

CLUB COVERAGE

Training Video

4 Club Stories You're Missing

OBJECTIVE

Students will generate stronger, more meaningful club coverage by identifying and pitching four overlooked story types based on real conversations.

MATERIALS NEEDED

- Assigned club list or beat sheet
- Pitch submission tool: Google Form, shared doc, or index cards
- Phones for interviews or note-taking (optional)
- Pens and paper

PART 1

WATCH THE TRAINING VIDEO

Play the training video "[4 Club Stories You're Missing](#)" independently, in groups or as a class.

PART 2

SET THE STAGE

Introduce the four story types as a class, and document them where students can reference them:

- Unexpected moment
- New tradition
- Funny fail or behind-the-scenes chaos
- Impact story

PART 3

STORY-TYPE CLARITY

Talk with your staff about how to coverage is set and ready before diving in to spread design. Example prompts include:

- "What counts as an approved angle?"
- "What makes an interview complete?"
- "How many photos is enough for a story?"

PART 4

MISSING STORIES HUNT + PITCHING

- Students work individually or in pairs on their assigned club(s).
- For each club, they find one story idea for each type by talking to real people (adviser, president, officers or members).
- Students submit four one-sentence pitches, one per story type.
- Editors review pitches and select the strongest ones for real coverage.