**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 |  |  |
|  | **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 |  |  |
|  | **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 |  |  |
|  | **Audio**   * Campfire songs * Shabbat songs |  |  |
|  | **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 |  |  |