, etc.
   2. Once the posters are printed, each department is responsible for purchasing the foam core, mounting their posters, and/or setting them on easels.
   3. You can request that your posters be hung on the wall boards surrounding the Auditorium. The media department will hang these posters for you.
      a. This option is pending availability of the bulletin boards. This decision will be made by the Executive Team. Posters cannot be hung on any wall at any time.
   4. Banners are produced on reinforced vinyl for mostly outdoor use.
   5. The Maintenance Department can hang large banners that require a lift, but they require ample notice.
   6. All posters include a charge of $2.50 per linear foot, and all banners include a charge of $7.75 per linear foot.
   7. POSTER/BANNER TIME REQUIREMENTS (time to complete)
V. PUBLICATIONS

1. Major Publications (three-week deadline)
   Major publications include Believer’s Life booklets, prayer guides, etc. These pieces are generally outsourced.
   - These pieces require the following timeline:
     o Concept/graphics: three weeks out
     o Finalized content: two weeks out
     o Final approval: one week out
   - Once the Media Department has completed a final proof, the requesting ministry is responsible for obtaining executive approval. The piece will not be sent to the printer until approved.

2. Minor Publications (two- or three-week deadline)
   Minor publications include any support print piece that is either printed in-house or outsourced. Some of these print materials include brochures, flyers, tickets, booklets, postcards, inserts, etc.
   - These pieces require a two-week deadline. If you want the printing of your piece outsourced, then a three-week deadline is required.

A. TIME REQUIREMENTS (time to complete):
   1. booklets
      a) existing template: 15 hrs
      b) non-existing template: 25-30 hrs
   2. brochures: 1-3 hrs
   3. handouts/inserts/postcards: 30 min – 2 hrs

B. COSTS (based on 8.5 x 11 sheet)
   1. Printed on Riso
      a) $.01/sheet, text coverage
      b) $.08/sheet, full ink coverage
   2. Printed on Ricoh
      a) $.07/sheet, no matter what ink coverage

VI. RECORDED MEDIA DUPLICATION — TWO-WEEK DEADLINE
The Recorded Media office is available to create duplications of media. This can include weekend services or departmental events that were recorded.
   - The request to record a special service should be made through ServiceU.

VII. PHOTO/VIDEO COVERAGE
Volunteer photographers/videographers can be made available to cover a ministry’s event. This service is based upon the availability of volunteers.
   - The media department cannot guarantee that every request will be filled. Your ministry will be notified if a photographer/videographer is available to shoot your event.
• These people are volunteers, which means that many of them are not at a professional level. The quality of photo/video you receive will depend upon who is available.

• Requests for photo/video coverage should be made for larger events in your ministry. Please do not request coverage for every event.

• If we are unable to secure a photographer/videographer for your event, then you have the option of paying someone to be there. The media department can suggest a few people who would provide quality coverage at an affordable price.

There is no specific deadline for submitting a request for a photographer/videographer. The sooner you request one, the better chance you have of getting one.

VIII. PULPIT ANNOUNCEMENT REQUEST – TWO-WEEK DEADLINE
1. Pulpit announcements are concise descriptions that should include specific details of an event such as who, what, when, where, how to respond, etc. Pulpit announcements are given by a pastor during a service (on Wednesday nights, Saturday nights and Sunday mornings) and are accompanied by a PowerPoint slide.

2. An appropriate Pulpit Announcement is an all-church event that requires a response process (i.e. registration through sign-up booths, the website, bulletin tear-off, etc.). Special consideration will be given to key departmental events but limited to two events per year that target large populations of our congregation.

3. Each department is limited to one Wednesday Pulpit Announcement and one weekend Pulpit Announcement. The executive and/or strategy team must approve all Pulpit Announcements.

4. In regards to approval, a pulpit announcement is considered equal to an in-service video. A department cannot have a pulpit announcement and a video on the same weekend. A department is limited to a total of two pulpits/videos per year.

IX. VIDEO ANNOUNCEMENTS/PRODUCTION – SIX-WEEK DEADLINE
1. Video announcements highlight and promote special events, including specific details of events (who, what, where, when, etc.). Video announcements run during the service and are to be no more than two minutes long.

2. At the time the video announcement is requested, the ministry should submit any scripts, ideas, footage, graphics, etc., to the video director. If footage is provided, the ministry will be expected to provide a shot list with time codes. Depending on the type of video, the ministry will also be expected to provide one or more of the following:
   a. Voiceover
   b. Script or outline
3. Once the Media Department has finalized the video outline and voiceover, the requesting ministry is responsible for obtaining executive approval. The video will be put on hold until approved.

4. In regards to approval, an in-service video is considered equal to a pulpit announcement. A department cannot have a video and a pulpit announcement on the same weekend. A department is limited to a total of two videos/pulpits per year.

5. The Media Department will shoot footage and create your video. We will schedule a viewing time for your approval no less than one full week before the show date. Corrections/changes to your request will be made and returned to you for approval. Requested changes should not stray from agreed-upon concept unless approved by executive team.

6. Production of videos that are not for all-church use will be granted by the media department, in conjunction with the executive staff, based upon the department’s production scheduling and availability. Once the request is approved, you will be notified by the Media Department with a scheduled date of showing.

7. The Media department is required to follow copyright laws.

8. Video requests should follow the following timeline:
   i. Six weeks out: request made, concept/graphics communicated
   ii. Five weeks out: content given to media dept, voiceover written
   iii. Two weeks out: proof shown to department
   iv. One week out: final approval received

9. VIDEO TIME REQUIREMENTS (time to complete):
   a. Graphic video ~ 40 hr
      i. Pre-production: 5-10 hr
      ii. Recording: 1hr
      iii. Editing: 20-30 hr
   b. Footage video (Testimony/information) ~ 25-60 hr
      i. Preproduction: 5-10 hr
      ii. Recording: 5-20 hr
      iii. Editing: 15-30 hr
MEDIA EQUIPMENT & STAFFING

I. MEDIA EQUIPMENT REQUESTS – TWO-WEEK DEADLINE

If you are requesting equipment to be set up in a specific room, requesting to have your event staffed (such as by a sound operator), or are requesting to borrow equipment from the Media Department, please submit a Media Equipment Request via www.calvarynaperville.org/staff two full weeks prior to the date that the equipment is needed.

a. Borrowing Equipment:
   i. The following items are the only items that the Media Department will allow to be borrowed:
      1. Sound Systems
      2. Video Projectors
      3. Portable Light Kit
      4. Microphones
   ii. Any equipment that may be borrowed must be obtained only from Media Department Staff. Please check with them before borrowing equipment. All equipment being borrowed must be signed out from the Media Department, at which time you must write down the expected date of return for the equipment.
   iii. You must return borrowed equipment to the Media Department the day after the date for which the equipment is requested or the date of the event it is used. Please return the equipment to the Media Department by the following day to ensure that other departments have access to equipment when needed.
   iv. Under no circumstances should you/your department borrow equipment from the Media Department without directly returning the equipment to the Media Department.

b. Requesting Events to be Staffed:

Requesting that events be staffed by the Media Department usually comes in the form of requesting a sound operator. The Media Department will try to have a person available to operate sound system(s) for events, but know that the Media Department has a limited number of staff/volunteers available as sound operators.

Departments or groups with ongoing/regular sound needs (such as college ministry, singles’ ministry, Spanish ministry, women’s ministry, etc.) are required to provide a volunteer to run sound on a regular basis. The Media Department is available to train volunteers if necessary.
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