CLUB COVERAGE

OBJECTIVE

Students will build a repeatable story pipeline that moves club coverage from idea to finished spread through clear stages and weekly accountability.

MATERIALS NEEDED

- Shared live document or anchor chart paper
- Laptops or tablets
- Sticky notes or index cards (if working analog)
- Whiteboards or wall space for a board

PART 1

WATCH THE TRAINING VIDEO

Play the training video **"Club Coverage Hacks"** independently, in groups or as a class.

PART 2

PRO COVERAGE PIPELINE INTRO

Introduce the pro coverage pipeline stages as a class. This can be documented visually in the classroom or digitally. For each club on campus, create the following columns:

- Idea bank
- Angle approved
- Interviews done
- Photos gathered
- Draft written
- Edited and ready

PART 3

DEFINITIONS OF COMPLETION

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

PIPELINE BUILDING AND PUSH

As a staff:
- Build a shared story pipeline board either digitally or presented in the classroom. The columns should match the stages listed above.
- Students may add club cards (if using a visual board) or will to the digital doc. Each club will include:
  - Club name
  - Story angle
  - Assigned writer
  - First deadline

As a staff, determine how often you will run a coverage blitz to determine the progress of each club's coverage.