**Media Mastery Workbook & Assignment Sheet**

**EQUIP Summit | Presented by Elisha Sumo**  
**Theme: Empowering Leaders, Inspiring Growth**

**SECTION I: Clarify the Vision**

**1. What is your ministry’s current vision for media?**  
*(Write a clear statement of why you’re using media and what you hope to achieve.)*

**2. How does your media presence currently reflect your message and mission?**  
*(Be honest. Consider quality, consistency, tone, and engagement.)*

**3. Who is your target audience?**  
*(Define the primary group you’re speaking to online.)*

**SECTION II: Audit Your Media Ministry**

**Rate the following areas from 1–5 (1 = Needs Major Work, 5 = Strong & Effective):**

|  |  |  |
| --- | --- | --- |
| **Area** | **Rating (1–5)** | **Notes for Improvement** |
| Audio Quality (In-house + Online) |  |  |
| Video Quality / Stream Clarity |  |  |
| Lighting / Visual Presentation |  |  |
| Consistency of Social Media Posts |  |  |
| Brand Clarity (Graphics, Colors, Fonts) |  |  |
| Storytelling / Content Purpose |  |  |
| Team Culture / Communication |  |  |

**SECTION III: Develop a Media Strategy**

**1. Choose 1–2 platform(s) you will focus on intentionally for the next 90 days:**  
*(Instagram, YouTube, TikTok, Facebook, Website, Podcast, etc.)*

**2. Define your weekly content rhythm (example: Quotes on Mondays, Reels on Thursdays, etc.):**

**3. What equipment or support do you need to improve your media quality?**  
*(List budget-friendly upgrades, people you need to train or bring in.)*

**SECTION IV: Production Planning Template**

**Use this space to outline your next livestream, video shoot, or content series.**

**Project Title:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
**Main Message or Goal:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
**Target Audience:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
**Key Platforms for Distribution:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Pre-Production Checklist:**

* Set topic/message
* Create graphics
* Write captions / post copy
* Assign media roles
* Confirm tech setup

**Production Day Checklist:**

* Test audio + video
* Light the set
* Prep camera angles
* Capture behind-the-scenes

**Post-Production Checklist:**

* Edit for clarity + quality
* Export longform + clips
* Schedule posts
* Monitor engagement
* Team debrief

**SECTION V: Team Development**

**1. Who’s currently on your media/production team? What are their strengths?**

**2. What roles do you need to define or delegate more clearly?**  
*(e.g., Audio Lead, Social Media Manager, Livestream Coordinator)*

**3. How will you train or develop your team in the next 30–90 days?**  
*(Workshops, online resources, coaching, etc.)*

**SECTION VI: Personal Accountability**

**1. What 3 media goals will you commit to for the next 90 days?**

|  |  |  |
| --- | --- | --- |
| **Goal** | **Deadline** | **Notes** |
|  |  |  |
|  |  |  |
|  |  |  |

**2. Who will hold you accountable to follow through?**  
*(Team member, mentor, coach?)*

**Final Reflection:**

*“Excellence is not perfection—it’s intention.”*  
What will you intentionally change or improve starting this week?