



FWBC News Calendar

- The news schedule is coordinated by the staff pastors.
- Each ministry/community is assigned to a specific Sunday based on either their planned event on the calendar or the focus for that particular month.
- The schedule is then sent to the Tonya Neal, Director of Communications to use as a guide for the news.
- If your event is not scheduled for the news you must contact your staff pastor.
- **ALL ANNOUNCEMENTS SCHEDULED FOR THE NEWS AS WELL AS ANY VIDEO SHOOTS SHOULD BE COMPLETED AT LEAST ONE MONTH PRIOR TO THE SCHEDULED AIR DATE. A SCHEDULE OF WEEKLY MINISTRY FOCUSES ARE ATTACHED WITH DUE DATES. IF YOU MISS YOUR SCHEDULED DUE DATE YOU WILL LOSE YOUR OPPORTUNITY TO ADVERTISE YOUR EVENT ON THAT SUNDAY. YOU WILL NEED TO CONTACT YOUR STAFF PASTOR TO HAVE YOU ADDED AT A LATER DATE.**



What is required for the FWBC News?

If you are scheduled as a focus you can either:

1) Schedule a video shoot to express your message.

- a) This requires creating a script and submitting an FWBC News Request <http://www.friendshipwest.org/fwbcnews/fwbcnews2.html>. PLEASE DO NOT SUBMIT THIS FORM UNLESS YOU HAVE ALL OF THE APPROPRIATE INFORMATION TO COMPLETE THE REQUEST IN IT'S ENTIRETY.
- b) If you don't have any idea of what you should focus on consult with your staff pastor.
- c) Make sure that your script is no longer than 30 – 60 seconds. Read it and time it. We will edit if it is too long. Please practice before you arrive for your scheduled taping.
- d) Prior to submitting the FWBC News Request form have the following:
 - 1) Script
 - 2) Dates you or persons taping are available and contact information.
 - 3) The date you are scheduled to air based on the schedule attached.
- d) Once you submit the form you will be scheduled based on your request and the work schedule of the videographer.
- e) You will receive an email confirmation of the date and time you have been scheduled. If you do not receive an email within 48 hours send an email to Tonya Neal, tneal@friendshipwest.org. Remember, please arrive on time for your shoot.



What is required for the FWBC News?

Your second option:

2) Picture Collage or footage with a voice over.

- a) Because your community is the highlight or focus for the news you may have old video (or be aware of some that has been taped at one time), pictures or images that you would like to use to express your message.
- b) You would need to follow the procedures for submitting a news request. In addition request the footage that should be used providing the date of the event if possible and emailing any additional images you would like used.
- c) A script must also be submitted so that we will be able to edit your piece appropriately.

What if my community is scheduled for the news but is not the focus?

If your community is not the focus, you can utilize both methods discussed previously, however your advertisement will have to stay within the time frame of 15 seconds. This means that your script cannot exceed 15 seconds. If you choose not to have a video shoot your announcement will automatically become a billboard (graphic) with a voice over. You can submit your billboard information through the general announcement submission on the **project request form**. We will use that artwork that was designed for the flier for your event and create a billboard and add a voice over.

All forms are available online at friendshipwest.org click resources.

January 2011 Thematic Focus TBA

February 2011 Thematic Focus TBA

January 3

February 6

January 9

February 13

Please check back to see when your community will be aired on the FWBC News. This schedule is being completed by the Pastoral Staff

January 16

January 23

February 22

January 30



Bulletin/New Publication Schedule

Announcements can be submitted via the “project request form”

<http://www.friendshipwest.org/communication/communications.html>

2011 Due dates are listed below:

- December 10 for January issue
- January 24 for the February issue
- February 21 for the March issue
- March 21 for the April issue
- April 18 for the May issue
- May 23 for the June issue
- June 20 for the July issue
- July 25 for the August issue
- August 22 for the September issue
- September 19 for the October issue



What if an event comes up for my community or I miss the deadline?

- You can submit your information on the project request form and it will be added to our website where we receive approximately 1,000 hits per day. It will also be added to our weekly e-holla which is the FWBC email blast. E-holla is distributed to at least 6,000 individuals.