

Sporting Events

FULL GAME COVERAGE FROM START TO FINISH. Interview with members of the school team and/or coaches after the game puts an “inside” angle on the game.

PREVIEW OF AN UPCOMING COMPETITION - such as the Homecoming game or a storied rivalry for your school. Interview players, coaches and fans. Maybe the Athletic Director can explain why this “rivalry” exists between the two schools.

PROFILE OF THE TEAM CAPTAIN(S) (OR STAR PERFORMER) WITH GAME FOOTAGE ISOLATED ON THE FEATURED INDIVIDUAL.

Interviews for this can include teachers, coaches, teammates, parents, and of course the individual being profiled.

INFORMATION FEATURE ABOUT A LESSER-KNOWN SPORT SUCH AS FENCING.

Explain the basic rules, equipment used, what actions are considered a “good play” A brief history of the sport in general and its history at your school. Video of old yearbook photos or old newspaper clippings can really enhance a piece.

FIVE THINGS (OR TEN) YOU DIDN'T KNOW ABOUT OUR _____ TEAM. (OR COACH, TEACHER . . .)

This list can include when they practice, some difficult drill they do during practice, maybe mandatory meetings to go over film, or pasta parties the team might hold during the season. It could even be something about the coach... possibly that he or she played for this high school or played the sport in college. It could also include how much the uniform for the sport costs.

LET THE TEAM SOUND OFF. You could interview each member of a team to see what rule they would like changed and why. Take the best answers and edit them together. If someone says “I don't know” be ready to volunteer a rule that someone else mentioned and see if they have an opinion about that.

ALUMNI PROFILE, COULD ALSO BE A “WHERE ARE THEY NOW?” FEATURE

FACILITY PROFILE

What is the history behind the football field or swimming pool. Who is it named after and why? If it is not named after anyone, what is the procedure to accomplish that?

ATHLETE OF THE WEEK OR MONTH FEATURE

This will certainly make your club very popular with the Athletes of your school.

School Events

DANCES AND SOCIAL EVENTS

Dances and social events on the school calendar can be covered both before and during the event. A preview piece can include photos or video from the event when it was held in the past, interviews with the organizers of the event this year and interviews with students going to the event this year and why. Coverage of the actual event should include interviews with the organizers, participants and chaperones/supervisors.

CLUB HOSTED SPECIAL EVENTS

Clubs will appreciate the publicity for special events they are conducting. The clubs themselves should provide pictures and /or videos of their events. Again, a preview of the event can help drive attendance and create interest. Be sure to tell other clubs and organizations that they can use YOU as their PR (public relations) division.

Your School

THE SCHOOL BUILDING

The school building has a story. When was it built, what are the major renovations that have been done to it and when? What is the largest (and smallest) population that has utilized the building? What about the history of it? Who was the first principal. Maybe an alum could help and provide info about what the school was like when he or she attended it. Sometimes it is fun to look back on classes that no longer exist, such as shorthand, typing and office skills.

THE HISTORY OF THE YEARBOOK OR SCHOOL NEWSPAPER

There are wonderful photographs for a piece such as this. Clothing then and now, clubs from back in the day that no longer exist. Clubs today that weren't there back then... such as a computer club.

STUDENT OF THE WEEK(OR MONTH)

GETTING TO KNOW _____ (COULD BE A STUDENT, ADMINISTRATOR, COACH, STAFF OR TEACHER.)

SENIOR SPOTLIGHT- PROFILE A GRADUATING SENIOR

WHO IS NEW? INTRODUCE NEW FACULTY, STAFF OR FRESHMEN STUDENTS.

WHAT DOES _____ (FACULTY OR STUDENT) DO AFTER SCHOOL?

Some individuals have fascinating hobbies or spend their time doing charitable work.

Your Club

JOIN THE CLUB FEATURE

Interview fellow club members of the MSG Varsity Media Club and interview the Advisor and maybe someone from MSG Varsity who is visiting your school. Promote your club with a positive piece on what being a part of it means.

Other Clubs

CLUB FEATURES

What is the club about? How do you join this club or organization? Who runs the club and where does the club meet? What is the purpose of this club? How long has the club been around? How many students are members of the club? What is the big event that club focuses on?

Academic Stories

NEW COURSE FEATURE

Is there a new course being offered at your high school? Interview the teacher about the course. Interview the department head about why the course is being offered. Interview students who plan on taking the course and ask them why they are interested in it. Maybe the class has prerequisites and you can explain why they are necessary to take the class.

Calendar Events

BLACK HISTORY MONTH, WOMEN'S HISTORY MONTH, NATIONAL HOLIDAYS AND SIGNIFICANT ANNIVERSARIES ARE ALL EXCELLENT TOPICS FOR VIDEO STORIES.

FRESHMAN VISITING DAY

Incoming freshman visiting day involves interviewing students who will be attending your school next year. This footage is precious. Looking at it one year or even four years later provides such a perspective of change and expectations. The kids really enjoy this.

YEARBOOK DEADLINES ARE FUN TO FOLLOW

Getting video of something that will be a still photograph not only enhances the history of the school this year, it also serves as a reminder for individuals to submit material to the yearbook.

Performing Arts

REHEARSALS WITH INTERVIEWS

It is difficult to record performances that are copyright protected. The best work around is to record bits of the rehearsal. Intersperse the rehearsal performances with interviews of the performers. This applies to musical performances, dance recitals and theatrical productions.

Me Today, Me Tomorrow

ASK FRESHMEN TO SPEAK DIRECTLY INTO THE LENS AND ASK THEM THE FOLLOWING QUESTIONS:

What are your goals at this high school? What teams or clubs do you want to join? What is your favorite subject? What is your favorite song? What is your favorite food? What is your favorite color? Where do you think you will go to college? What do you want to be when you grow up? Be sure to have them answer in a complete sentence. "My favorite subject is history, my favorite color is blue, etc."

Of course you can add whatever questions you like here but the idea is to put this footage away for four years. When today's freshman become seniors, ask them the same questions and edit the answers together.