

Media Arts

Policies & Procedures

Crossroads Community Church / 2009-2010

Overview

General Procedures for Media Arts requests:

STEP 1

All requests for equipment or materials of any kind (including announcement slides, PowerPoint's, posters, service folder inserts, full bleed printing, publications, website requests, postcards, videos, etc.) *must* be submitted on electronic forms via <http://www.crossroadscn.com/media>

All internal network marketing materials should go through the following procedures:

- Submit all requests for an event on the same request form so that an overall view of the event's marketing can be seen.
- Within 24 hours of receiving the request, the media department will specify whether the request is approved, denied or waiting for approval.
- Requests that include stage, video or in-service print materials require approval from Media Arts Dept Head
- Once approval has been given, the Media Department will work with ministries to develop marketing strategy and product.
- All network events should be focused on our vision and the "Big Five" values of Crossroads Community Church (*Weekend Experience, Growth, The Mission, Leadership, Next Generation*).

All external marketing should go through the following procedures:

- A ministry or campus submits a request with our online electronic form via <http://www.crossroadscn.com/media>
- Within 24 hours of receiving the request, the media department will specify whether the request is approved, denied or waiting for approval.
- Requests that include external advertising must be approved by Media Arts Dept Head
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- Once approval has been given, the Media Department will work with ministries to develop marketing strategy and product
- All network events should be focused on our vision and the "Big Five" values of Crossroads Community Church (*Weekend Experience, Growth, The Mission, Leadership, Next Generation*).

STEP 2

As the calendar permits, projects will be assigned to appropriate members of the media staff. Ministries are encouraged to maintain ongoing communication during these projects, especially unforeseen updates or changes.

Special Instructions/Notes:

The Media Department will proof all materials for spelling and grammatical accuracy; however, each department head will be forwarded a copy of the product and is responsible for final proofing, especially for accuracy of information (*such as correct dates, room numbers, titles, etc.*).

Approval:

- a) All finished layouts and videos are subject to the final approval of Don Gulley (*Innovation Pastor*) before they are released by the Media Department.
- b) All materials printed by outside vendors require financial approval from Dept Heads and Don Gulley (*Innovation Pastor*)

Costs:

- a) Only the actual cost for any materials needed to complete a publication or video will be charged to the appropriate department.

Promotion Opportunities

- Service Folder Inserts / Tear Off
- Website Content
- Graphic (Stage) Announcement
- Posters & Banners
- Print Materials
- Network Graphic Announcement
- Video Announcements

I. SERVICE FOLDER INSERTS – TWO WEEK DEADLINE

Service folder inserts are concise descriptions that include specific details such as who, what, when, where, etc., of upcoming events that departments would like to promote in the service folder. Subject to final approval by the campus pastor.

II. SERVICE FOLDER TEAR-OFF – TWO WEEK DEADLINE

A tear-off is used solely for registration purposes of an event. It includes information about the event, the need for registration and any registration options. A tear-off must be accompanied by a corresponding stage announcement.

III. WEBSITE CONTENT – TWO-FOUR WEEK DEADLINE

1. Website content is used to communicate events, ministry information, etc., to anyone visiting Crossroads Community Church website at www.crossroadscn.com
2. Graphics used for print will also be supplied to the website in order to maintain consistency. Please include all contact information when applicable.
3. For online registration requests, please indicate a person from your department who will receive the request. If training is needed for setting up online registration, please note this on the request and supply contact information.

IV. GRAPHIC (STAGE) ANNOUNCEMENTS – TWO WEEK DEADLINE

Graphic Announcements are *concise*, generic descriptions that include possible details such as who, what, when, where of upcoming events that departments would like promoted on the auditorium screens. Graphic Announcements run on a continuous slide show before services. The Media Arts department in concordance with ministries will use their discretion to determine what text appears on slide.

V. 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. **Banners** are produced on reinforced UV coated vinyl for mostly outdoor use.

4. All posters will be purchased through either psprint or Johnson press. Prices vary depending on quantity and size.

VI. PRINT MATERIALS (Postcards, etc) -TBD

Miscellaneous print materials 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.

A. COSTS

Costs are based on what is ordered and where it is printed from along with shipping costs.

VII. NETWORK ANNOUNCEMENT REQUEST – FOUR WEEK DEADLINE

1. Network announcements are concise descriptions that should include specific details of an event such as who, what, when, where, how to respond, etc. Stage announcements are given by a Campus Pastor during an experience and are accompanied by a Graphic Slide or Video.
2. An appropriate Stage Announcement is an all-network event that requires a response process (i.e. registration through sign-up booths, the website, bulletin tear-off, etc.).

VIII. 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 one and a half minutes long.
2. At the time the video announcement is requested, the ministry should submit any scripts, ideas, footage, graphics, etc., to the Media Arts department.
3. The Media Arts Department will shoot footage, create your video and 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.
4. Production of videos that are not for all-network use, will be granted by the Media Department, in conjunction with the campus pastor based upon the media arts 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.
5. The Media Arts department is required to follow copyright laws.

MEDIA EQUIPMENT & STAFFING

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.crossroadscn.com/media two full weeks prior to the date that the equipment is needed.**

Equipment:

1. The following items are the only items that the Media Department will allow to be borrowed:
 - Video Projectors
 - Portable Light Kit
 - Microphones
 - Cameras (*with appropriate oversight*)
2. 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.
3. 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.
4. Under no circumstances should you/your department borrow equipment from the Media Department without directly returning the equipment to the Media Department.

Staffing Events:

Requesting that events be staffed by the Media Department need to be sent to media@crossroadscn.com. A follow up will be made within 24hrs if we can staff this event or not.

MEDIA ARTS STAFF

Don Gulley

Innovation Pastor
dgulley@crossroadscn.com
303.506.2304 c
x 8204 (voip)

Alex Lyons

Creative Arts Director
alyons@crossroadscn.com
815-233-9004 x 171

Julie boyer

Videographer
jboyer@crossroadscn.com

Pete Flaherty

Freelance Graphic Artist
815-233-9004x156

Nathan Miller

Network Administrator
IT / Technology Support
nmiller@crossroadscn.com
815.233.9004 x 133

MEDIA TIME REQUIREMENTS

The time requirements listed below are approximate times.

SERVICE FOLDER INSERTS

Existing Template	3-4 hrs
Non-Existing Template	3-4 hrs

SERVICE FOLDER TEAR-OFF

Existing Template	3-4 hrs
Non-Existing Template	3-4 hrs

WEBSITE CONTENT

Graphics
Page Development

GRAPHIC (STAGE) ANNOUNCEMENTS

Existing Template	½ - 1 hrs
Non-Existing Template	1-2 hrs

POSTERS & BANNERS

Existing Template	2-3 hrs
Non-Existing Template	2-3 hrs

PRINT MATERIALS

Booklets	
existing template:	15 hrs
non-existing template:	25-30 hrs
Brochures:	3-4 hrs
Handouts/inserts/postcards:	1 - 3 hrs

NETWORK ANNOUNCEMENT REQUEST

Existing Template	½ - 1 hrs
Non-Existing Template	1-2 hrs

VIDEO ANNOUNCEMENTS/PRODUCTION:

<i>Graphic Video (Information)</i>	<i>40 hr</i>
Pre-production (Script/Storyboard):	5-10 hr
Voiceover Recording:	1hr
Post Production (Editing/DVD/Audio):	20-30 hr
 <i>Footage Video (Testimony/information/Highlight)</i>	 <i>25-60 hr</i>
Pre-production (Script/Storyboard):	5-10 hr
Production (Shooting/Recording):	5-20 hr
Post Production (Editing/DVD/Audio):	20-30 hr
 <i>Weekend Experience Video</i>	 <i>9 hr</i>
Post Production (Editing/DVD):	2 hr
Render Times	5-7 hrs

MEDIA DEADLINES

Project	Deadline <i>(project details needed)</i>	Details
Announcement Slides Power Points Ministry / Event Logos	2 week deadline	
Posters Banners Postcards T-shirts / Apparel	3 week deadline	1-5 Days to Produce + shipping <i>(price will vary based upon when you need the item) The deadline is setup to allow for the most affordable cost and delivery.</i>
Booklets <i>(multiple pages)</i>	12 week deadline	Design, Proof, Printer Timelines
Website <i>(Graphics, updates, pages, etc.)</i>	3 week deadline	
Graphic Video Footage Video Website Video	6 week deadline	Schedule Recording, Develop Script/Storyboard, Shoot Video, Record Voiceover, Edit Video, Create Graphics, Music Creation/Selection, Render Final Deliverable
Event Promotion Package <i>(web, print, verbal, video, etc.)</i>	4 – 6 Week Deadline	Develop Strategy, Schedule Delivery, Develop Marketing, Proof, Printer timelines