



Media Kit Instructions

Contents of Media Kit:

Data DVD (This Data DVD will play in a computer DVD drive)
Promotional Posters, Bios, 60 Second Promotional Video, 90 Second Live Intro Video,
Raw Unfinished Video, Promotional Photos, PDF of Promotional Posters, JSMI logo,
Instructions on how to use these materials

How To Use This Media Kit:

Posters:

Fill in meeting information at the bottom of the poster
Place posters in high traffic areas
Have posters in place **3 weeks prior to the meeting**
For additional posters, use the PDF to have more printed or contact us to request more

Bios:

These are the **ONLY** authorized bios
Do not use bios or information found elsewhere – online or printed

60 Second Promotional Video:

Use this video **2-3 week prior** to promote the meeting
This should be played before, during, and/or after services 2-3 weeks prior to meeting
This file can be imported into your computer based presentation software or be burned to a DVD to play in a DVD player

90 Second Live Intro Video:

Use this video as part of your introduction before Dr. Savelle speaks

Raw Unfinished Video:

Use this to create you own custom promotional video
Use this with your own voice-over and graphics

Promotional Photos:

These photos are the **ONLY** approved photos
Do not use any photos found elsewhere – online or printed
If you have any old photos, please **delete and/or dispose** of them
Do not edit or manipulate these photos in any way that is not excellent or professional