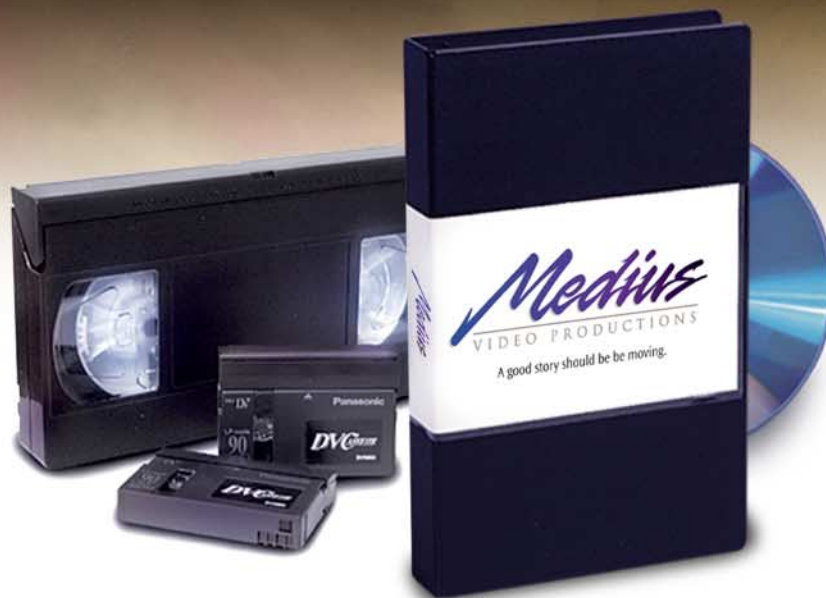




CUSTOM STEWARDSHIP VIDEOS
TO COMPLIMENT YOUR PRINT COMMUNICATIONS

Medius
VIDEO PRODUCTIONS

A good story should be moving.

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MEDIUS AT A GLANCE

The Medius team has over 55 years of combined experience in television and video production. We apply that experience to church capital stewardship campaigns to create powerful video messages that significantly impact a congregation. Our videos bring to life the purpose and goals of a campaign, and emotionally wrap a church around them.

Medius team members are frequently involved in high profile broadcast television projects throughout the country and around the world. We know the power of video and how to use it to effectively communicate a message. The key to an effective video is powerful storytelling through pictures and sound. Medius utilizes its team's broad and varied experience to tell effective stories.

As computer based video editing becomes more and more affordable, there is a growing temptation to produce videos "in-house." Unfortunately, many who go down this road discover they lack the professional skills and knowledge required to effectively utilize this emerging technology. Even some of our competitors fall into that category, assigning video productions to untrained, inexperienced staff. The results can be seen in the videos that rely on flashy effects the software provides, but lack the foundation of good shooting and storytelling. These videos may look wonderful, but their impact is over when the video is over. With solid shooting, beautiful lighting, professional writing and creative editing, Medius communicates your Church campaign goals with a clarity and impact that will make a lasting impression.

A Medius script is never written before a shoot. Sound bites from interviews are the key to videos done by Medius. In the interview process we professionally light pastors, church leaders and church members, in the very same way that we light people like Diane Sawyer, Peter Jennings and George Bush for our national news program clients. An experienced interviewer using well designed questions draws testimony out of the speakers to reveal the needs of the church, their passion for God's work and their dreams for the Church's future. They are the best conveyors of the message we want to communicate. There is great power when a congregation sees their leaders and peers on camera, in the best possible lighting, talking about the campaign and the church they so love. We have observed congregations connect much more to the campaign this way than by hearing a narrator, an unknown voice, narrating the needs of the church.

USING THE BEST EQUIPMENT MAKES A DIFFERENCE

Experience the professional broadcast quality equipment the Medius Team offers. We will bring all of our resources (broadcast camera package, lighting kit and more, as well as our technical expertise and exceptional people skills) to your church and produce videos that go beyond what you imagine is possible. Our experience with our high-level equipment in broadcast television and storytelling result in videos that keep viewers listening to the story. Don't settle for low-end production equipment results. Demand the best quality. We do!

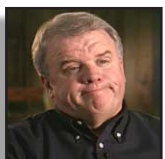
**Professional Sony Betacam Camera
Color 9 Inch Field Monitor**

**Professional Fluid Head Tripod
EFP Audio Package With 4 Wireless Systems**

**10 Instrument Light Kit With Soft Light
Sennheiser Shotgun Microphone**



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CHURCH CLIENT ENDORSEMENTS

St. Catherine's Catholic Church • Kennesaw, GA

"Jeff, I wanted to express our thanks for the wonderful job you and your crew are doing on the videos. We have received numerous compliments from our parishioners expressing opinions regarding their quality as well as their clarity. Getting the thoughts of our participants across in a concise manner was a major feat! The videography and format explains in 4 to 5 minutes what it would take a priest 20 minutes to get across only to find those that tuned out because they are reading the bulletin or just not listening. The video leaves a different more permanent impression as everyone is watching. I also appreciate the fill shots of the church buildings, classes, people, statues and parking areas. This added footage gave a good overview of what St. Catherine Church is all about – its people!"

Nancy Levin, Communications Administrator

5 Video Package

Abundant Life Christian Center • Syracuse, NY

"Jeff was able, in a matter of minutes, to make our Faith for the Future campaign videos look like they were produced by the 60 Minutes™ production team. His talent not only made us look good in the eyes of the congregation, but truly gave glory to God while inspiring us as we develop our own media capabilities.

I would recommend him to anyone!"

Rev. Joseph Coudriet, Director of Development

3 Video Package

Shiloh Road Church of Christ • Tyler, TX

"Jeff, You did a great job on the videos for our church campaign. We were under a tight deadline for the first video and you worked so hard to make sure we had it in time. I was very impressed with the professional way you handled the interviews that you filmed. We had several members who were extremely nervous and you instantly put them at ease. Everyone was thrilled with the final outcome. The videos were of the highest quality and very professional! I would use you again any time I needed a video. In fact, I have already recommended you to another church."

Cherisse Craft, Communications Director

3 Video Package

OTHER RECENT CLIENTS

First Christian Church • Yuma, AZ

3 Video Package

Grace Covenant • Charlotte, NC

3 Video Package

Galilee United Methodist Church • Sterling, VA

4 Video Package



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OUR PROCESS

Pre-Production & Shooting Stage

Managed entirely by our Director/Producer

- **Church Client Gets Familiar with Product Offering and Process** – (See these Worksheets).
- **Church Client Chooses a Package with Account Service Person** – Modifications can be made to adapt to church needs.
- **Video Producer Makes Immediate Contact with Church Client** – Director/Producer and Church Client discuss/confirm goals & objectives, and particular needs (and/or Extra Production Considerations),...and discuss the Shoot Info/ Questionnaire Sheets, thus determining the “what?, when?, where?, who?, how?”.
- **Director/Producer & Church Determine “Big Idea”** – With the church, we develop the MAIN THEME and the emotional feel for the video.
- **A Rough Shoot Schedule is Emailed to Church Client** – This serves as a base to build upon.
- **Church Responds to Info Packet / Questionnaire Sheets** – The more details that are provided, the better the Director/Producer can plan the Shoot Schedule.
- **Director/Producer Returns A More Specific Shoot Schedule to Church Client** – Detailed info that covers the “what?, when?, where?, who?, how?”.
- **Director/Producer Has Final Conversation with Church** – Covering all points in the Shoot Schedule for clarity and agreement on all expectations.
- **Director/Producer Travel and Shoot** – On location shoot is 1-2 days and *is only intended for shooting necessary footage for chosen video package.*
- **Director/Producer Writes Overview Report** – Covering impressions of the church and important points about the church including “must have” shots for the final piece.
- **Interviews are Transcribed** – This provides a verbatim record of the interviews and will serve as a tool in script writing and editing.
- **Overall Outline is Created** – Outline for the video is created. The script will be based upon this outline.
- **Initial Script is Written and Sent to Church** – Using the transcripts and clips, a script is written for applicable narration throughout the video(s).
- **Script is Modified by Church** – Changes and additions of script are given by church.
- **Final Script is Sent and Approved** – Modified Script is confirmed and approved.

Post-Production Stage

- **Beta SP Tapes are prepared for Editing** – All digital data is downloaded from the tapes into the system.
- **Background Music is Chosen** – You can choose from a selection of background music tracks and/or provide music that you prefer.
- **All Relevant Campaign Graphics are Provided** – The campaign graphics used in the print materials can be used in the video for overall consistency in the campaign.
- **Early Stage of Editing** – We will create a working composite for overall approval before adding high-end transitions and effects.
- **Producer Proofing** – Our producer will make any necessary adjustments / additions to prepare for client viewing.
- **1st Client Proofing** – A loose composite video will be placed on our FTP Site or on VHS (based on pre-approved script) for the church to approve.
- **Final, Digital Non-Linear Editing, Creative Effects & Transitions** – We will then add all the high-end “bells and whistles”.
- **Producer Proofing** – Our producer will make any necessary adjustments / additions to prepare for final client viewing.
- **Final Client Proofing** – The final video will be placed on our FTP Site or on VHS for the church to approve.
- **Final Compositing to DVCam Tape** – This stage is where we wrap up the video with final preparations for the digital master video.
- **Dubbing on VHS or CD** – The Master DVCAM Tape is sent off for duplications. *(See page 17 of the Worksheets for duplication cost).*



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VIDEO PACKAGES

Still Image Video

Utilizing still photos and written narration, this video offers the most affordable audio/visual presentation to your congregation to effectively communicate your campaign's goals and purpose.

Still Image Video ...Interviews

Visually this video is the same as the still image video utilizing still photography. However there is little to no narration. Most of the audio used is derived from interviews with members, leaders and pastor(s).

Single Video* ...Light

This five minute video is a power packed, short video designed to give a final push to your congregation to motivate them to commit to your campaign. A one day shoot allows for up to five interviews with key people that will effectively communicate the passion and purpose behind the campaign.

— INCLUDES A **BONUS PACKAGE** OF FOUR 1-MINUTE TESTIMONIALS —

Single Video* ...Heavy

This eight minute video is a longer, more thought provoking video. A two day shoot allows for up to 10 interviews. In addition to motivating your congregation to commit, the additional time in the video allows for more insight into the church and it's goals.

— INCLUDES A **BONUS PACKAGE** OF FOUR 1-MINUTE TESTIMONIALS —

Double Video Package*

This two video package includes the above eight minute video, but adds to the beginning of the campaign a five minute video which is typically designed to introduce the congregation to the campaign. Also a two day shoot, we will interview 10 people. This is a great package to effectively communicate to your congregation at the beginning and end of your campaign.

— INCLUDES A **BONUS PACKAGE** OF FOUR 1-MINUTE TESTIMONIALS —

Triple Video Package*

This three video package includes the two videos mentioned above and adds a 1-2 minute video for either a campaign promo video, to be shown repeatedly throughout the campaign, or newcomer's video, to be handed out to prospective members.

This additional video adds a valuable resource to your church's communication efforts.

— INCLUDES A **BONUS PACKAGE** OF FOUR 1-MINUTE TESTIMONIALS —

Newcomer Video Addition

Ask us about this special added-value option!

— **NOTE: All Video Packages are inclusive except for travel costs where indicated (*)** —



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Name of the Church: _____

Name of the Consultant: _____

Campaign Theme: _____

Date of Shoot: _____

Date of Kick-Off Video: _____

Date of Ad Promo Video: _____

Date of Celebration Video: _____

Date of Other Video: _____

VIDEO SHOOT INFORMATION

- Think about a weekend that will be best to shoot the video. Keep in mind we need at least two weeks in between the weekend we shoot the video and when the first video will be shown.
- When the crew comes to shoot the video, know that it is imperative that we keep to the schedule as closely as possible to make sure we cover everything for your video.
- Please look over the general shoot schedule. Expect to be contacted by the producer.

List any scheduling concerns, needed details for the shoot, needed content or any other thoughts about the video: _____

This is a rough sketch of a typical shoot.

Saturday:

8am to Noon - travel to city of shooting location
Noon to 1pm - lunch
1 pm to 2pm - arrive at Church, meet with pastor/contact & tour facility
2 pm to 2:30pm - set up for sit down interviews or on camera delivery
2:30 pm to 4:30 pm - allows for up to 4 interviews with church leadership
4:30 pm to 6:00pm - Beauty shots of church at "magic hour"

Sunday:

8 am - 8:30am - arrive and preset for more interviews following service
8:30 am - 9:30 am - video church members arriving
9:30am - 11:00am - Service
11:30am -12:30am - Lunch
Plan to have lunch brought to the church on Sunday in order to maximize time.
12:30pm - 4:30pm - allows for up to 8 interviews with church members
4:30pm - 6:00pm - Clean up video, perhaps land for future site

WORSHIP / CELEBRATION SERVICES

Times of Services: _____

Fulllest Service: _____

SCRIPTURE REFERENCES

Key Scriptures for the Campaign / Church: _____

What translation of the Bible do you use: _____

PRE-EXISTING VIDEO AND MUSIC

Please forward to us any pre-existing video that may be useful for the video. Video that we otherwise will not be able to capture while we are there. (i.e. mission trips, youth trips, work around the community) Please be selective. We only need 1 minute of the best video from each segment: _____

Music selection you would like to have in your video: _____

LIGHTING & ROOM CONDITIONS AND TECHNICAL PREPARATION

What are the lighting conditions in the sanctuary? _____

Are there windows with a lot of daylight in the sanctuary? _____

Is there stained glass in the sanctuary? _____

The Interview Room needs to be large (12' x 20'), quiet (no air conditioning or street noise) and able to be made dark (by shutting off lights and draping windows) Possible Rooms: _____

Talk to the person who handles sound for the service and make them aware that we will need to take a feed off the soundboard. An XLR mono mix would be best, but a headphone output will suffice. List any important information for director/producer: _____

If there is anyone in the church with an interest in video and would be willing to help, please have them available to work with the camera crew as much as possible. This make things run more smoothly. List names and contact information below: _____

INTERVIEW INSTRUCTION AND NAMES

- The sound bites gathered in the interviews will be a large part of the final videos.
- Interviews are shot one person at a time. No couples please.
- Please do not allow interviewees to see the questions or prepare any responses. Memorized responses come across as stiff and unnatural. These interviews need to be unscripted and as natural as possible.
- Interviewees should avoid wearing white clothes and clothes with tight patterns (i.e. pinstriped shirts, herringbone patterns in jackets.) Solid colors are the best.
- Carefully select the people you think will BEST COMMUNICATE their thoughts and feelings. Please stay within the guidelines given for the number of interviewees: Members – 6 Team/Church Leaders – 4 Pastor(s) – 2

List the names of the members that will be interviewed:

Date: _____	Time: _____	Name: _____
Date: _____	Time: _____	Name: _____
Date: _____	Time: _____	Name: _____
Date: _____	Time: _____	Name: _____
Date: _____	Time: _____	Name: _____

List the names of the church/team leaders that will be interviewed:

Date: _____	Time: _____	Name: _____
Date: _____	Time: _____	Name: _____
Date: _____	Time: _____	Name: _____
Date: _____	Time: _____	Name: _____

List the name(s) of the pastors that will be interviewed:

Date: _____	Time: _____	Name: _____
Date: _____	Time: _____	Name: _____

WHAT TO EXPECT AFTER THE SHOOT

Be prepared after the shoot to have the scripts forwarded to you for approval. Once the scripts are approved, the editing process will begin.

After the first cut has been made, a copy will be sent for approval.

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