



RCCG EKITI PROVINCE 1 MEDIA TRAINING PROPOSAL



Enhancing
CHURCH IMPACT
Through
MEDIA EXCELLENCE

Introduction:

Greetings, esteemed pastors. It is a great privilege to be here with you today. I appreciate your dedication to the work of God and your commitment to spreading the Gospel. As we all know, the world is rapidly evolving, and technology has become an essential tool in ministry.

The purpose of this meeting is to discuss the crucial role of media in church growth and evangelism. By training your media unit in live broadcasting, graphic design, and digital communication, your church can significantly enhance its reach and impact. An effective media team ensures that the message of salvation is presented with excellence, professionalism, and creativity. Our discussion today will focus on how investing in media training can elevate your ministry, engage your congregation, and spread the Gospel far beyond the church walls.

It is important to note that starting a church media presence does not require having all the latest gadgets. Many churches hold back because they believe they need expensive cameras, sophisticated lighting, and a full production team. However, with just a laptop, a smartphone, and a router, you can begin live streaming and engaging an online audience. The key is to start with what you have and improve along the way. The most important step is taking action and being consistent in your online presence.



Why Church Media Matters:

1.

Expanding Reach

A well-trained media team enables the church to reach a broader audience beyond the physical location, engaging members who cannot attend in person.



2

Enhancing Engagement

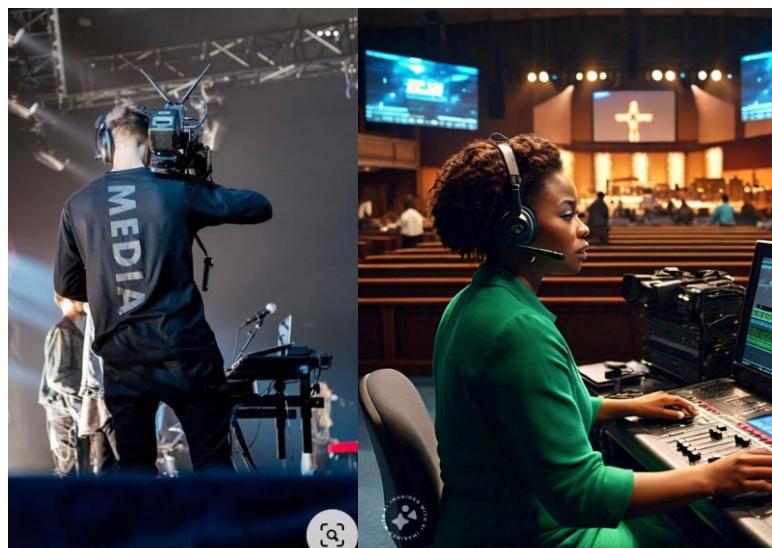
High-quality visuals and presentations create a more engaging worship experience for both in-person and online congregations.



3

Professionalism & Excellence

A well-trained media unit ensures that services, promotions, and messages are delivered professionally, aligning with the spirit of excellence.



4

Evangelism & Outreach

Social media, live streaming, and graphic content help spread the Gospel more effectively to the digital generation.



5

Building a Strong Church Brand

A well-structured and visually appealing media presence enhances credibility and attracts more people.



6

Facilitating Tithes & Offerings

Online platforms make it easier for members to give their tithes and offerings, ensuring financial stability for church projects and ministry expansion.





Key Areas of MEDIA TRAINING:

Live Broadcast & Streaming

- o Training on the use of cameras, sound, and lighting.
- o Multi-camera production for dynamic engagement.
- o Streaming on platforms like YouTube, Facebook, and church websites.



Graphic Design & Visual Communication

- o Creating eye-catching sermon slides, event posters, and announcements.
- o Consistency in branding across all church materials.
- o Tools like Canva, Photoshop, and Illustrator.



Social Media Management

- o Effective use of Facebook, Instagram, YouTube, and Twitter for outreach.
- o Content planning and audience engagement strategies.
- o Creating shareable content that resonates with people.



Video Editing & Production

- o Editing recorded sermons and testimonies for online platforms.
- o Crafting impactful short clips for promotions and spiritual edification.
- o Software training (e.g., Adobe Premiere Pro, DaVinci Resolve, Cap Cut Pro).



Audio Recording & Editing Training

- o Understanding audio mixing for live and recorded services.
- o Using Software like Audacity, Adobe Audition etc..



Photo Shooting & Editing

- o Understanding how to take good photo shot with phones and cameras
- o Using Software like Photoshop, Lightroom for picture editing



Camera Handling

Proper camera handling is essential for producing high-quality videos. Here are some of the areas we will be training the participants on:

- Stability
- Framing & Composition
- Lighting
- Audio Quality
- Focus & Resolution
- Angles & Movement



Media Setup

Training on how to setup your media unit from scratch with and installation of media gadgets.



Training Details:

- The training program will run for **6 weeks** and will cover all key aspects of church media operations.
- Participants will need a personal computer/mobile for the training
- Participants will have access to free wifi during the training
- Each student will pay a token fee of **₦10,000** to participate in the training.
- The training is designed to be practical, hands-on, and tailored to meet the specific media needs of churches.
- **The best student(s)** at the end of the training will be awarded a laptop/digital device to encourage excellence and commitment. Provided we have a good turn out of participants

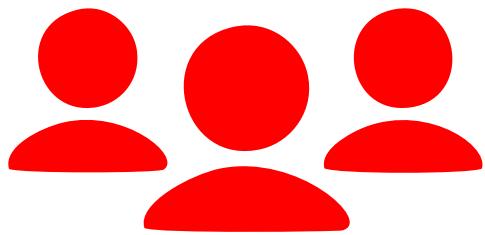
NB: The training fee has been massively subsidised to accommodate and give access to willing participants



Benefits of Investing in Media Training:



- **Achieving Vision 2032** - Media is the best tool and platform to achieve the Vision 2032 goal
- **Increased Church Growth** – Reaching new members through online platforms.
- **Better Communication** – Ensuring clear and visually appealing messages.
- **Higher Engagement & Retention** – Members remain connected even when absent.
- **Greater Evangelistic Impact** – Touching lives worldwide through digital platforms.



ABOUT US

At OneTouch Media & Tech, we are passionate about innovation, creativity, and technology. We specialize in delivering cutting-edge media solutions, digital marketing, and IT services that help businesses thrive in the modern digital landscape. Our team of experts combines technical expertise with creative storytelling to craft compelling content, develop smart tech solutions, and enhance brand visibility. From video production and branding to web development and IT consulting, OneTouch Media & Tech is your go-to partner for seamless digital transformation. Let's bring your vision to life with just OneTouch!

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thank
you



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