

How to use the Press Kit

We know how cumbersome starting a new project can be. It is our hope that we can acquaint and familiarize you with our press kit.

Please read through this “How to” document. We do not want to overwhelm you, but rather, we want to aid you in every way possible in your event. Please let us know how we may help you with any of this material and information.

Download the Press Kit

1. To Download the Press Kit and create a new file folder on your desktop entitled The Imperials event 2. Go to the web address given with the confirmation of the event and download each item into your folder.

2. Audio and radio spots

- a. Description: We have pre-produced many configurations for your radio and other audio promotional outlets. These audio clips come in a finished version, which is the music bed with each of the group members inviting the community. Additionally, we have given you the individual tools to create your own audio and radio spots.
 - b. Suggestions: We have provided several edited and unedited options so you can create your spot complete with pre-made music beds and voiceovers from each member.
 - c. Find someone who can edit audio for you and create your spots. These will be invaluable for the success of your event.
 - d. Many churches are already editing for radio, in-house tapes, and other audio outlets. They are a wonderful source to help aid you in the creation of your spots.
 - e. Don't forget to have an announcer give the time, date and phone number for the event. Additionally, use your media announcement or bulletin insert to build your script.
- Television and video spots
- a. Description: We have pre-produced many configurations for your video promotional outlets. These video clips come in unfinished versions to allow you to add the information you need to customize each one for your event.
 - f. Add your voice or words to announce times, places, dates, and costs.

3. We have also provided several unedited options so you can create your spot complete with pre-made music beds and voiceovers from each member.

- a. Suggestions: 10:00 minute Concert Countdown DVD used for the event only.
 - This video is already produced and needs no customization.
- b. This video is for the night of the concert and is to only be presented the night of the event just before the event begins 2:00 minute commercial used for church big screens in conjunction with all the other support material i.e. flyers, tickets, posters, etc....
 - This Video can run as is if there will be an announcer doing a follow-up announcement on the event. If not, then we suggest that you put in audio or video words to customize this clip.

How to use the Press Kit

- These spots should be produced ASAP and distributed throughout the church community. Don't forget to send along an announcement about the event if you choose to use the video as is.
- c. 30-second commercial bed for editing and broadcast used for Broadcast on cable paid media spots, PSAs, and Theaters
 - These spots should be produced ASAP and distributed throughout the community.
- d. Special note – Many theaters will allow you to run paid ads.
- e. On free events they may allow you to run some P.S.A.'s. Never be afraid to ask 60-second commercial for editing and broadcast used for broadcast on cable paid media spots, PSAs, and Theaters
 - These spots should be produced ASAP and distributed throughout the community.

Special note – Many theaters will allow you to run paid ads.

On free events, they may allow you to run some P.S.A.'s. Never be afraid to ask 3. 4.

4. Color Concert Poster

- a. Description: This concert poster is a JPEG File and is print-ready in an 8 1/2 X 11 format. You can also easily enlarge the file to create bigger posters. Contact our office if you need help with enlargement.
 - b. Suggestions:
 - Print as many 8 1/2 X 11 posters for community distribution.
 - Print at least 6 enlarged posters to place in high-traffic areas for maximum exposure.
- Bulletin Insert a. Description: The bulletin insert is a ready-made advertisement for your flyer and any church publication. The artwork can be pasted into any current church bulletin format, or printed as a flyer to hand out in the community.
- b. Suggestions:
 - Print as many as you can. A good rule of thumb is 5 to 1, which is 5 flyers to every person you hope to attend.
 - The ratio works when you combine it with all the other aspects of promotion for your event.
 - Organize your teams to distribute the flyers and target those whom you wish to reach,

5. Media Announcement

- a. Description: The media announcement is an additional suggested script for radio and print ads, PSA's, and other promotional outlets. It is easy to print, fax and send to every media outlet in your community.
- b. Suggestions
 - This document along with your press release should be sent to every local newspaper, radio, and television outlet.

How to use the Press Kit

- This will help you make an introduction for your request for P.S.A.'s (Public Service Announcements).
- It will also aid you in setting up some radio interviews for your event. In addition to your paid spots and the relationships you have developed (or are developing), make sure to find out who will run your ad for free as a PSA.
- Call the media outlets you have identified and get a person's name so you can address your delivery to a particular individual.
- Include one of your radio or television spots along with a flyer and a few tickets.
- Invite the person(s) to come as your guest and let them know you will call later in the week to follow up on the material you sent.

6. Press Release

- a. Description: The Press Release is a document you can use for your community promotional packets.
- b. The Press Release is to help educate the viewer and disseminate information about the history and current members of the group.
- c. This document may not ever reach public print, but it is useful in the press kit for interviews and information.
- d. Suggestions:
 - The Press Release should be sent to every local newspaper, radio, and television outlet.
 - These items will make an introduction for your request for P.S.A. (Public Service Announcements). It will also aid you in setting up some radio interviews for your event.
 - In addition to your paid spots and the relationships you have developed (or are developing), make sure to find out who will run your ad for free as a PSA.
 - Call the media outlets you have identified and get a person's name so you can address your delivery to a particular person.
 - Include one of your radio or television spots along with a flyer and a few tickets.
 - Invite that person(s) to come as your guest and let them know you will call later in the week to follow up on the material you sent.

7. Tickets for free or paid concerts.

- a. Description: This is the approved artwork for a ticket(s) you can use for both paid and free concerts.
- b. Suggestions:
 - Paid event – Set aside several sets of comp. tickets as giveaways for media and special guests.
 - Radio personalities
 - Television personalities
 - City government

How to use the Press Kit

- Key business owners
- Pastors of supporting churches
- Free Event – Use this device as much as possible. People love to receive gifts.
Have your team's target those they wish to invite and make a personal invitation to come.

8. For the churches you engage, use the tickets freely. We have found this to be one of your best tools for promotion.

9. Promotional Pictures

a. Description: This is an approved promotional picture of the group.

b. Suggestion:

- These are to be printed on photo paper and should be given to all your printed media outlets (newspapers, newsletters, and magazines) to aid in the PSAs and paid ads. If you are not able to print these on your own you can go to any Office Depot or Kinko's and have them lay out your picture and print as many as you need.
- Print a quantity of 5-to-1 for The Classic Imperials to sign for your key guests.
- When the group arrives, they will be happy to sign these printed copies for you to give to those you wish.

Thank you for all your hard work. We are already praying for God's very best.

