



## GUIDE TO HOSTING A MEDIA DAY

### WHAT IS A MEDIA DAY?

Media Day is a day designated for organizations to take and produce photos, videos, and other media of their athletes. The goal of Media Day is to develop a library of athlete and team stock content that can be used throughout an entire upcoming season or year.

### WHY SHOULD YOU HOST A MEDIA DAY?

No matter how big or small, hosting a Media Day can be hugely beneficial to Athletic Administrators.

It allows you to generate content that can be used for graphics, social media, websites, videos, promotions, and more. Media Days can eliminate the need for scheduling individual team picture days or trying to capture in-game photos of every athlete. It enables you to capture media that features all of your athletes and create equitable content.

# PLANNING

## 1. SET A DATE

- a. Best for pre-season or first week of practice
- b. Choose a day when you know most athletes are available to participate
- c. Coordinate with practice schedule
- d. Ideal for athletes to have uniforms already



**Gipper Tip:** Choose which color uniforms you'd like your athletes to wear! Be mindful of the color background you choose as well — avoid wearing white jerseys if you're using a white background.

## 2. SECURE A LOCATION

- a. Work with your facilities team and school administrators to secure a location
  - i. Recommended locations:
    1. Gymnasium
    2. Auditorium
    3. Cafeteria
    4. Conference Room
    5. Field

## 3. RECRUIT YOUR TEAM

- a. Coaches, Parents, Students
- b. Ask for parent volunteers
- c. Hire photographer(s)
  - i. Students
  - ii. Parents
  - iii. Local paper or media outlet
  - iv. Professional

## 4. CREATE AND SOURCE A SUPPLY LIST

- a. Camera(s)
- b. Props



**Gipper Tip:** Collect one of each "prop" you might need for these photos and videos - such as balls, bats, rackets, clubs, and other sports equipment - ahead of time.

- c. Solid background\*
- d. Lighting system\*
- e. Recording device\*
- f. Speaker\*
- g. Microphone\*
- h. Megaphone\*
- i. Highlighters, pens, pencils, clipboards\*



**Gipper Tip:** The \* indicates supplies that are nice to have, but not necessary. All you really need to host a Media Day is a camera, a location, and your athletes!

## 5. USE YOUR RESOURCES

- a. Student clubs/activities
  - i. Yearbook
  - ii. Journalism/Media/TV/Film
- b. Theatre Department
- c. Administrative Offices

## 6. DEVELOP YOUR "SHOT LIST"

- a. Identify what type(s) of content you'd like to capture
  - i. Individual athlete photos
  - ii. Team photos
  - iii. Captains photos
  - iv. Candid group photos
  - v. Videos
    - 1. "Hype" video
    - 2. Skill-based videos
    - 3. Prop videos



**Gipper Tip:** Print out example photos that you'd like to replicate so it's easier to pose your athletes. Having examples to work from will make the process go by faster!

- vi. Athlete Quotes
  - 1. Ask:
    - What are you excited about this season?
    - How is the team looking?
    - What are your goals for this season?

## 7. OUTLINE AND COMMUNICATE THE MEDIA DAY SCHEDULE

- a. Assign each team a time slot
- b. Map out stations for capturing different types of content and create a flow between each
  - i. Individual Photos ► Quote Capture ► Team Photos ► Videos



**Gipper Tip:** Make easy paper signs to post at each “station” so volunteers and students know where to go.

- c. Assign parent, student, and staff volunteers a time slot and/or station
- d. Delegate team communication to coaches

## EXECUTION (DAY OF)

### 1. PRINT ROSTERS FOR ALL TEAMS

- a. Use this as a checklist to ensure you have media of all athletes



**Gipper Tip:** If you’d like to get even more involved, create a spreadsheet based on your roster that outlines each athlete and the type(s) of content you’d like to capture with them. For example, your captain will need individual photos, captain photos, team photos, and hype videos.

### 2. EQUIPMENT CHECK

- a. Make sure cameras are working properly and the sound system is set up if you have one

### 3. HUDDLE WITH YOUR TEAM OF VOLUNTEERS

- a. Review the schedule and expectations before the day begins
- b. Ensure everyone is clear on their station and role

### 4. HAVE FUN!

- a. Play music
- b. Provide snacks
- c. Chat with and get to know your athletes