



# Media Request Guidelines

There is a vast amount of ministry happening at Cibolo Creek at a rapid pace. To get the word out and ensure we are providing the best experience for our guests, it's necessary we communicate early, plan accordingly, and execute efficiently. As you begin to plan your next event, initiative or project, here is some helpful information.

## How To Get Started and When

First and foremost, requests should be made **at least 6 weeks in advance**, prior to the event date or registration deadline (whichever comes first). If your request does not meet these requirements please continue on to **step 6 below**.

### When to submit a Media Request:

- Your ministry is hosting an event that is **targeted to a projected audience size of 25 or more** (see step 6 below, if your event is for less than 25 people).
- You are needing "Large Format Signage" larger than what you can print on our office printer.
- You are needing non-event related item such as poster, t-shirt, coffee mug, notebook, etc.)
- You are needing an update to the website.
- You are needing a photographer present at your gathering.
- You are needing a non-event related video.

### Next Steps:

1. Upon the receipt of the media request, the Communications team will review it at a weekly strategy meeting. This meeting will determine the best approach to creative design and marketing platforms.
2. **If needed**, the Communications team will meet with the requestor on strategy, additional information and timeline.
3. Your designer will provide requestor with initial design concept in Monday.com according to the assigned deadline. Requestor will have up to one week to review and to request initial changes. If there are questions about design or strategy, all questions will be discussed with the Director of Creative Communications.
4. The ministry will be provided with **two rounds** of artwork (or creative):
  - (1) is the initial concept (be sure to provide all necessary feedback during this round. (2) final round to confirm requested changes if any have been made.
  - The ministry has one week to provide feedback on each round, pending deadlines.

5. Once the final proof has been approved and all pieces have been created for the project, the designer sends pieces to appropriate parties via monday.com.

- Ministry Team > printable flyers, small format posters, and digital pieces they might want to use to promote the event on their unique ministry platforms.
- Web > event page image
- Social > Facebook events, Instagram
- Vendors > any items needing to be outsourced

6. Events or Initiatives that will have a **projected audience of less than 25 or in the event your request is less than 6 weeks in advance**, a ministry should use a pre-designed template associated with their ministry. These templates may be found on the **Canva website**. Under the Cibolo Creek team documents and Templates folder.

- For Web and social media graphics to support an event with less than 6 weeks turnaround, please share the template being used with tcrenshaw@cibolocreek.com via the canva website. This will ensure we are matching the other information being executed. This template should be completed by the ministry before providing it to the Communications team to match the web graphic support. Web graphics will match the templates in look & feel. The Communications team will make any necessary edits to line up with brand standards.

## Helpful Hints

- **More time is always better than less.** If you are able to submit your requests in more than the noted design time, do it! This will also help to ensure your place on the promotion schedule.
- **More information is always better than less.** While 100% complete is not required, as long as you have the majority of your details in place, go ahead and submit your request to begin the process.
- If there is something specific you are looking for in your design, let us know in the Media Request and/or at the meeting. We are happy to brainstorm and create a custom design for you, but if you have a concrete idea about the look/feel of your design, let us know.
- If you are wanting to use artwork designed by a 3rd party, please provide the Communications team with the purchased license, or written approval by that 3rd party.
- These design times will only be accurate if we have open, quick communication between our department and yours. Please make sure you give approval/feedback within 2 business days if at all possible (Mon-Thurs).

## Media Request Timelines

To make the Media Request process a little easier for all involved to plan, ministries will now be able to speak into their Media Request submission time frame based on their individual needs and the amount of time they would like to promote their event or program.

Item Available to you	<b>6 Weeks</b> Ahead of Time <i>(Up to 4 Weeks of Promo)</i>	<b>8 Weeks</b> Ahead of Time <i>(Up to 4 Weeks of Promo)</i>	<b>12 weeks</b> Ahead of Time <i>(Up to 8 Weeks of Promo)</i>
Loop Slide	X	X	X
Graphic on Events Page	X	X	X
Social Media Post	X	X	X
Facebook Event	X	X	X
In-House Printed Items <i>(Up to 11x17" in Size)</i>	X	X	X
Ad in The Creek <i>(pending space availability)</i>	X	X	X
Outsourced Posters <i>(22x28 &amp; 24x36-pending space)</i>		X	X
Outsourced Flyers & Mailers		X	X
All other Outsourced Items <i>(pending space &amp; turnaround)</i>			X
Video Support <i>(1-minute promo pending approval)</i>			X

## Website Policy

### Web Events

- The posting of a web event must be requested through the Media request form.
- Event must be loaded on the church website by the Communications team or an approved ministry representative.
- Must include image for event on the web tile (1920x1080 pix) that has been created by or approved by the Communications team.
- Language used must be consistent with the overall voice of Cibolo Creek Community Church and is subject to edits by the Communications team to aid in this.
- Must include as many specific details as possible (who, what, when, where, registration, childcare options, etc.) while keeping content concise so as to not overwhelm the end user with verbiage.
- If your event requires registration, a registration form must be completed. Please provide a registration link when submitting your media request.

### Web Page updates

- Website updates must be requested through the Media request form unless otherwise approved.
- If you are approved to make changes yourself, please notify [tcrenshaw@cibolocreek.com](mailto:tcrenshaw@cibolocreek.com) after change has been made.
- If you have a picture or graphic needing to be placed with your update on a page, please email the file directly to [tcrenshaw@cibolocreek.com](mailto:tcrenshaw@cibolocreek.com) after you have submitted your request.
- Web updates are made once a week. Please email [tcrenshaw@cibolocreek.com](mailto:tcrenshaw@cibolocreek.com) after your media request form has been submitted if your web update is urgent.

## Text-In-Church (TIC) Policy

- If you would like to send a mass text message, you must request this through the Media Request Form. The verbiage you would like included in that message must be written out in that form as well. ***The only exception to this process is if the message needing sent is for an emergency situation, which will require executive pastoral approval.***
- Your message must consist of 150 characters (including spaces) or less.
- You must email the list of contacts you would like your message to go to [tcrenshaw@cibolocreek.com](mailto:tcrenshaw@cibolocreek.com). This list must include first name, last name and cell phone numbers.
- A TIC message must fall under one of the 2 following categories:

### 1. EVENT/REGISTRATION REMINDERS

- An event reminder message must pertain to a large church-wide initiative that includes at least 50% of our audience, unless otherwise approved by Janine Smithies.

- A registration reminder message about an event may be delivered, pending registration performance, no sooner than 1 week prior to registration deadline.
- A reminder message must be requested no later than 48 hours prior to delivery and must be approved by Janine Smithies prior to sending.
- One reminder message may be sent per approved event.

## 2. SPECIAL NOTICES

- A special notice may include any messaging that does not fall under a specific event or initiative but includes information that is church-wide, such as a time change, weather update, emergency notice, etc.
- Special notice messages must be approved by Janine Smithies prior to sending.

## Photography/Video Policy

We love taking pictures and capturing videos of your special events and moments that occur in the life of our church! In order to accommodate all the photography and video needs we have, please keep the following in mind when making your requests.

### Photography:

- Please request all photography needs through the media request form at [cibolocreek.com/mediarequest](http://cibolocreek.com/mediarequest).
- If your event occurs outside of office hours (which are 9-5 Monday-Thursday and 8-noon on Sunday) please notify the Communications Department at least 2 weeks in advance. This will allow us to ensure our personal schedules can accommodate your need.
- If you cannot meet the 2 week deadline, or the communications team is unavailable during your event, you are more than welcome to invite a volunteer to take your photos.
  - After your event, please have your volunteer photographer contact the communications team so we can send them a link to upload their photos to the church photo archives.
  - All photos should be sent in a high resolution format.

### Video:

- Please request all video needs through the media request form at [cibolocreek.com/mediarequest](http://cibolocreek.com/mediarequest).
- If the footage already exists for your video, please schedule a meeting with Tiffany at least 6 weeks in advance to allow for time to edit.
- If your footage needs to be captured, please schedule a meeting with Tiffany at least 12 weeks in advance to allow for time to set up a shoot, capture footage, and edit.
  - There may be times where it is necessary to contract a videographer. When meeting we will discuss availability, scope of work, timeline, budget, etc. to help determine if this is necessary.
- If the footage for your video already exists, please make sure it is in high resolution format (1080p), and is horizontal/landscape.

