

## **HOW TO GET SUPPORT FROM THE MEDIA/TELEVISION DEPARTMENT**

### **- What areas of operation does the Media/Television Department cover?**

- HFM Television Broadcast Programs, HFM Productions & Studio Recordings
- Live Streaming
- PowerPoint
- Announcements & Roll-ins (Lauderhill & Sunrise)
- Website Management (TFC & HFM)
- Graphics (TFC & HFM)
- Audio and Lighting
- A/V Equipment Purchase & Rentals

### **The Media/Television Department DOES NOT cover the following areas:**

- E-blast Distribution
- Printing ( Flyers, posters, tickets and or products)
- Tickets sales
- Phone Tree's
- Social Media
- Fine Arts (Music, Dance, Presentations etc...)

### **- How do I get graphic work done for an event?**

- Submit a Media Request Form.
  - To access this digital form, log on to [www.thefaithcenterint.org](http://www.thefaithcenterint.org) and select Ministry Resources under the Ministry drop down tab. Media Request Forms are NOT printable and must be submitted digitally.
- Send a follow up email to [kestrada@henryfernandez.org](mailto:kestrada@henryfernandez.org) to confirm your submission.

### **Can I create my own graphics or use another designer?**

- YES. However, all graphics should be submitted to the Media department for proofing before advertising to the public. DO NOT contact the designers or editors directly.
- When doing your own graphics, stick to WHO, WHAT, WHEN, WHERE, WHY & COST. Stay away from adding too much verbiage, pictures and graphics.

### **If I create my own graphics, how do I get it advertised?**

- Submit graphics to the Media Department via email and list the advertising tools needed.
  - The graphics will take at least 3-5 business days for proofing. Once approved, the graphics will be added to the advertising tools select in the ARF.
  
- **How do I get an event on the announcements?**
  - Select “Video Announcement” on the ARF
    - A script will be written based on the WHO, WHAT, WHEN, WHERE information submitted on the ARF.
  
- **How do I get my event on the TFC website?**
  - Select “TFC Website” on the ARF
    - A copy of the flyer will be added to the website under the ministries page once the final approval is given. The flyer will be removed after the event.

### **Media Department Contact Info**

Director: Kareema Estrada  
954-742-7832 Ex 229  
[kestrada@henryfernandez.org](mailto:kestrada@henryfernandez.org)