**Summer Media Checklist**

Use this list to track the type of content you need to collect during the summer for use in all of your year-round communications.

Feel free to modify the categories of content for your needs – this is just a start to get you thinking about the photos, videos, and stories you’ll use all year long.

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| **Check when complete** | **Type of content** | **Names of people in photo/video** | **File Location + description** |
|  | **Photos - Summer Needs*** “Maslow Photos”
	+ - What is my child eating? (Community building dining hall photos)
		- Who is caring for my child? (Counselor interaction photos)
		- Where are they living? (Clean bunk/bathroom photos. Stage a group tooth brushing photo or the like for the bathroom element)
* Every activity
	+ - Electives (list them)
		- Meals
		- Shabbat dancing/singing/prep
		- Havdallah
* Connections at camp
* Campers with Counselors (posed and candid)
* Campers hugging
* Campers with each other
* Staff teaching skills
* Special Events
	+ - Maccabiah/Yom Sport/Color War (plan smart year-round shots too!)
		- Visitors/Special Guests
		- Sibling Photos
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|  | **Photos – Year-Round Needs***Note: Define your year-round communications needs. What photos, videos, or stories from camp do you need to make them successful?** Holidays: Jewish, American/Canadian, others (ex: National Ice Cream Day)
* Camp Countdown
* Mixed Gender/Age groupings at iconic camp views
* “Classic” Camp photos: good campfire, opening day, etc.
* Campers with Camp leadership
* Wide site shots filled with kids
* Close up activity photos without identifiable faces
* CLEAN bunk to answer “where will my kids live?” questions
* Camper Groupings by hometown, schools, synagogues, etc.

***Development- focused Year-Round Needs**** Campers/staff holding blank signs that you can fill in digitally later (For example, they can say “Thank You” for stewardship messages.)
* Donor gratitude/acknowledgment photos
* Site update photos (anything newly built) – for donor stewardship
* Images of areas/facilities at camp that will be part of a new capital campaign
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|  | **Videos*** General B-roll footage (sun through the trees; flags blowing in the wind; sunset over the waterfront; any special location at camp; any special programs at camp (animals, garden, arts, sports, etc.))
* Drone shots of camp
* “Visual FAQ” Video materials/Camper interviews
* Camp plays
* Testimonials
* Alumni visits
* Special occasions
* Signature events
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|  | **Audio*** Campfire songs
* Shabbat songs
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|  | **Stories/Testimonials*** Stories from parents who received scholarships
* Stories from families about impact of camp on their camper
* Stories from families about impact of camp on their whole family (i.e., began observing Shabbat)
* Stories from staff about the impact of camp – Jewish identity
* Stories from staff about the impact of camp – how it helped them with college admissions, finding jobs
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