

2017-18 DISTRICT CONFERENCE MEDIA ASSIGNMENTS

These assignments are intended to prepare YMCA Texas Youth and Government Media delegates with hands-on experience for their State conferences. Completed projects (articles, broadcasts, social media clips, etc.) which are submitted to the State Office will be shared on the Texas Y&G official media outlets, such as the [blog](#), [Facebook](#), [Twitter](#), [Instagram](#) and more. Additionally, outstanding media projects will be taken into consideration for the Distinguished Delegate awards at the State Conference. Therefore, delegates are encouraged to work diligently on these assignments within their teams, **incorporating all three Media sections (Broadcast, Print and Social Media) to reflect the workings of the State Conference Media section.**

OVERALL OBJECTIVES

At the end of District Conference, all Media YG participants will be able to:

- Understand fundamental journalism practices, ethics and common rules at a high level.
- Gain experience in a journalism role simulating real-world responsibilities and coverage assignments.
- Identify and optimize the proper social media networks for producing and sharing journalism.
- Understand the importance of producing and promoting multimedia journalism.

MEDIA SECTIONS AND CHALLENGES

2017-2018
MEDIA CHALLENGE

PRINT

The Print Section will work both online and offline to produce content related to a variety of topics. **Upon arrival, Print participants will be given 2 story assignments to complete by 2:30pm.** Editorial resources and Staff Editors will be available throughout the writing process. In addition to their story assignments, Print Section participants will also have the opportunity to:

1. Craft and submit Facebook posts and tweets promoting their story
2. Pitch and produce Instagram mini-stories in collaboration with the Instagram Social Team

BROADCAST

The Broadcast Section will be charged with providing real-time coverage of the conference's major events along with stories that are best presented in a multimedia format. All coverage will be aired on Facebook LIVE, simulating a real-world work

environment for broadcast journalists. Each Broadcast team will be composed of a camera operator and an on-camera reporter. Both team members must participate in both roles at least twice and will switch roles during the conference. The Editorial Staff will assign teams to designated live timeslots. Each team will need to plan their coverage and provide a script, storyboard and prepare interview questions before going live. **The first broadcast story will be due before lunch and the second is due by 3pm.** Broadcast participants can choose from the following types of coverage:

1. Real-time event coverage with an on-air guest interview
2. A packaged video standup recapping a conference event

SOCIAL MEDIA

The Social Media Section is responsible for providing real-time, exclusive coverage of the conference in its entirety. Students in the Social Media Section will be divided into four groups and will be responsible for one major social media platform each. These platforms include Facebook, Twitter, Instagram and Snapchat. Prior to the start of coverage, the entire Social Media Section will agree upon 2 major hashtags to use throughout the conference. The assignments and their corresponding platforms are as follows:

- **Facebook** – Prior to the start of coverage, students will plan and submit a content schedule for the day. The team will produce coverage on an hourly basis. **Each student will be required to produce 3 mini-stories throughout the day.** These mini-stories should be posted to reflect the team’s overall content schedule.
- **Twitter** – Prior to the start of coverage, students will plan and submit a content schedule for the day and will provide coverage in real-time. This coverage will include live-tweeting, sharing Twitter video coverage and promoting additional coverage from other YG social media platforms. **Each student will be required to cover one major conference event for a minimum of one hour and produce 3-5 original tweets throughout the day.** These tweets and coverage hours should reflect the team’s overall content schedule.
- **Snapchat** – Students on the Snapchat team will plan and produce coverage ranging from news to lifestyle focused content. Prior to the start of coverage, students will plan and submit a content schedule for the day and will provide coverage in real-time. **Students on the Snapchat team will take turns taking over the platform and covering a conference event for a minimum of one hour. In addition, each student will produce a minimum of 5 original snaps throughout the day.** Coverage should be timely, relevant and modeled after [The White House’s Snapchat](#) coverage.
- **Instagram** – **Each student on the Instagram team will be charged with creating 3 mini-stories to share on the Texas Youth and Government Instagram account throughout the conference.** Each of these posts will mirror the [CNN Instagram](#) account and should be composed with a news angle in mind. Students on the Instagram team will be responsible for planning, shooting and writing the story captions to be published.



MEDIA SECTION CONTACT INFO

If there are any questions about the assignments or requests for assistance with the above projects, please contact your [District Director](#) or any of the following:

- Angela Castilleja, YMCA Texas Youth and Government State Director
txyq@austinyymca.org
- Paige Turner, YMCA of Austin Digital Marketing Manager
Paige.Turner@austinyymca.org
- Shelby Gill, YMCA of Austin Communications Manager
Shelby.Gill@austinyymca.org
- Leilani Perry, YMCA of Austin Director of Communications
Leilani.Perry@austinyymca.org
- Sean Doles, YMCA of Austin Vice President of Mission Advancement
Sean.Doles@austinyymca.org