

CLUB COVERAGE

Training Video

3 Questions that Fix Your Club Coverage

OBJECTIVE

Students will apply the three key questions to generate people-centered story angles for clubs on their campus.

MATERIALS NEEDED

- Copies of the three questions (printed or projected)
- Laptops/tablets
- Phones or audio recorders
- Notebooks or digital documents
- Access to announcements, flyers or school social media

PART 1

WATCH THE TRAINING VIDEO

Play the training video "[3 Questions That Fix Your Club Coverage](#)" independently, in groups or as a class.

PART 2

TWO CLUB STORY SPRINT

Students pick any two clubs on campus.

Step 1: Answer the three questions for each club:

1. What really happened this year?
2. Who made a difference?
3. Why does this club matter to students?

Step 2: Find evidence of the answers from Step 1:

- Quick interviews with advisers, officers or members
- Screenshots, announcements, social posts, event flyers

Step 3: Write three potential story angles per club.

Step 4: Star the angle that feels most "people-centered" to tackle for coverage.