PRODUCT SUMMARY
Promotional Media Kit

In this **Promotional Media Kit** for **FAITH NEWS**, you will find a wide variety of publicity tools, including *Ready-To-Go* and *Ready-To-Print* files, designed specifically to help your church promote your musical production. This product summary will help you navigate and understand all the promotional tools and resources within this kit to ensure your musical is promoted to its fullest capacity! *Below you will find a detailed list of all the items within this kit, which are organized according to their promotional platform.*

If you have any questions about the items within this **Promotional Media Kit**, please call us at 888-324-9673 and we will be happy to answer them for you!

Ready-To-Go

The **Ready-To-Go** folder includes promotional resources made to be used across digital media platforms, including: social media, email, projector screens, TVs, and the like. The **Ready-To-Go** folder also includes artwork files for **FAITH NEWS** (i.e. clip art and title logos) to give you the opportunity to create your own promotional graphics and designs in addition to the resources in this kit, as well as a **Social Media "How To" Guide** to help you navigate promotional efforts on online social platforms.

1. Announcement Slides

The **Announcement Slides** are made specifically for your church to promote **FAITH NEWS** on a projector screen or TV. You can use these slides to promote your musical during Sunday morning announcements via **ProPresenter, PowerPoint,** *or any other form of presentation software* that your church may use. You will find **16x9 Wide Screen** and **4x3 Standard Screen** slide options to fit the specific needs of your church's audio/visual equipment.

Some of the **Announcement Slides** in this kit are available for you to add or insert your own musical information. For example, *Announcement Slide 4* has a specific place for you to add your **FAITH NEWS** performance date, time, and location, while *Announcement Slides 5 and 6* are fun, text-free themed backgrounds from the musical where you can insert your own text. You can also use the clip art and title logos within this kit to help design your own personalized Announcement Slides.

2. Clip Art and Title Logos

In this folder, you will find various artwork files, which will give you the opportunity to create your own promotional graphics and designs in tandem with the resources in this kit. You will find various character clip art files, including: *Angel News Anchors, Walls of Jericho, FNN Studio Lights, Moses, Noah's Ark, Queen Esther*, and the *News Reporters,* along with various **FAITH NEWS** title logos. **These artwork files are provided in a transparent PNG format**.

You will also find high-resolution and low-resolution clip art files of the **FAITH NEWS** choral book cover. **These artwork files are provided in a JPEG format.**

The clip art and title logos provided may be used **royalty-free**! This means you have permission for <u>limited</u> use of these images to create various media items for the sole purpose of promoting a **live performance of a complete Word Music & Church Resources musical** (i.e. newsletters, flyers, posters, bulletins, banners, etc.). You may not use these images to create t-shirts, for-sale merchandise, or for promoting any musical or program other than the **Word Music & Church Resources** musical for which this clip art was originally created.

If you are creating your own musical or program; or creating a recording, whether for sale or giveaway, please consult our [Copyright & Licensing](#) page for more details.

3. Event Graphic for Emails

Use our pre-made email graphic to promote your musical production of **FAITH NEWS** via email. Does your church have a weekly e-newsletter or send out reminders and information to your congregation via email? If so, you can create an email using this graphic and send it to your congregation. All you have to do is insert this graphic into your email; add some text about the date, time, and location of your musical performance; and send it on its way!

Depending on your email provider (Gmail, Outlook, Yahoo, etc.) there are different ways to insert the graphic into the body of your email, instead of sending it as an attachment. For example, when using Outlook, you must "insert" the graphic into your email – not "copy and paste" the graphic. If you copy and paste the graphic into your email, it will appear as an attachment; however, if you insert the graphic within Outlook, it will appear in the body of your email.

<u>SUMMARY TIP:</u> You can also utilize the Social Media Banners/Graphics or Announcement Slides within this Promotional Media Kit to use as visuals within your promotional emails.

4. Social Media "How-To" Guide

In the Social Media folder, you will find a **Social Media Guide** that has everything you need to know to successfully promote your performance of **FAITH NEWS** over the social network! With steps for success on Facebook, extensive best practices for all social media platforms, awesome content ideas, and a short-and-sweet posting calendar, the **Social Media Guide** will help you conquer the social media world and promote your musical over the social space like a pro!

5. Social Media Graphics and Banners

In the **Social Media** folder, you will also find four pre-made **graphics** to use in your social media posts, as well as two **banners** to use for your Facebook Event Page Image or Cover Photo! Whether you're on Facebook, Instagram, or Twitter, these social media graphics and banners will help you tease, tell, and invite people to your musical production of **FAITH NEWS**.

Ready-To-Print

The **Ready-To-Print** folder includes promotional resources made to be used across print media platforms, including: handouts, flyers, posters, bulletins, and invitations. These media resources are tangible and made for people within your church or community to touch, hold, and/or take home with them. *A **License-To-Print Form** is also provided granting permission to legally copy the **Ready-To-Print** files included in this kit.*

All **Ready-To-Print** files in this Promotional Media Kit are ***Adobe Portable Document Format (PDF) files***. In order to use or edit these files, you must have a recent version of **Adobe Acrobat Reader** installed on your computer. If you do not have Adobe Reader, you may download it **FREE** of charge at www.adobe.com.

All the **Ready-To-Print** files, except the **Bulletin Covers**, have been created as ***Editable PDF files***, which can be modified to display your own personalized **FAITH NEWS** musical production details, including: date, time, and location. On the **Event Cards**, **Flyers**, and **Invitations**, there is also an option to enter in the name of your kid's choir.

1. License-to-Print Form

If you go to FedEx/Kinkos, UPS or a local print store to make copies of any of the **Ready-To-Print** files within this Promotional Media Kit (i.e. Flyers, Event Cards, Invitations, Posters, or Bulletin Covers), you will need to show a copy of the **license-to-print form** included in this kit. This **license-to-print form** is provided to grant permission to legally copy the **Ready-To-Print** files included in this kit.

2. Bulletin Covers

The **Bulletin Covers** included in this Promotional Media Kit can be used as covers for your own personally designed musical bulletins to give them a special **FAITH NEWS** flare. Sized at 8.5 x 11 inches, these **Bulletin Covers** are a printer-friendly size for any and every church to print in-house. Just insert, print, and fold! It's as easy as one, two, three.

3. Event Cards (editable PDF)

The **Event Cards** included in this Promotional Media Kit are made for you to pass out to friends, family, church members, and the local community, to inform them about your musical. Formatted as an **editable PDF**, you can edit these **Event Cards** to include your **FAITH NEWS** musical production date, time, location, and the name of your kid's choir.

These **Event Cards** are sized at 3 x 4 inches – the perfect size to fit inside your purse, wallet, or pocket and pass out to people on the go, as you would a business card. Fitting six total **Event Cards** to a single sheet of 8.5 x 11-inch paper, these **Event Cards** will need to be cut out after printing. We have provided easy-to-follow cut lines on the sheet for cutting precision and ease.

4. Flyers (editable PDF)

The **Flyers** included in this Promotional Media Kit are made for you to handout to friends, family, church members, or to the local community. Formatted as an **editable PDF**, you can edit these **Flyers** to include your **FAITH NEWS** musical production date, time, location, and the name of your kid's choir.

Sized at 8.5 x 11 inches, these **Flyers** are a printer-friendly size for any and every church to print in-house. Requiring no cutting whatsoever, these **Flyers** are a simple way to promote your musical production of **FAITH NEWS** on the fly. It gives people that tangible reminder that they can see, touch, and put up on their refrigerator as a reminder at home. Just print, handout, and inform!

5. Invitations (editable PDF)

The **invitations** included in this Promotional Media Kit are made for you to formally invite friends, family, church members, or the local community about your musical production of **FAITH NEWS!** Formatted as an **editable PDF**, you can edit these **invitations** to include your **FAITH NEWS** musical production date, time, location, and the name of your kid's choir. Your kids choir members can even personalize these **Invitations** by writing their name at the bottom. You can even turn it into a fun activity to tack on to the start or end of a **FAITH NEWS** musical rehearsal – your kids choir will LOVE it!

Sized at 5x7 inches, two invitations fit on a single sheet of 8.5 x 11-inch paper. We have provided easy-to-follow cut lines on the sheet for cutting precision and ease.

Make sure to print enough for each kid to take home and invite their friends, family, and local community. You could even schedule a Sunday where your kids choir greets the incoming congregation by passing out invitations to your musical, then follow it up with an announcement before the start of your Sunday service.

6. Posters (editable PDF)

The **Posters** included in this Promotional Media Kit are made for you to post around your church and local community. All you need is tape or a stapler and you're ready to tell everyone about your musical production of **FAITH NEWS!** Formatted as an **editable PDF**, you can edit these **posters** to include your **FAITH NEWS** musical production date, time, location.

These **Posters** are sized at 11 x 17 inches –a printer-friendly size for any and every church to print in-house. Requiring no cutting whatsoever, these **Posters** are a simple way to promote your musical production of **FAITH NEWS** around your church and town.

Remember to place them in areas where people see them! The key is to think of places people will go and notice them enough to read them! Places where people wait are a GREAT place to put up posters because they spend their time reading your poster. For example: by an elevator, in a bathroom stall, by waiting lines in local restaurants, and more. Put them up all around your church, local community bulletin boards, or any other local places that will allow you to hang up your posters in their establishment.

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