

Media Advisers Guide

Student involvement is the driving force of the Utrust Employee Appreciation Program. The students who choose to get involved will need guidance and support from an adviser like you.

Being a media adviser is not a hard job but it is an important one!

Your main responsibility as an adviser is to help guide the students in the right direction. You will help them develop confidence in their abilities to shoot photos and videos and write stories covering the employee appreciation celebrations. Discussions with you will help them to focus more clearly on how and what they want to accomplish.

Attached to each student guide is a list of tips and suggestions to help get the information we are looking for. We want to make sure that all of the employees recognized by the reporters are identified. If an individual is featured in a story, there should be a photograph to go along with that story. We are searching for action shots that embody all of the events from that specific appreciation day. A nice variety of shots can help retell the celebration events.

You are helping these students recognize the hard-working school employees who make a difference in their lives as well as grow as individuals. Showing support for their ideas will help them to become more confident in their writing and communication skills and will undoubtedly help them in the future.

REPORTERS



The reporter is responsible for getting enough information to produce a good story. Please make sure the student is getting quotes from the employees being honored and names of each of them. Their stories should be emailed to the system and school coordinators.

Please see student guide for more information

PHOTOGRAPHERS



Photographers should team up with the reporters to capture photos of the people being interviewed. We are looking for interesting, action photographs. Photographs should be emailed along with the stories to the system and school coordinators.

Please see student guide for more information

VIDEOGRAPHERS



Reporters should team up with the reporters so they can video some of the employees being interviewed. Videoing can be difficult, so a quick lesson for the student may be necessary. Videos should be sent to the system and school coordinators.

Please see student guide for more information

As a media adviser, you should first share the edited celebration stories, photos and videos with your school coordinator and then send them to your system coordinator.