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| **MEDIA TECHNICAL & INFORMATION DEPARTMENT**  **MID - YEAR REVIEW**  (APRIL – AUGUST) (2022) |

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# GENERAL OVERVIEW

**The Vision -** To advance the gospel to the world.

**The Mission** - To be a team of dedicated, and well-trained individuals.

**The Purpose -**To serve the commission by providing comprehensive media and technical services for all onsite and offsite church events.

The mandate of the department is to ultimately advance the vision, mission and purpose of the commission.

The Media, Technical and Information Department is composed of one director and three assistants.

# RESPONSIBILITIES, GOALS AND OBJECTIVES

**DEPARTMENTAL RESPONSIBILITIES**

The general responsibilities of the department are as follows;

1. The department serves the commission by providing comprehensive media services for church events.

2. Responsible for the media outlet, communication and production of the church. This is done through:

a. Photography and Videography

b. social media and Publicity

c. Graphics

d. Audio Podcast

e. video Sermon excerpts

**GOALS AND OBJECTIVES**

1. Map out church identity and brand by mid-year.
2. Payment of dues
3. Timely execution of duties

In the month of April, the department’s main activity was on Beyond religion. The team continued to put together artworks in line with the program. This was done through the creation and promotion of media content for the public awareness of the program: conference flyer, promotional videos, audio excerpts from previous year’s conference and a paid advertisement on Instagram.

The department received a Vodafone Fiber Broadband internet service which was installed as the assembly’s internet service provider, as well as for live streaming purposes.

In the month of May, the department sort to improve its live streaming activities. A resource person was brought to advise on multiple camera streaming.

The department also outlined its responsibilities and weekly activities. Conversations for a code of conduct, and guidelines of the department were held to further put the department in order, hold its members accountable, and ensure an excellent culture of executing duties.

In an effort to further connect and engage with the public, the church maintains several social media platforms in which the members of the church interact with. This is also an avenue for information dissemination, i.e., Announcements, Program

flyers, quotes, reminders etc.

Engagement of the commission’s content on our social media platforms.

**FACEBOOK MAY**

REACH: 1,541 (+87.5%)

PROFILE VISITS: 96 (+33.3%)

NEW LIKES: 0

ENGAGEMENT: 453

**INSTAGRAM MAY**

REACH: 11,595 (+681.9%)

PROFILE VISITS: 671 (+156.1%)

NEW FOLLOWERS: +23 (27.8%)

FOLLOWERS: 821

ENGAGEMENT: 531 (+240%)

In the month of June, the team resumed its photography class scheduled to equip its members with the necessary skills for handling a camera. The month’s class had practical sessions with about 8-10 members.

The department also began to make preparations for *The Koinonia Bliss ’22.* This included mapping out plans for social media and publicity. Following this, the department carried out some of the activities, particularly in shooting promo videos.

In an effort to further connect and engage with the public, the church maintains several social media platforms in which the member of the church interacts with. This is also an avenue for information dissemination, i.e., Announcements, Program

flyers, quotes, reminders etc.

Engagement of the commission’s content on our social media platforms.

**FACEBOOK JUNE**

REACH: 14,100 USERS

NEW LIKES: 2

LIKES: 537

**INSTAGRAM JUNE**

REACH: 25,700 USERS

NEW FOLLOWERS: +99 (11%)

FOLLOWERS: 920

ENGAGEMENT: 1,085

The month of July continued with social media publicity and engagements in the lead to *The Koinonia Bliss ’22.* In addition, a photoshoot session was organized for our man of God as a yearly activity to be used for official artworks.

In an effort to further connect and engage with the public, the church maintains several social media platforms in which the member of the church interacts with. This is also an avenue for information dissemination, i.e., Announcements, Program

flyers, quotes, reminders etc.

Engagement of the commission’s content on our social media platforms.

**FACEBOOK JULY**

REACH: 9.1K USERS

NEW LIKES: 3

LIKES: 539

PROFILE VISIT: 58

**INSTAGRAM JULY**

REACH: 14.1K USERS

NEW FOLLOWERS: 30

FOLLOWERS: 950

ENGAGEMENT: 711

PROFILE VISIT: 515

# PROGRESS REPORT

All goals set by the department in the period under review were not met due to some challenges which will be identified in the categories below.

The department has however improved upon its weekly social media content.

**ABUNDANT LIFE CONFERENCE PLANS**

• Invite video shoot with Pastor Roy King

• Impact video shoot of testimonials from previous conference

• Sermon excerpts from previous conferences

# FINANCIAL STATEMENT OF THE (APRIL – AUGUST 2022)

In the month of April, the department generated funds internally through dues and contributions from members totaling Ghc250.00 which was used in the purchase and printing of departmental Tee shirts. The department received Ghc1,190.00 from the finance department for the acquisition of equipment. The income statement of the

department is attached in Appendix A.

In the months of May, June, July and August, the department did not generate funds internally. The income statement of the department is attached in Appendix A.

# WELFARE OF THE DEPARTMENT

In the period under review, members of the department are required to pay monthly dues of Ghc20 to support the welfare of the department and to cater for all financial responsibilities of the department. Members are also called upon to make contributions to specific projects as required. No dues were collected within this period.

# CHALLENGES AND SOLUTIONS EMPLOYED

Bearing in mind that a major challenge of the department is in resource and skilled personnel. The department recommends training sessions and workshops for the development of skill of personnel. One of such training workshops is the photography class. It also recognizes the need to acquire some essential equipment for the progressive running of activities.

Having studied that the non-payment of dues by the members of the department, affects the basic purchasing and funding of some items, and activities.

We are drawn to revisit the conversation on dues and to highlight its importance to the department’s effective running.

Aware of the fact that we have been unable to successfully map out a brand identity for the commission due to improper planning, we recognize the need to reaffirm our priorities in building an identity in the coming months. This will be done through several meetings of identifying what the commission stands for and highlighting our mode of communication.

# APPENDICES

**MEDIA, TECHNICAL AND INFOMATION DEPARTMENT**

**FINANCIAL STATEMENT (APRIL 2022)**

|  |  |
| --- | --- |
| **INCOME** | **GHC** |
| Finance Department | 1,190 |
| Contribution | 250 |
| Dues | 0 |
|  | **1,440** |
|  |  |
| **EXPENDITURE** |  |
| Camera Lenses | 250 |
| HDMI cables and converter | 360 |
| Solid State Drive 1TB | 580 |
| Hard Drive SATA connector | 30 |
| T-Shirts | 250 |
|  | 1,470 |
| Surplus of income over expenditure | (30) |

**MEDIA, TECHNICAL AND INFOMATION DEPARTMENT**

**FINANCIAL STATEMENT (MAY 2022)**

|  |  |
| --- | --- |
| **INCOME** | **GHC** |
| Finance Department | 0 |
| Contribution | 0 |
| Dues | 0 |
|  | **0** |
|  |  |
| **EXPENDITURE** |  |
|  | **0** |
| Surplus of income over expenditure | 0 |

**MEDIA, TECHNICAL AND INFOMATION DEPARTMENT**

**FINANCIAL STATEMENT (JUNE 2022)**

|  |  |
| --- | --- |
| **INCOME** | **GHC** |
| Finance Department | 300 |
| Contribution | 0 |
| Dues | 0 |
|  | **0** |
|  |  |
| **EXPENDITURE** | **300** |
| Fiber Broadband Internet for JUNE | 260 |
| HDMI camera adapter | 40 |
|  | **0** |
| Surplus of income over expenditure | 0 |

**MEDIA, TECHNICAL AND INFOMATION DEPARTMENT**

**FINANCIAL STATEMENT (JULY 2022)**

|  |  |
| --- | --- |
| **INCOME** | **GHC** |
| Finance Department | 430 |
| Contribution | 0 |
| Dues | 0 |
|  | **430** |
|  |  |
| **EXPENDITURE** | **GHC** |
| Fiber Broadband Internet for JULY | 260 |
| HDMI camera adapter | 40 |
| USB Extender for camera | 160 |
|  | **(460)** |
| Surplus of income over expenditure | (30) |