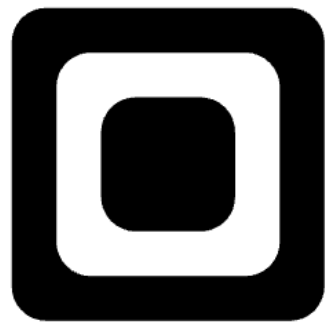


High School Students Running Media

MEDIA DAY

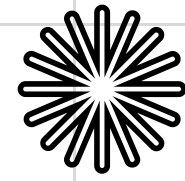
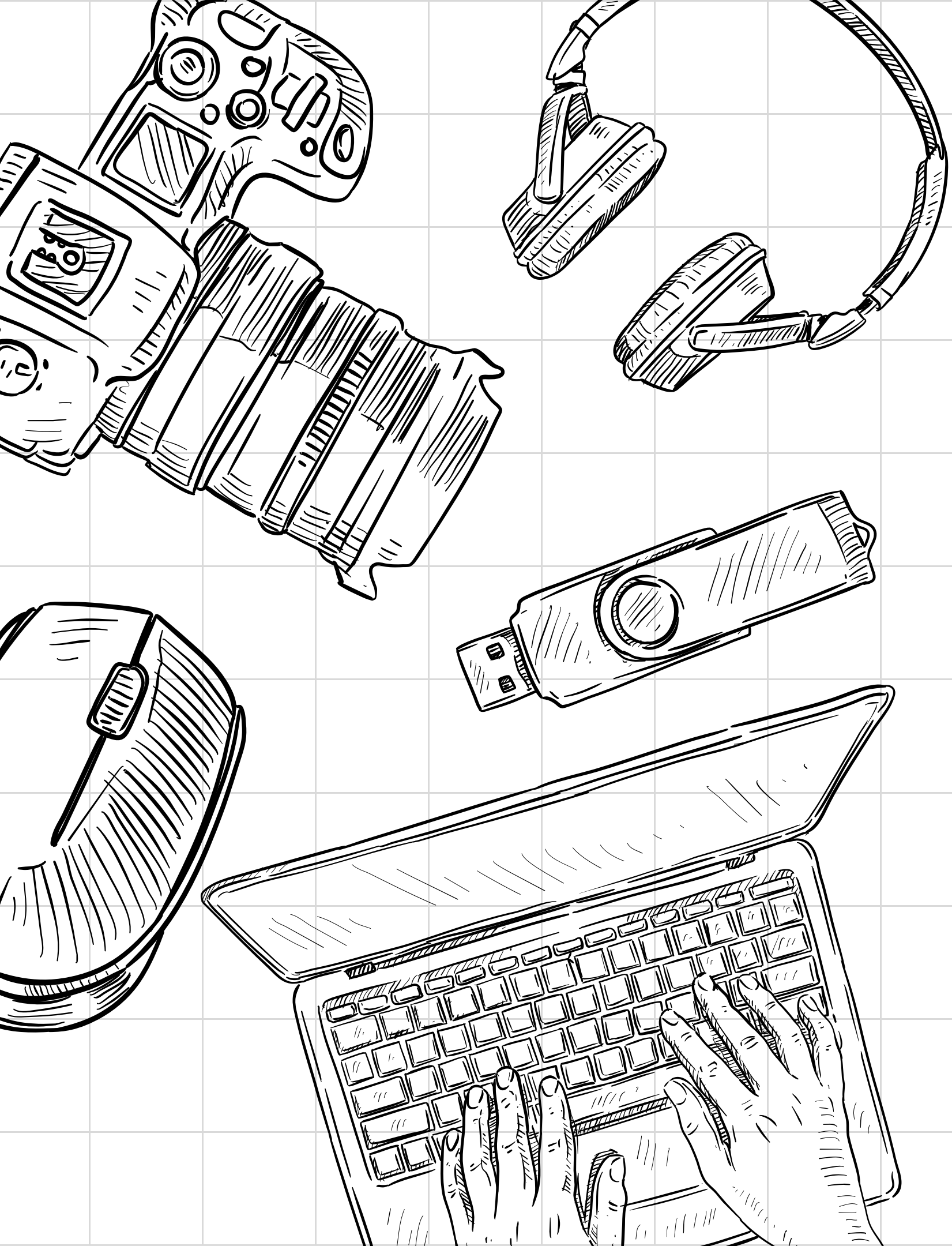
Shelly Mowinkel
NCE Conference | 6/9 | 9:30 am



2026 **NCE Conference**
 Nebraska Career & Technical Education 
June 8th - 10th

From Learning to Earning
 Preparing Today's Learners for Tomorrow's Workforce

Kearney, Nebraska • Younes Conference Center South

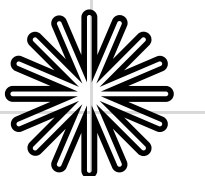


High School Students Running Media

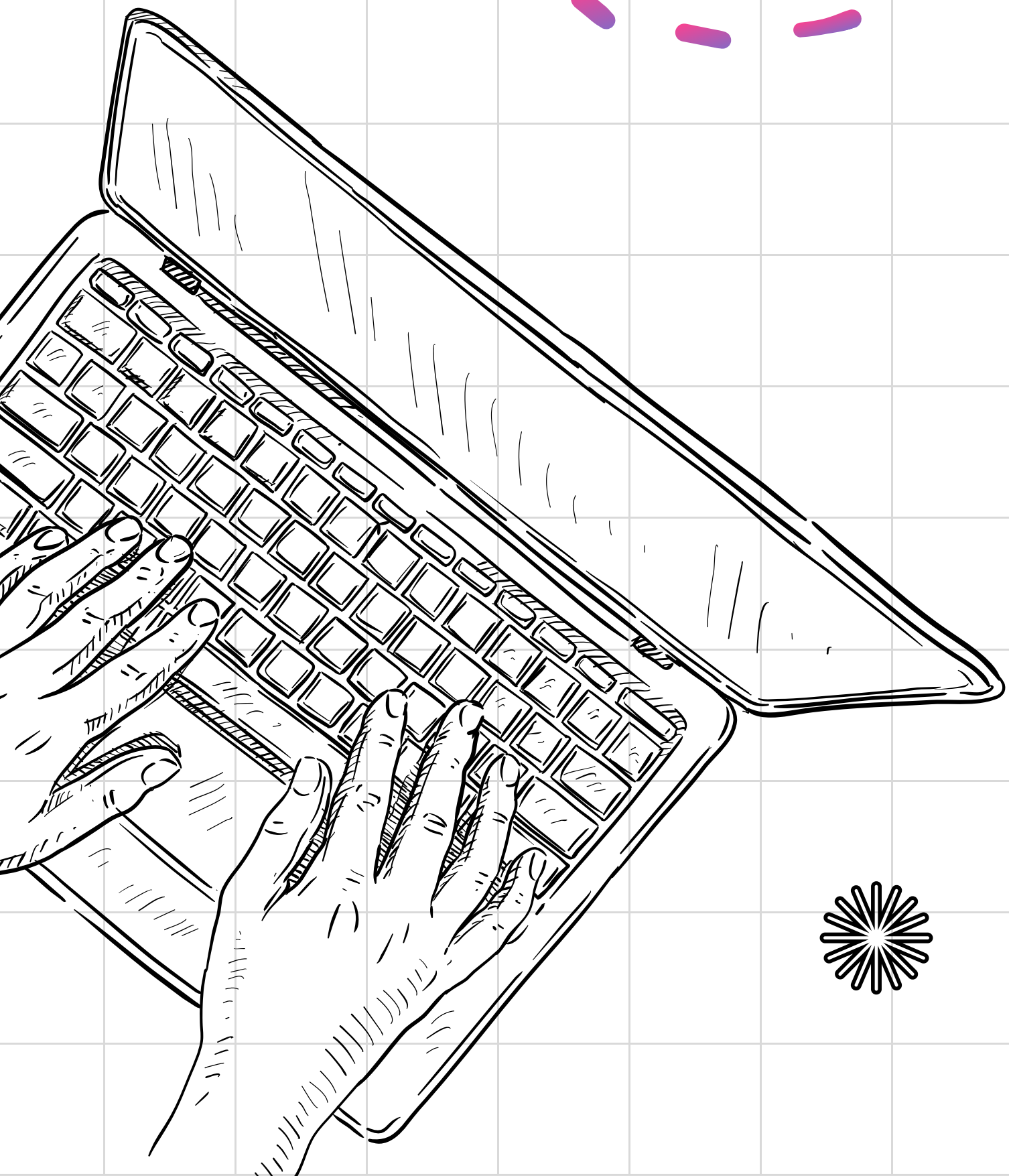
MEDIA DAY

Shelly Mowinkel

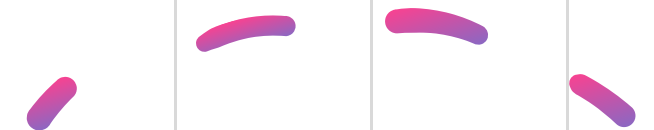
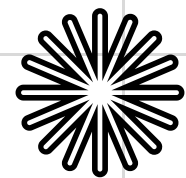
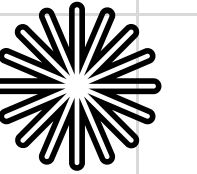
NCE Conference | 6/9 | 9:30 am



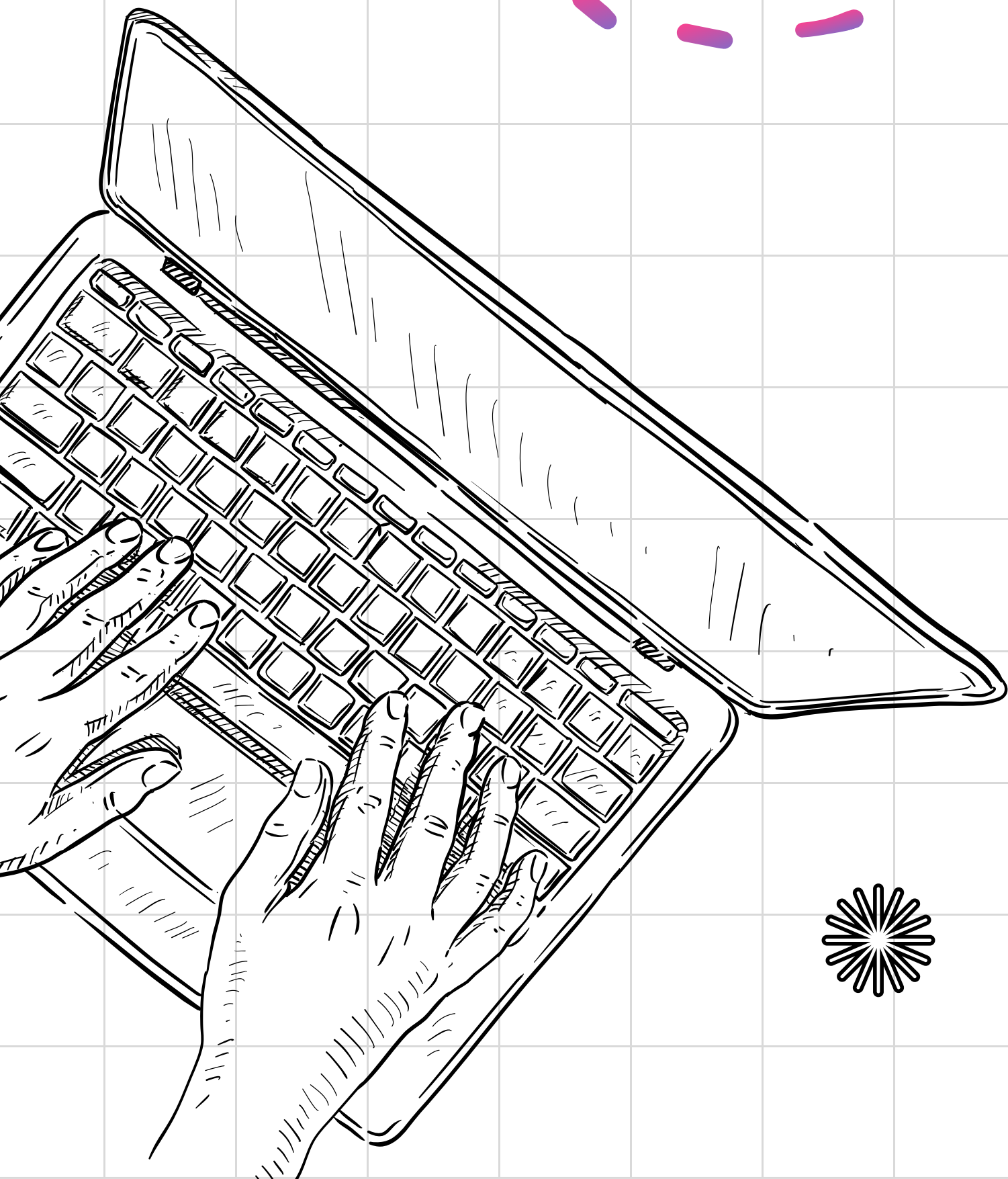
OBJECTIVE



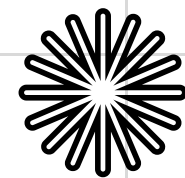
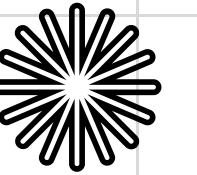
- Plan and organize an effective media day
- Capture and edit social media content with purpose



WHY THIS MATTERS



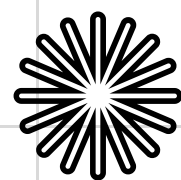
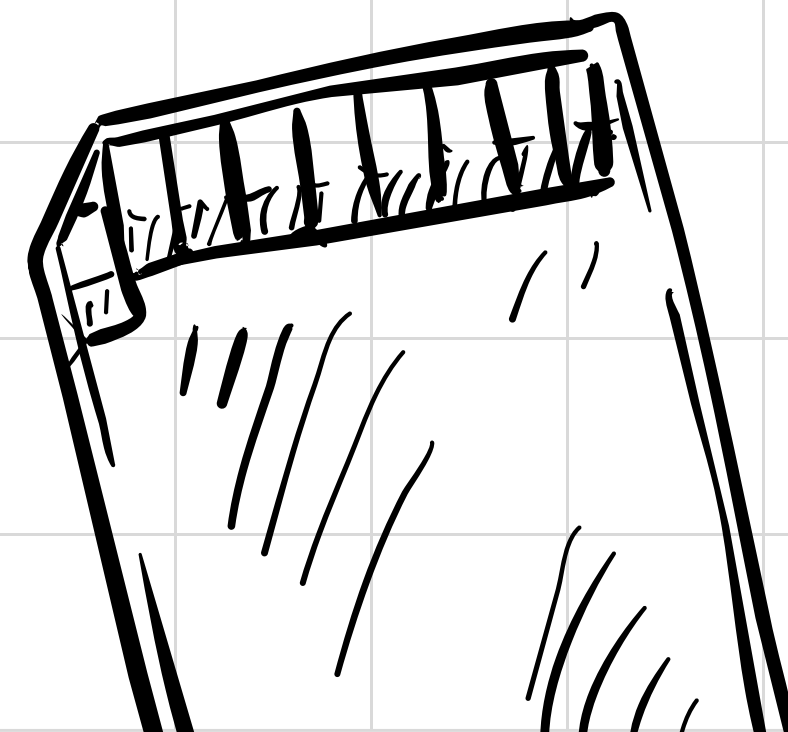
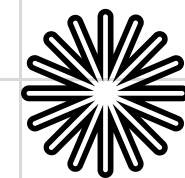
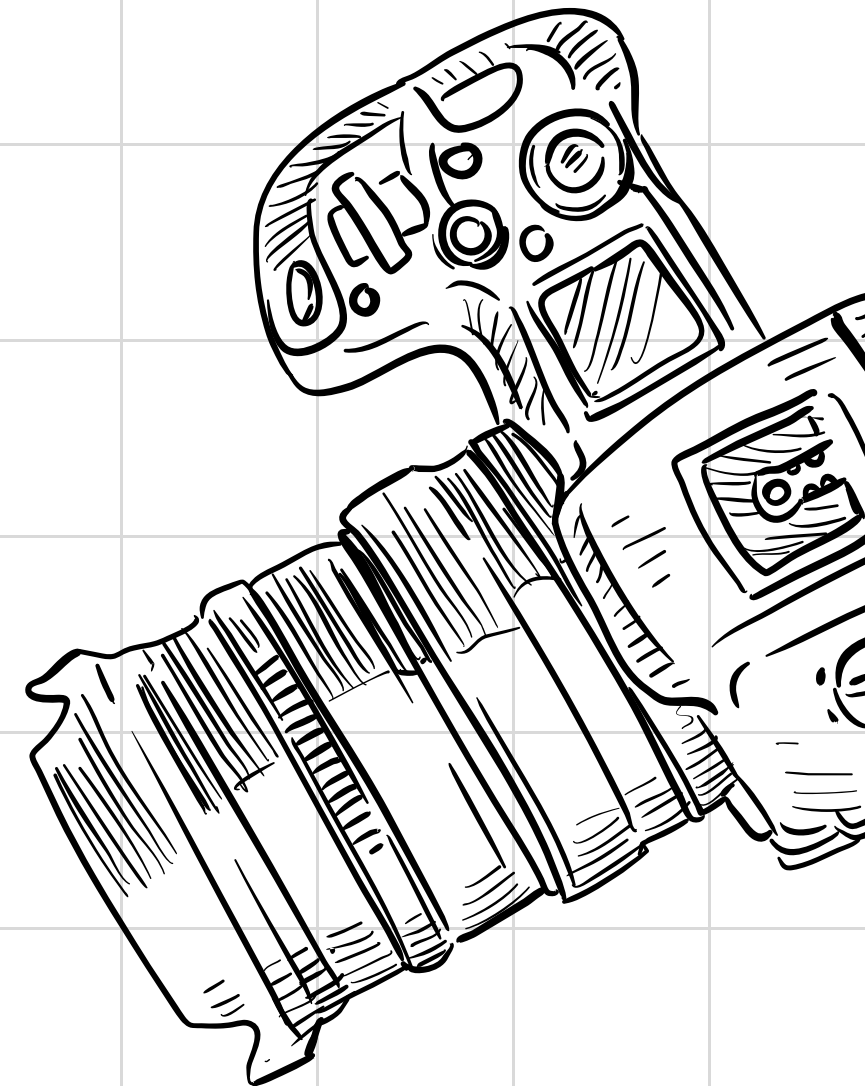
Social media is not for scrolling, it is for
PURPOSEFUL storytelling.



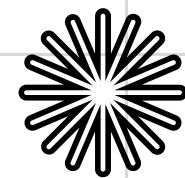
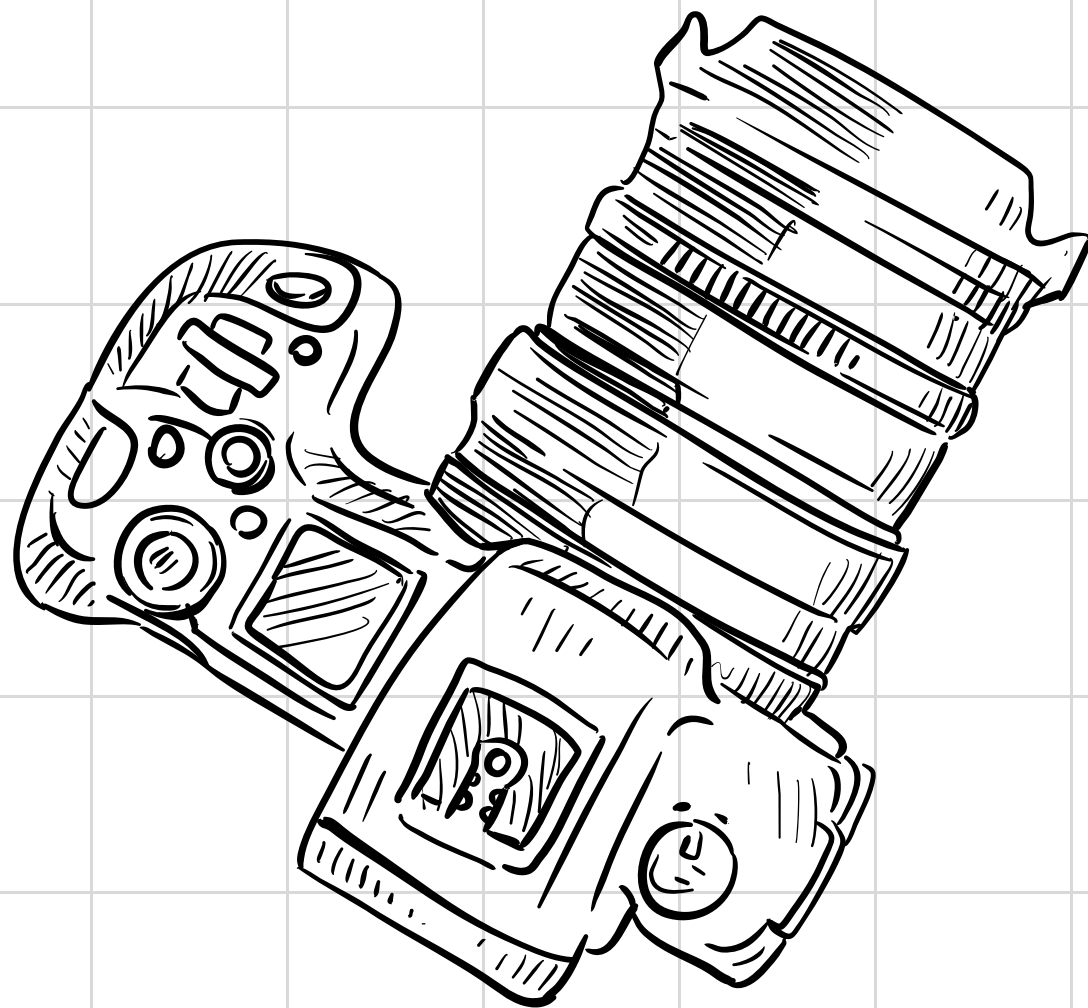
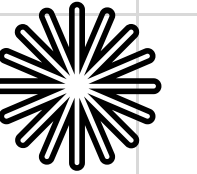
ORGANIZING A MEANINGFUL STORY

Media Day is not just the photos, it is:

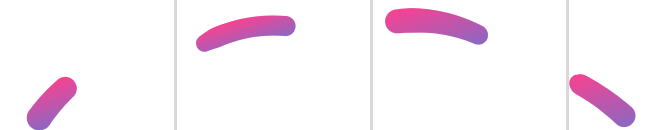
- *Branding
- *Storytelling
- *Identity



KEY ELEMENTS TO A PAN

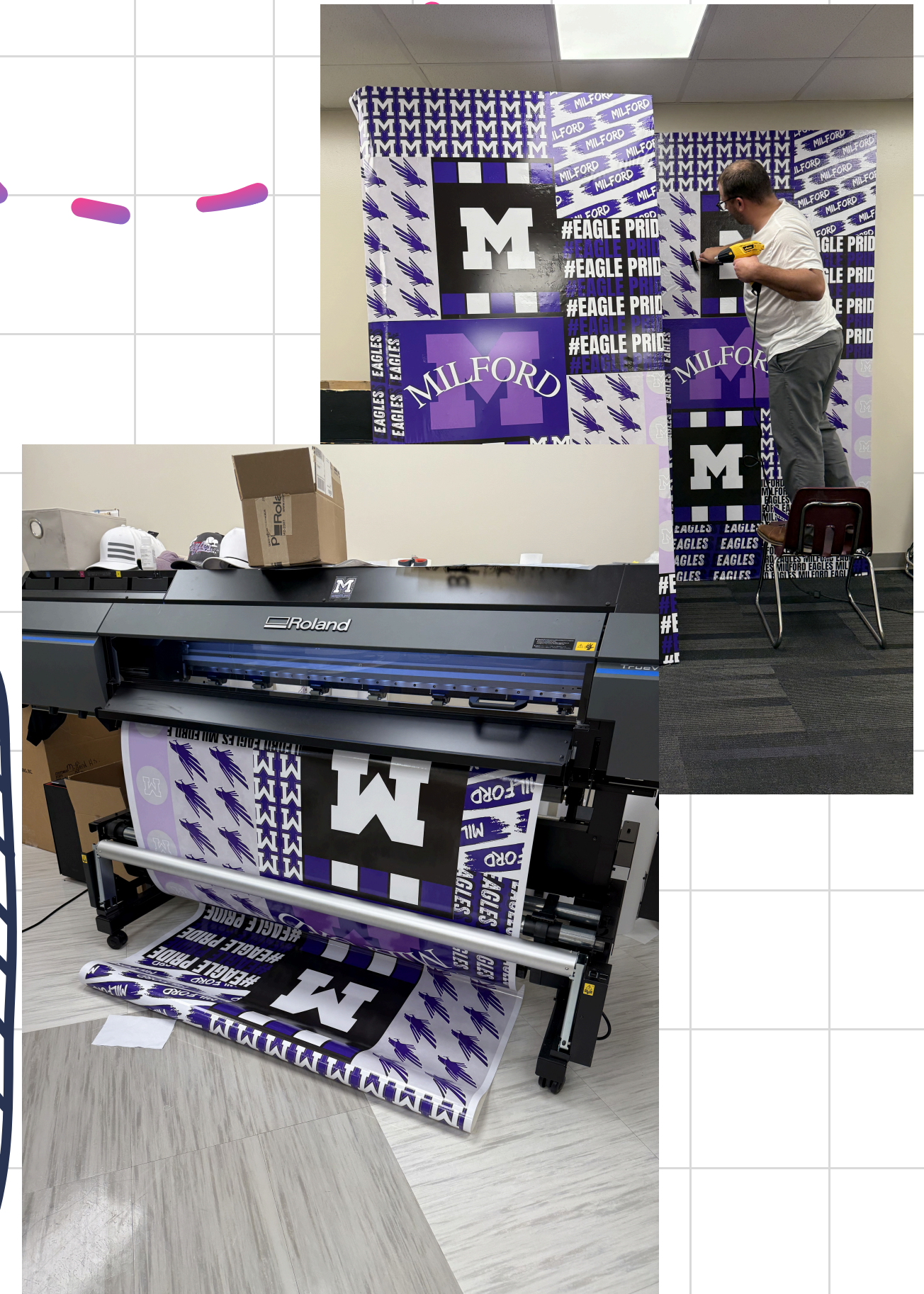


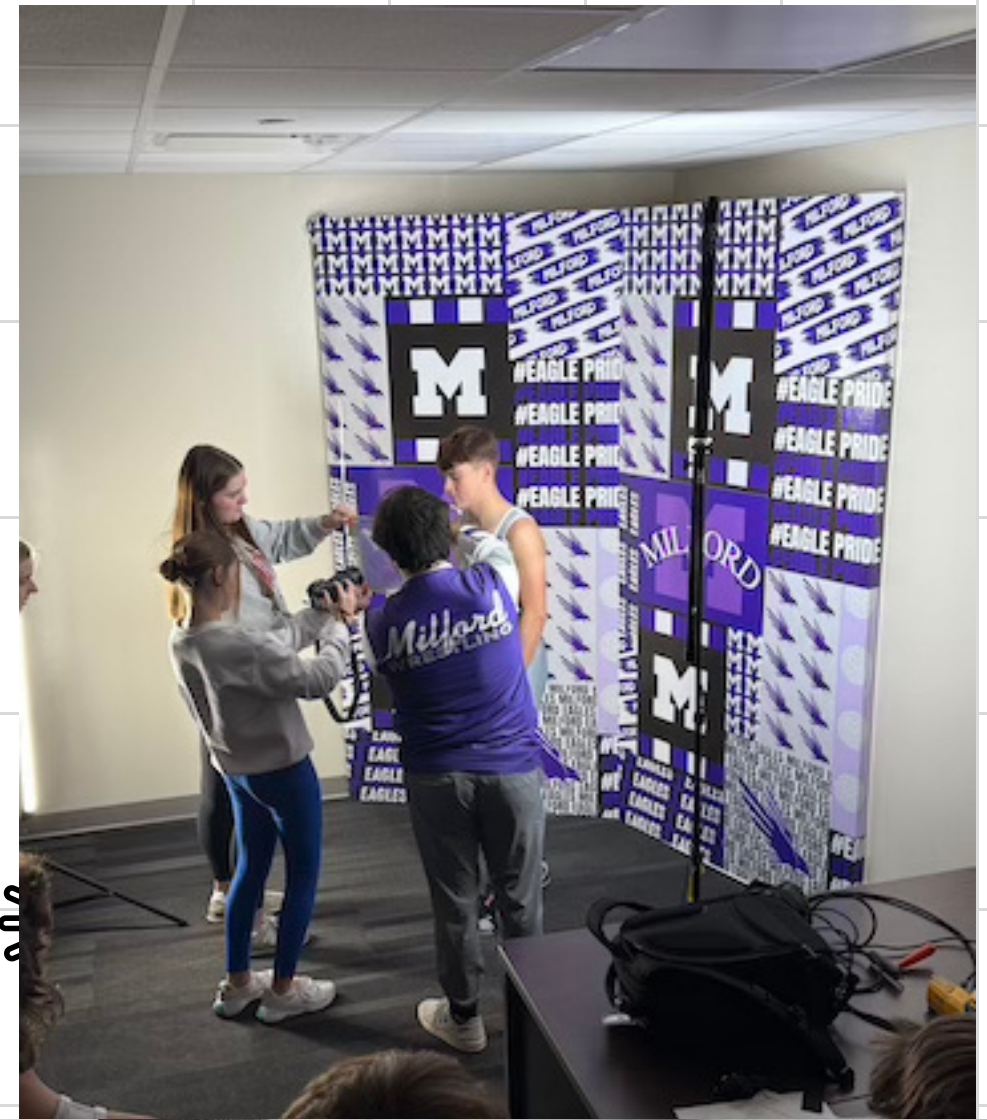
- Equipment
- Decide Your Purpose
- Story or Theme
- Shot list (EXTREMELY IMPORTANT)
- Roles

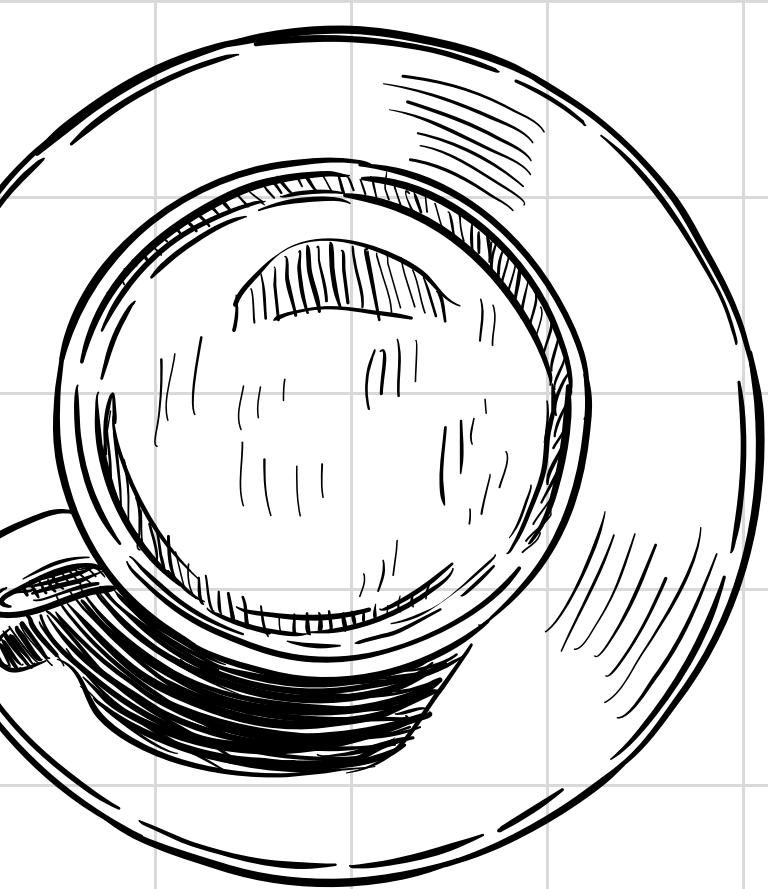


EQUIPMENT

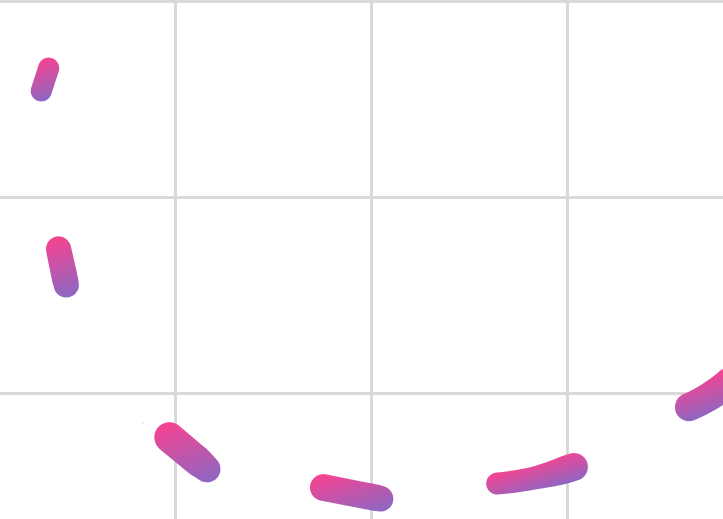
- Camera
- Basic Lighting
- Backdrop / Gym Wall





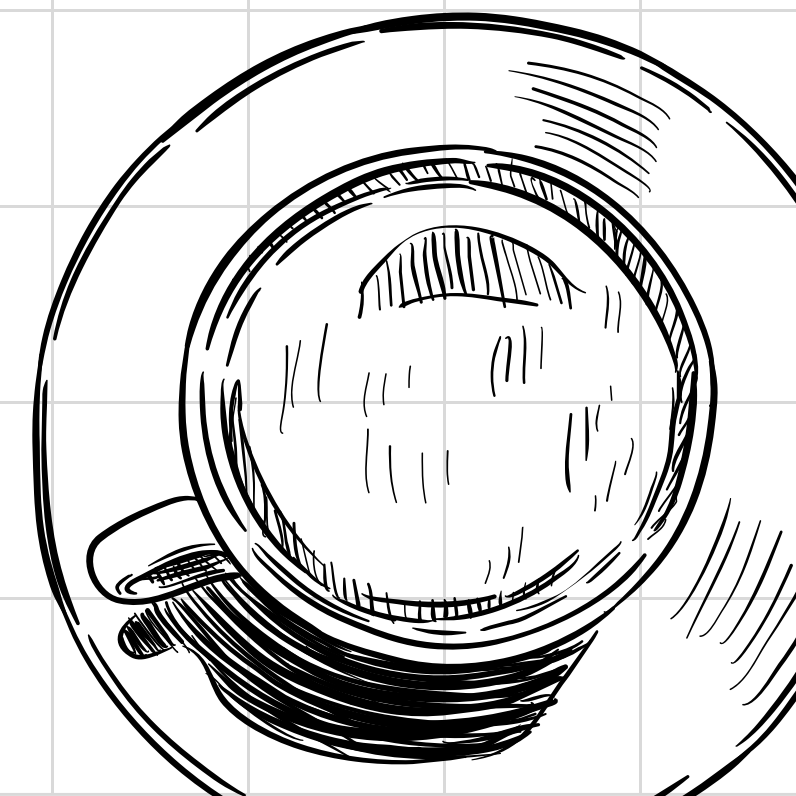
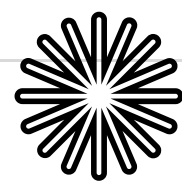
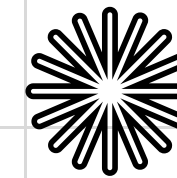


DECIDE YOUR PURPOSE



Plan With A Purpose

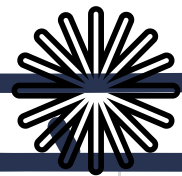
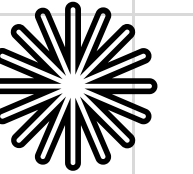
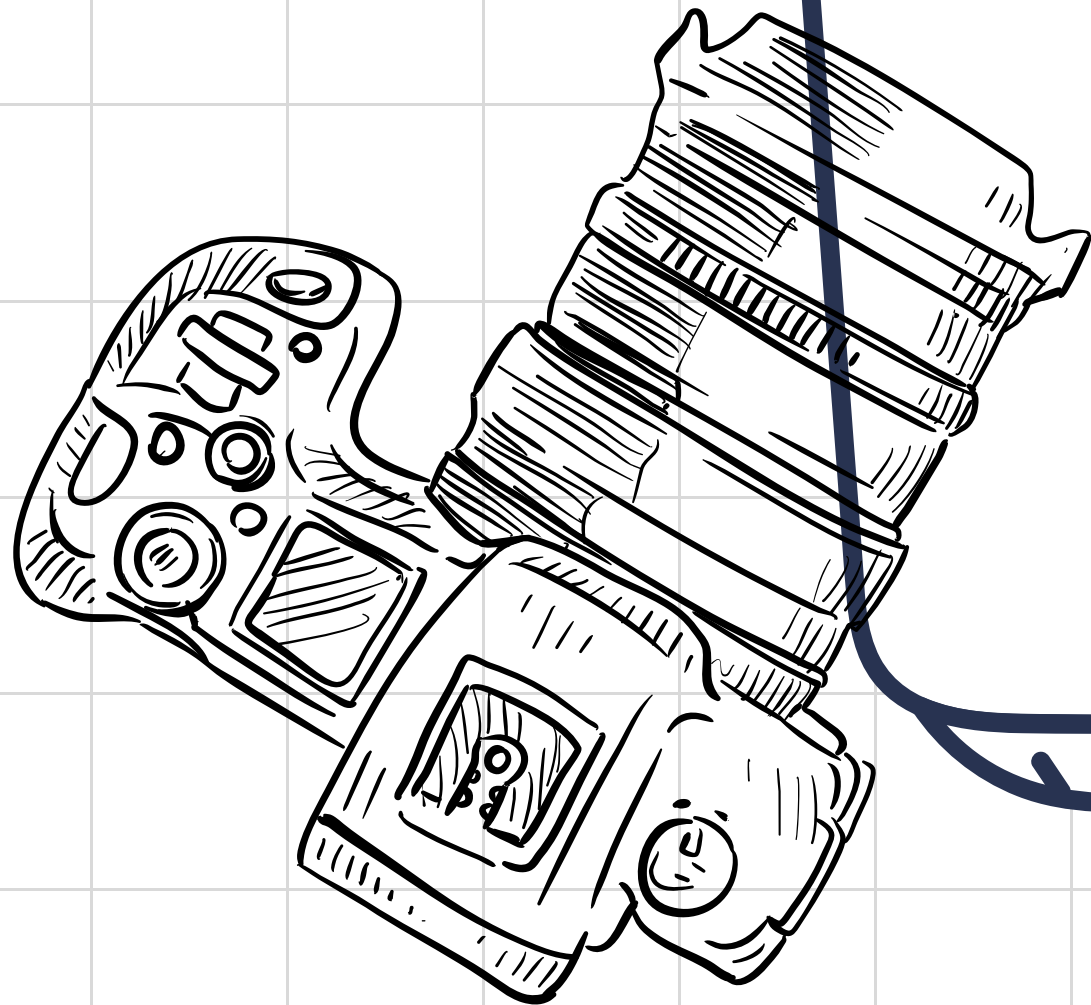
- A typical “posed, stiff” media day photo
- A dynamic, personality-driven one



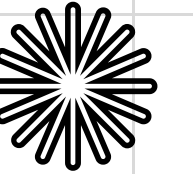
CREATING A PHOTOSHOOT LIST



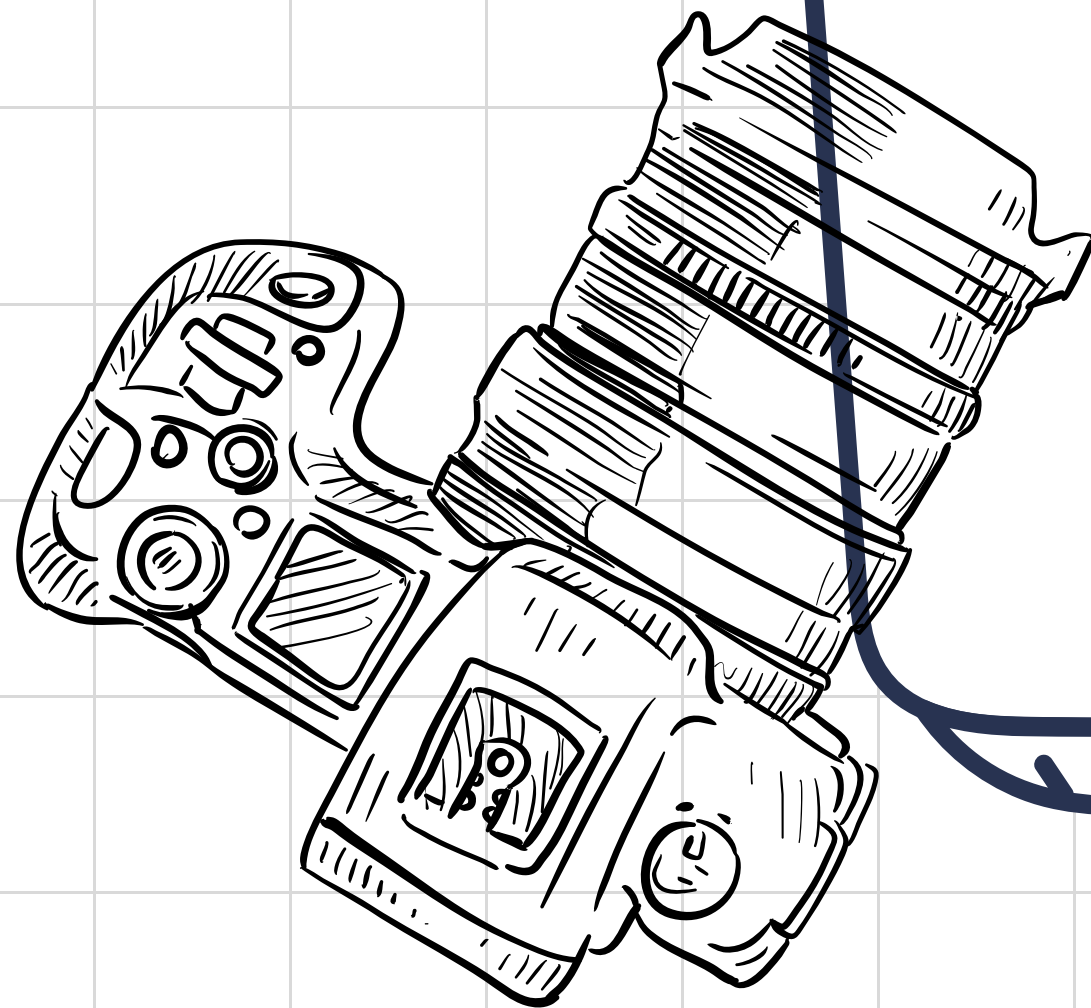
- Individual Portraits/Headshots (Left, Center, Right)
- Poster of Sample Action Poses
 - We limit the ideas to 5-6
- Team Photos
- Personality/Fun Shots
- Short Video Clips



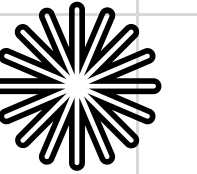
SAMPLE LIST



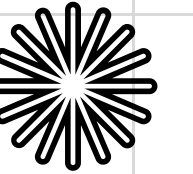
CREATING A PHOTOSHOOT LIST



- Variety of Shots
 - Close Up
 - Wide
 - Movement (Even Staged Action)
- Authentic for Each Athlete
- Emotion and Energy
 - Serious versus Fun
 - Intensity of Athlete versus Personality of Athlete



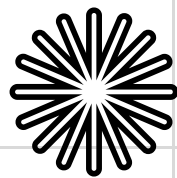
SAMPLE LIST



SETTING A SCHEDULE



- The Success of Media Day Is Decided BEFORE the Actual Day
 - And the STRESS Level is LOW
- Fall Media Day
- Individual Sport Media Day



8/4 - FALL
NOVEMBER -
WINTER
MARCH -
SPRING



SEMI-PRO TIP



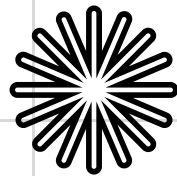
Play Music



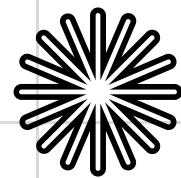
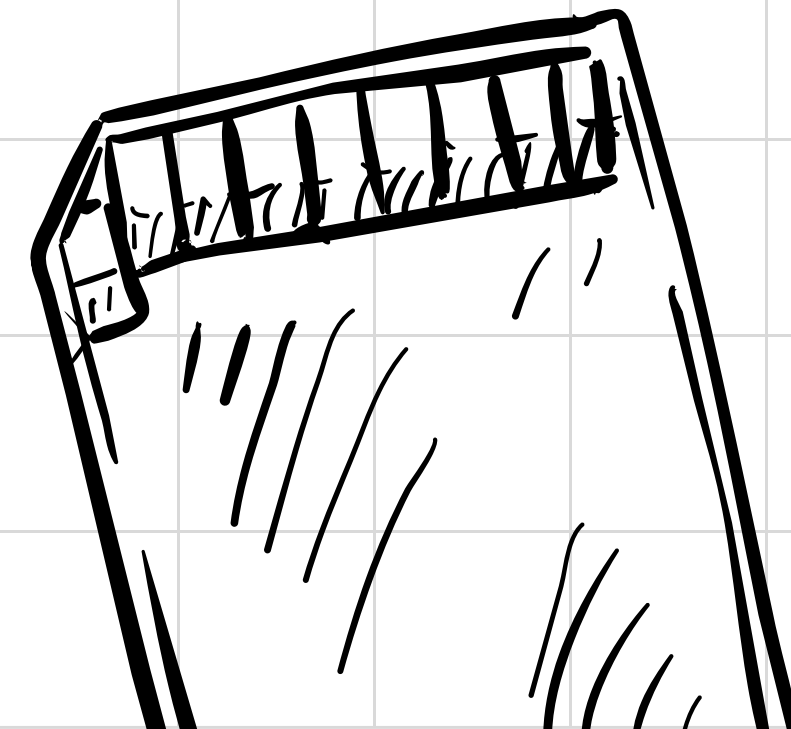
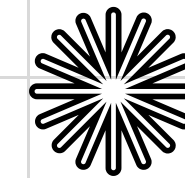
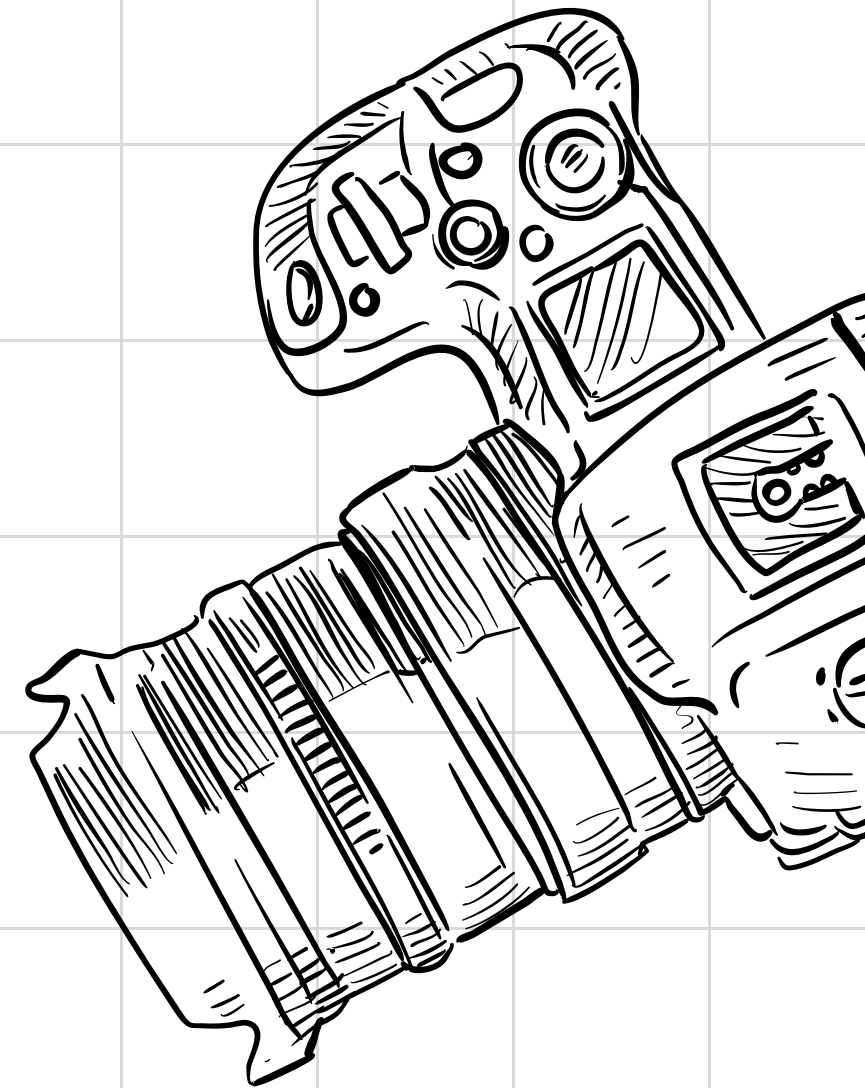
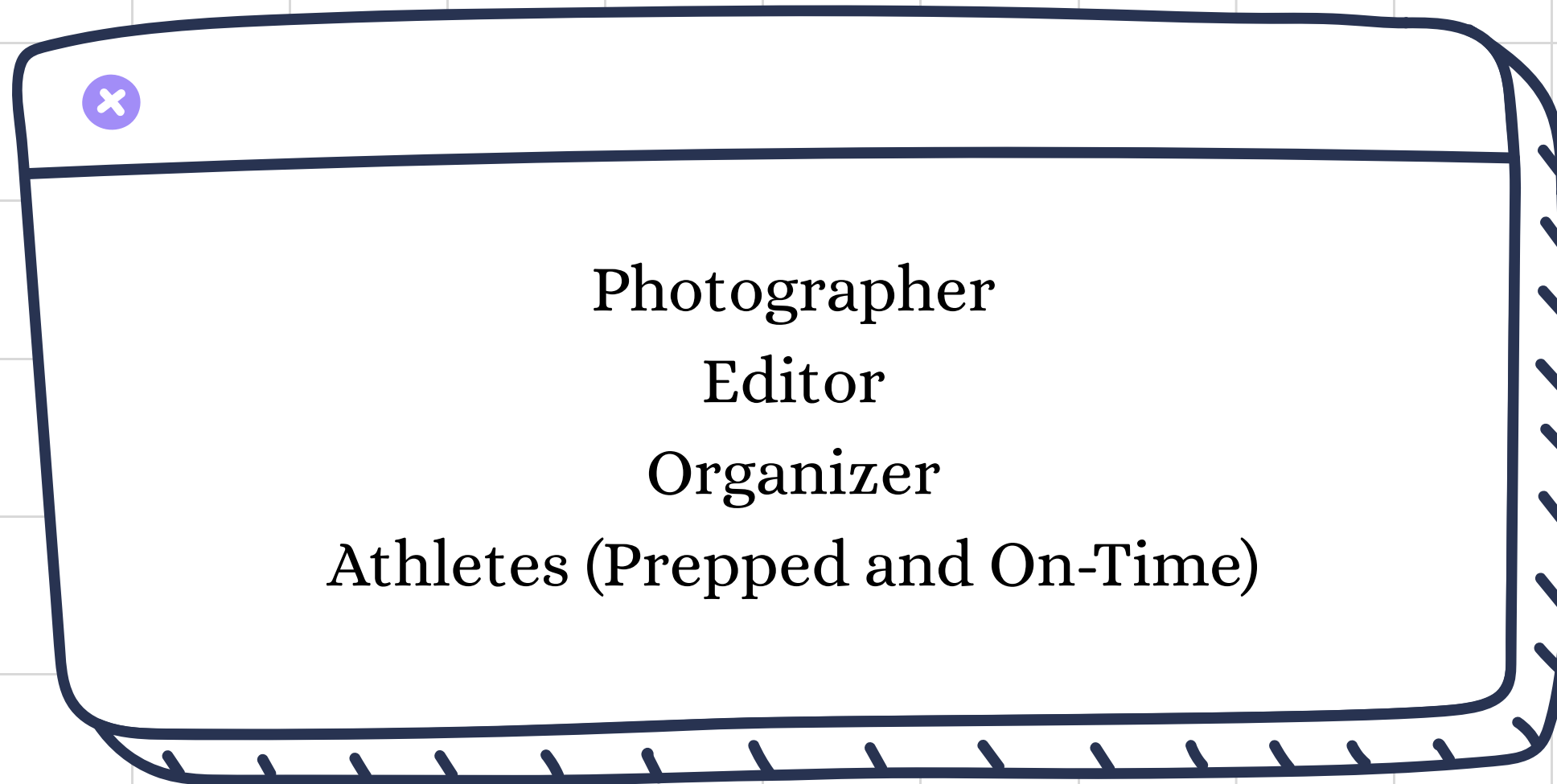
Take Multiple Shots



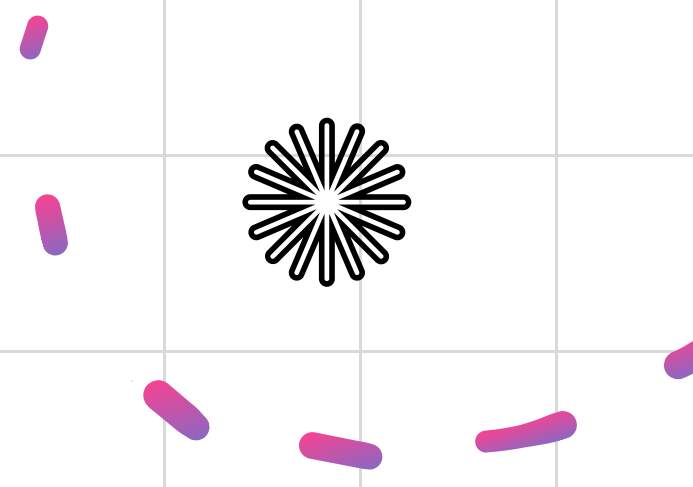
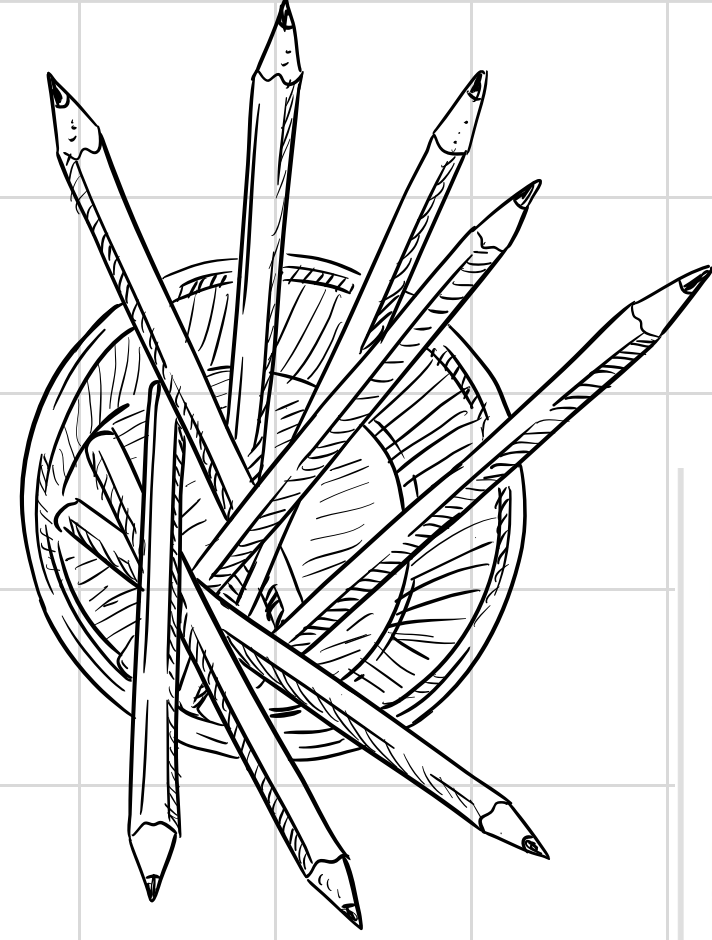
Move Quickly



STUDENT HELP - ROLES



OTHER MEDIA DAYS?



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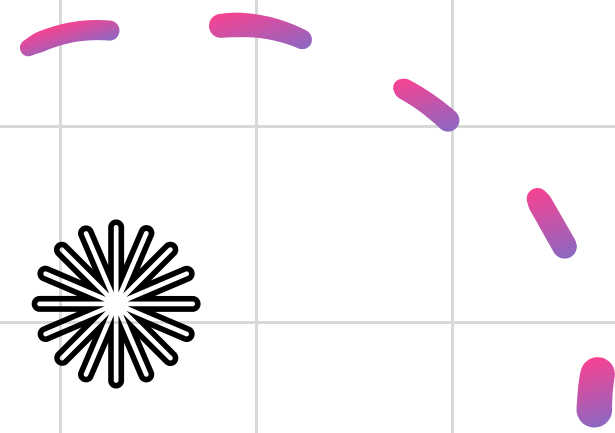
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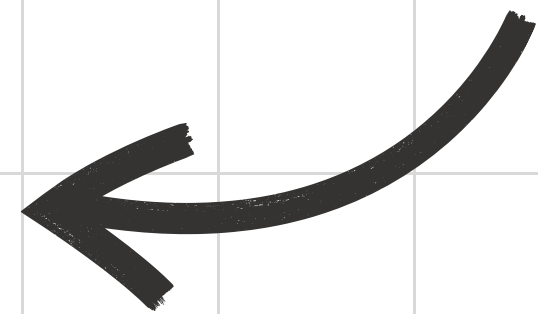
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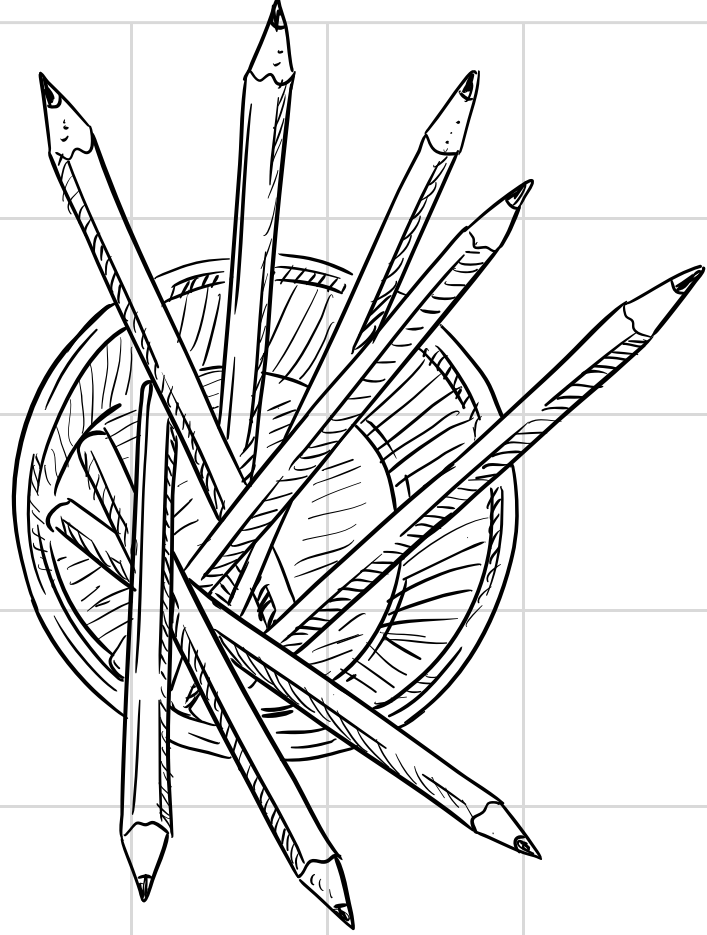


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Media Day for CTE & Fine
Arts Also



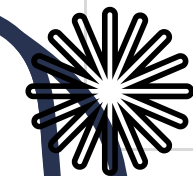
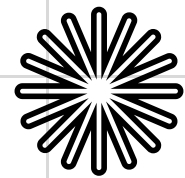


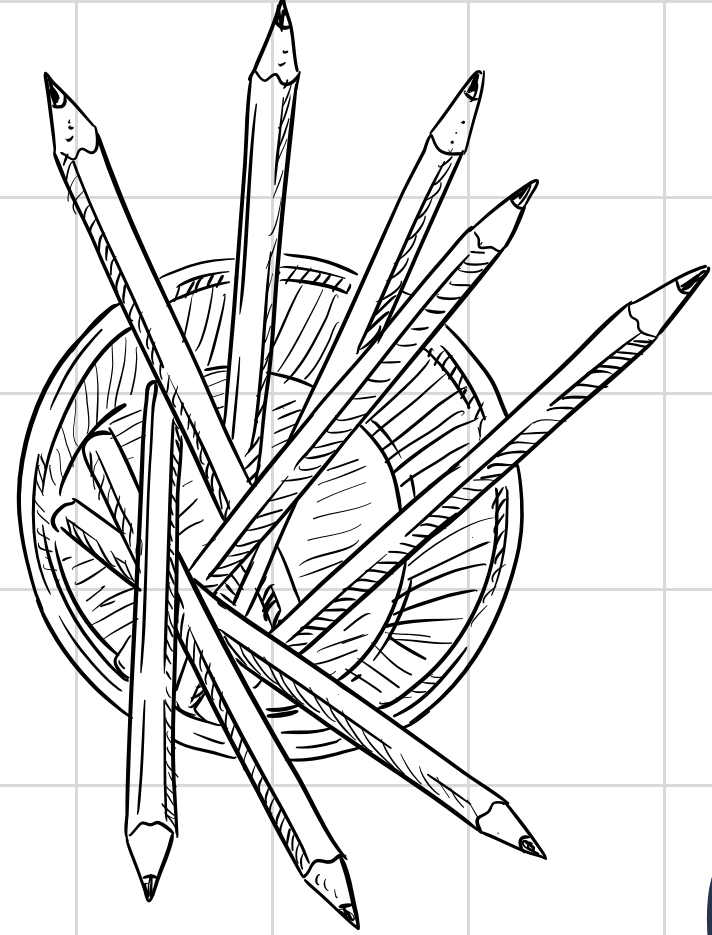
POST MEDIA DAY IMPOTANCE



Keep It Simple

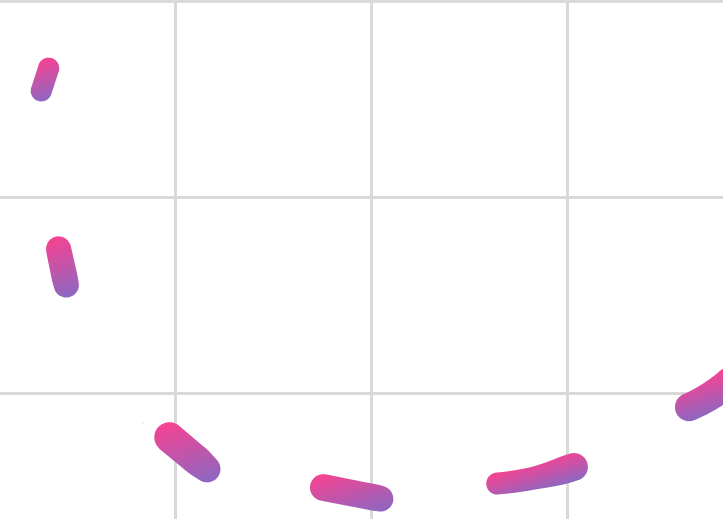
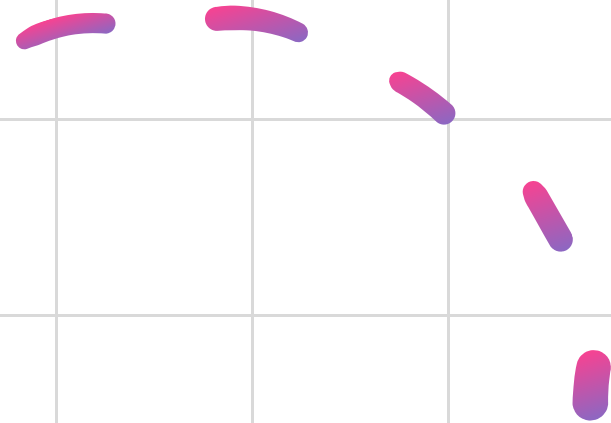
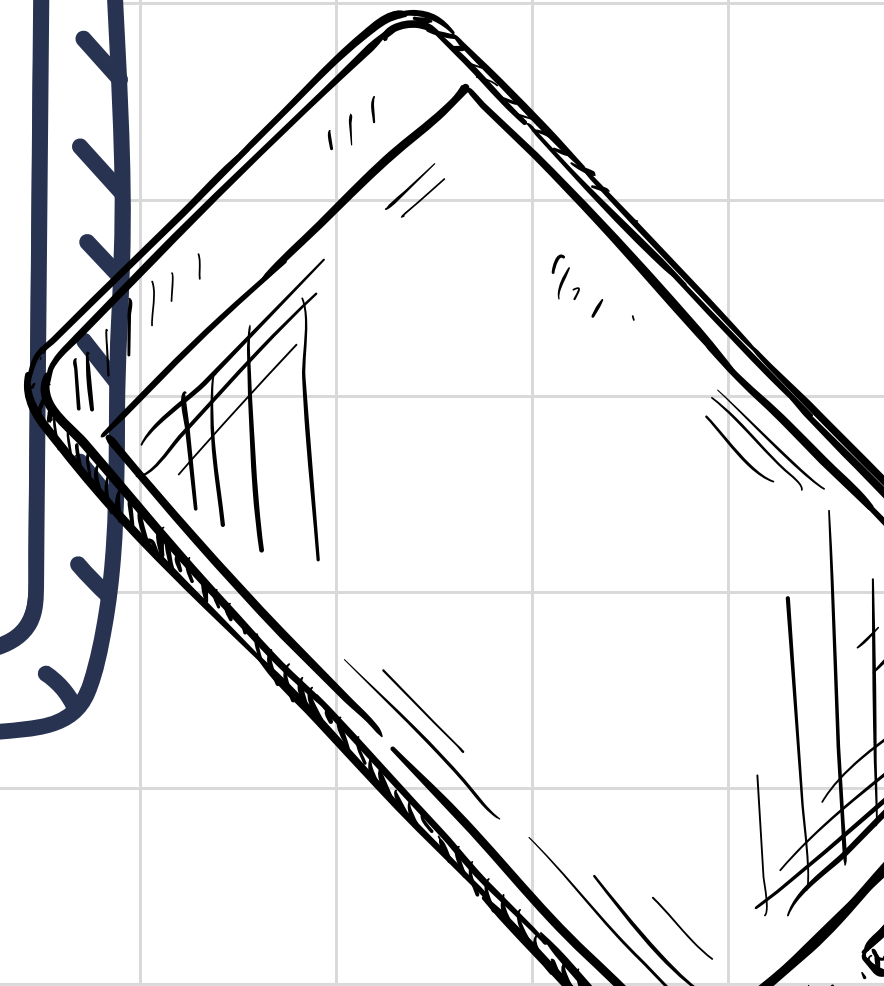
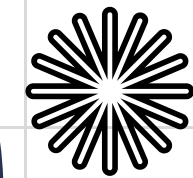
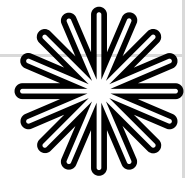
- Editing = where the story becomes clear
 - Consistency
 - Same Tones/Colors Across Posts
 - Contrast & lighting
 - Make Subjects Pop
 - Cropping
 - Focus Attention

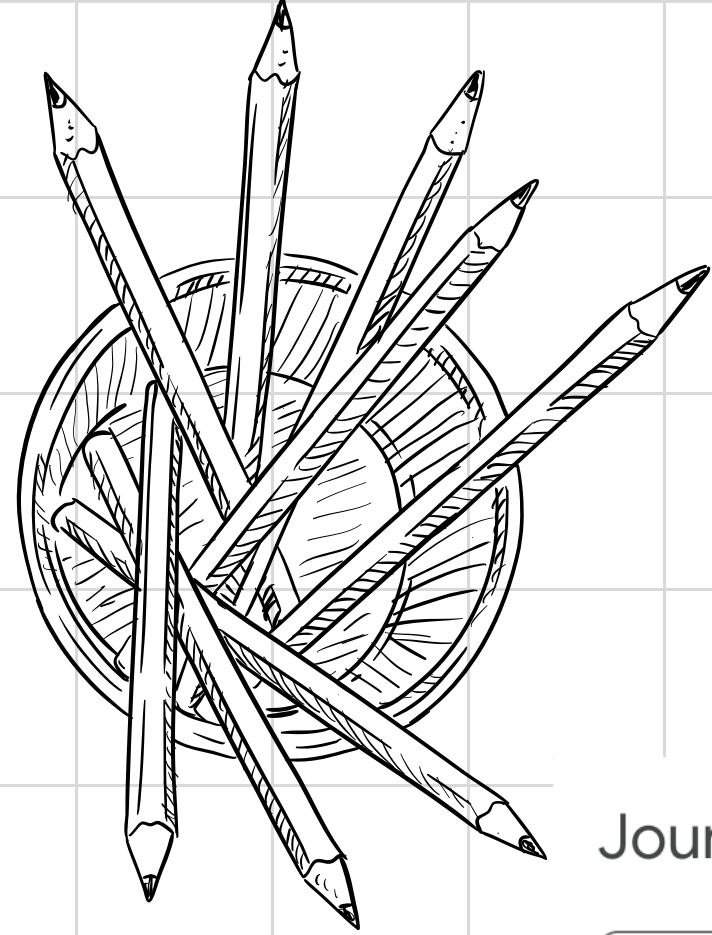




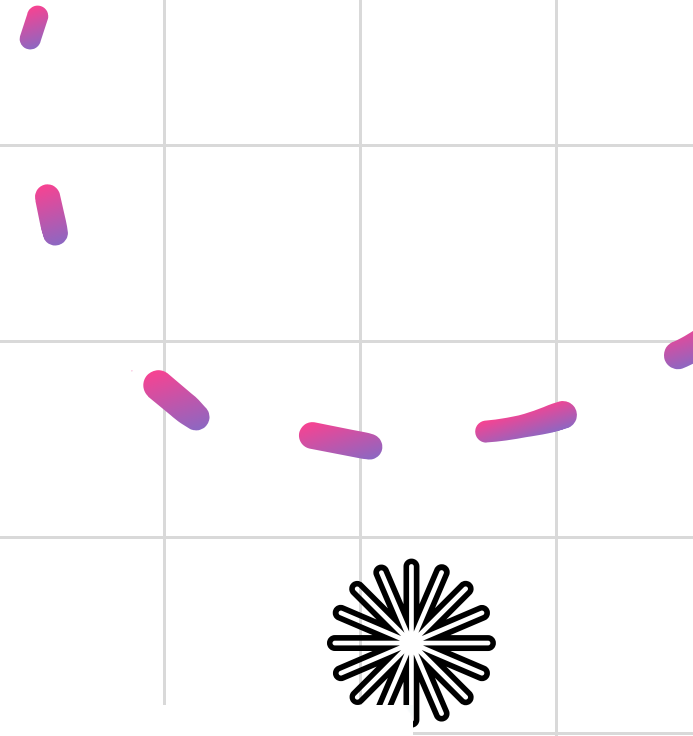
ROLES POST MEDIA DAY

- Assign One Student To Edit the Headshots
- Assign One Student to Edit the Action Shots
- Assign One Student to Organize Folders





FOLDER ORGANIZATION



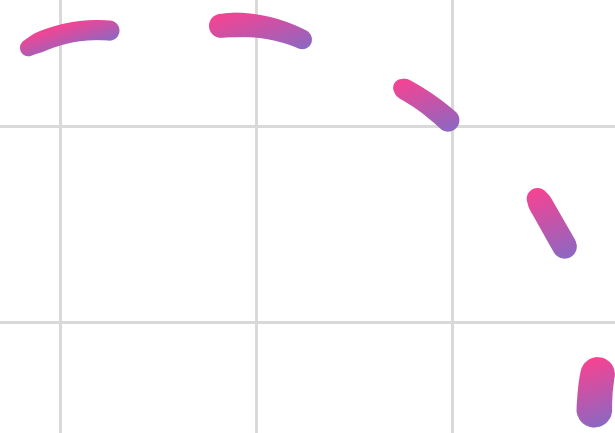
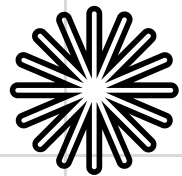
Journalism 2025-26 > Sports > Fall Sports ▾

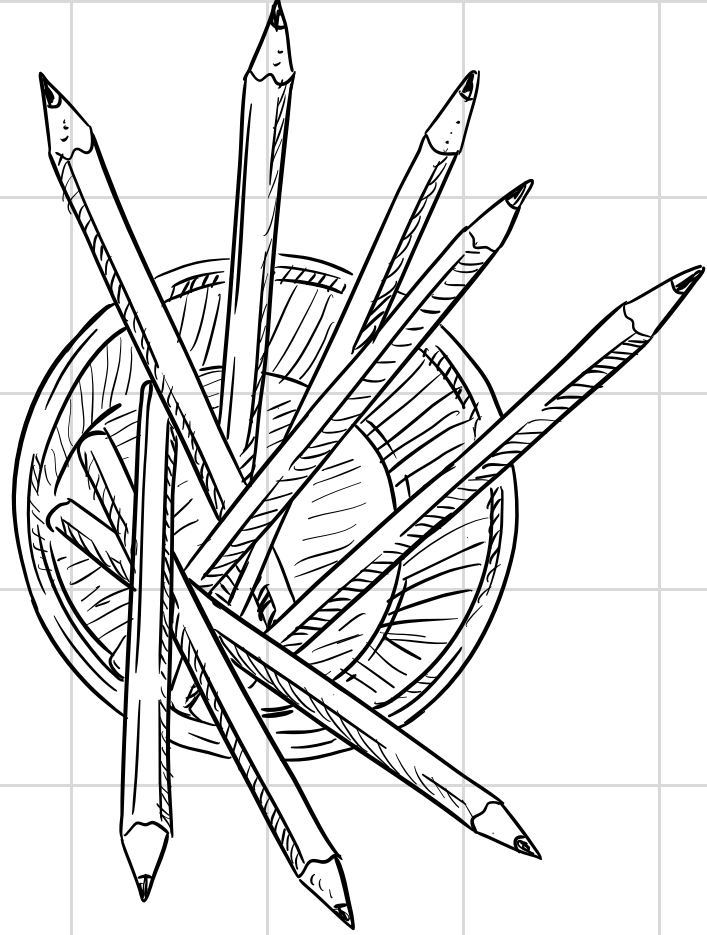


Type ▾ People ▾ Modified ▾ Source ▾

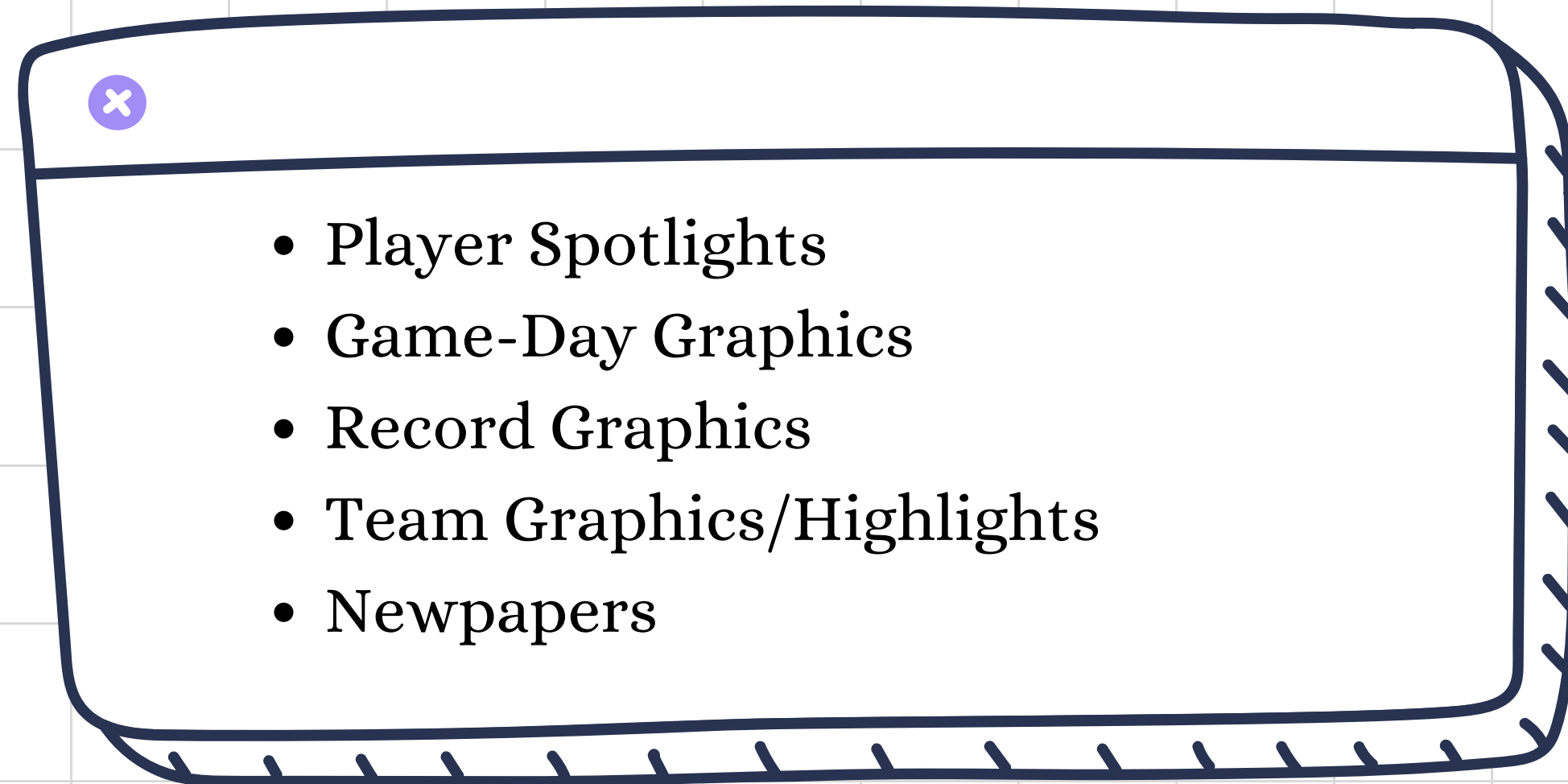
Name ↑

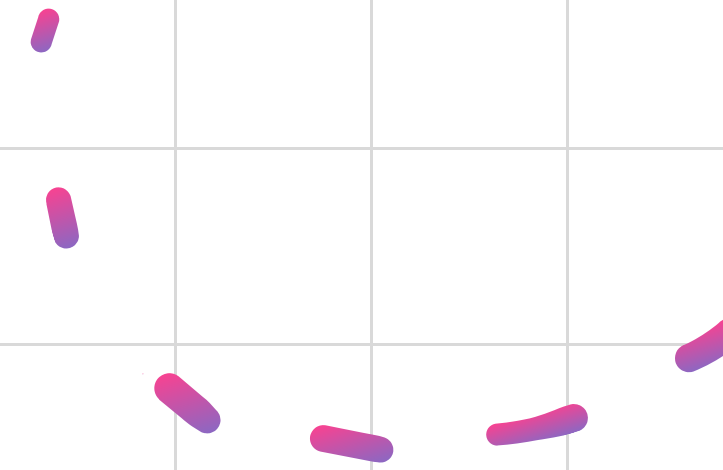
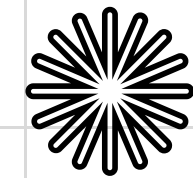
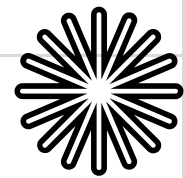
- | | | | |
|-------------------------|------------------------------|----------------|----------------------------|
| 📁 Cross Country (B&G) ⋮ | 📁 Fall Edited Headshots... ⋮ | 📁 Football ⋮ | 📁 Ind. XC Boys Year Book ⋮ |
| 📁 Softball ⋮ | 📁 UNEDITTED Fall Sports ⋮ | 📁 Volleyball ⋮ | 📁 Yearbook Team Photos ⋮ |



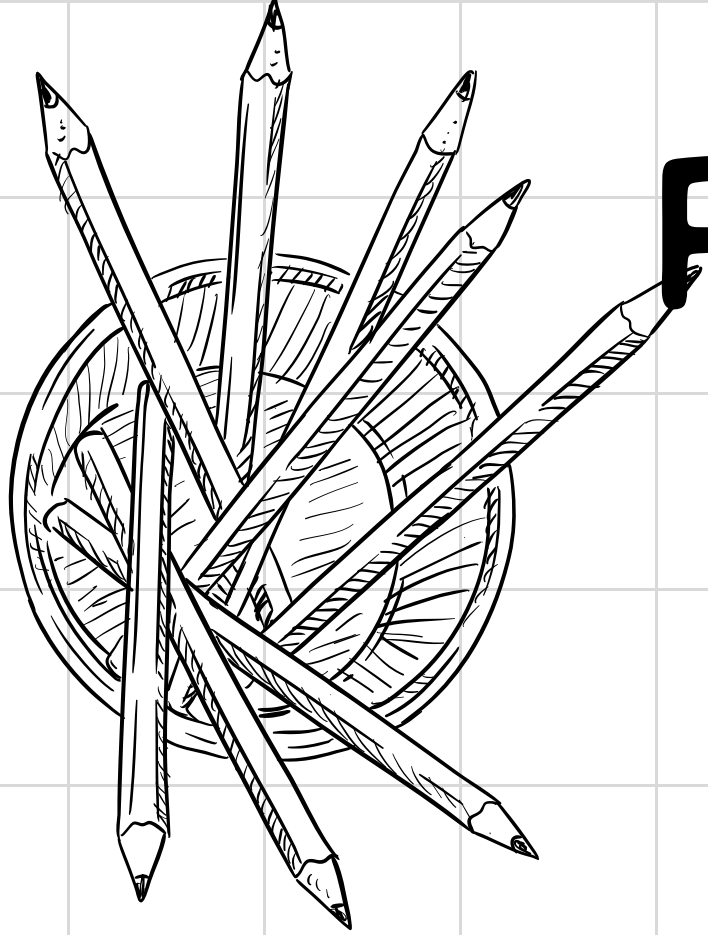


FROM MEDIA TO CONTENT

- 
- A hand-drawn window frame with a purple 'x' in the top-left corner. The frame has a decorative border on the right and bottom sides. Inside the frame is a list of content types.
- Player Spotlights
 - Game-Day Graphics
 - Record Graphics
 - Team Graphics/Highlights
 - Newspapers



FROM MEDIA TO CONTENT



**SEASON FT%
SCHOOL RECORD**

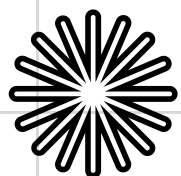
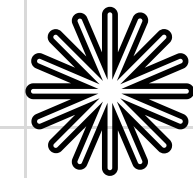
80.8%

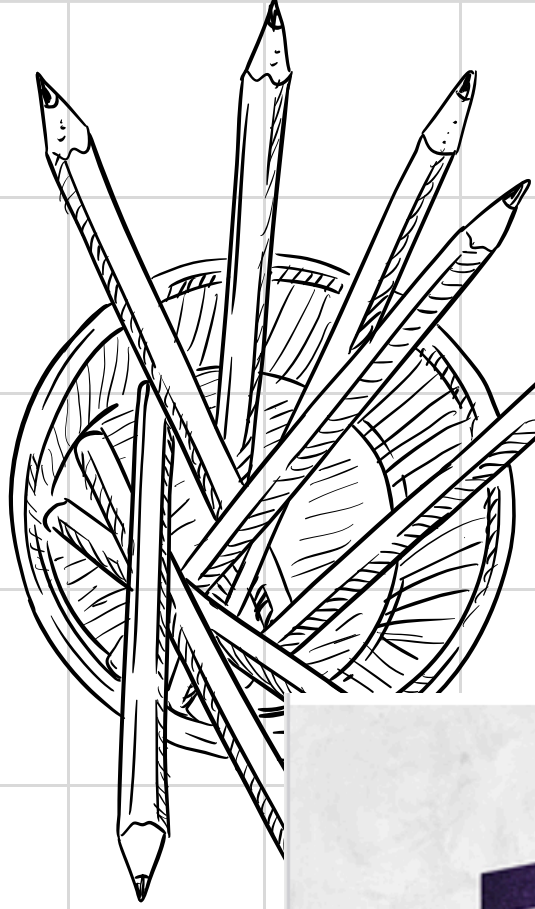
MILFORD EAGLES

MILFORD BASKETBALL

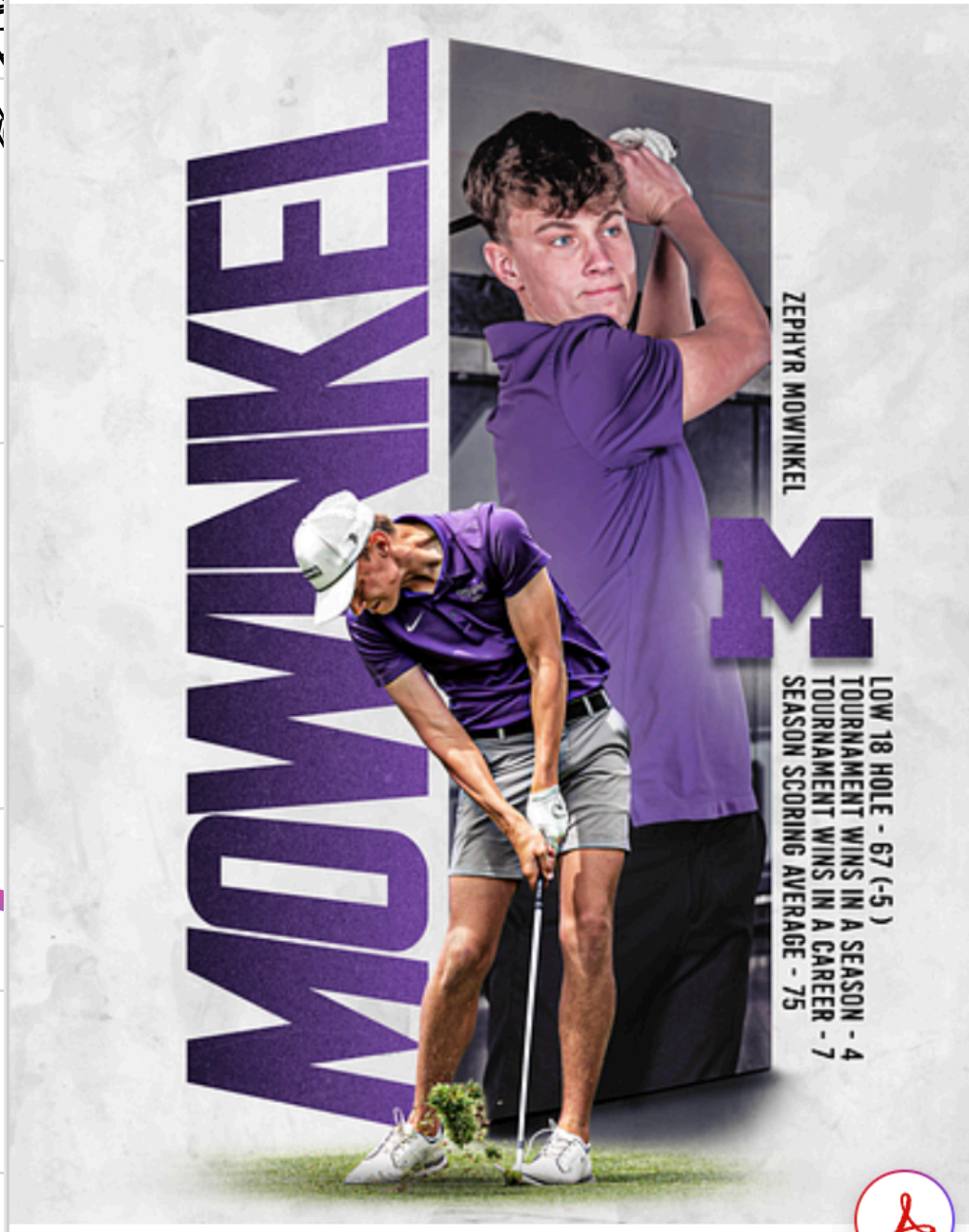
**LONDON
ROTH**

M

A purple-themed graphic for a basketball player. It features a large portrait of Landon Roth in a white jersey with blue trim, and a smaller full-body image of him in a purple jersey with the number 10. The text 'SEASON FT% SCHOOL RECORD' and '80.8%' is at the top. The name 'LONDON ROTH' is at the bottom right. A large white letter 'M' is at the bottom left, circled in red. The background of the graphic has a repeating pattern of 'MILFORD BASKETBALL' around a circular border.



FROM MEDIA TO CONTENT



M Milford Public Schools Just now · 🌐

The #MilfordSoar/Crete baseball team jumps into action this week! Good luck at all of your games!

CRETE/MILFORDSOAR BASEBALL

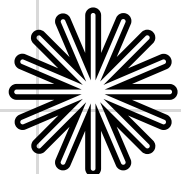
Game	Opponent	Time
CRETE	VS SEWARD	4-20-26 4:30 PM
CRETE	VS WAVERLY	4-22-26 4:30 PM
CRETE	VS OMAHA SOUTH VIKINGS	4-24-26 4:30 PM

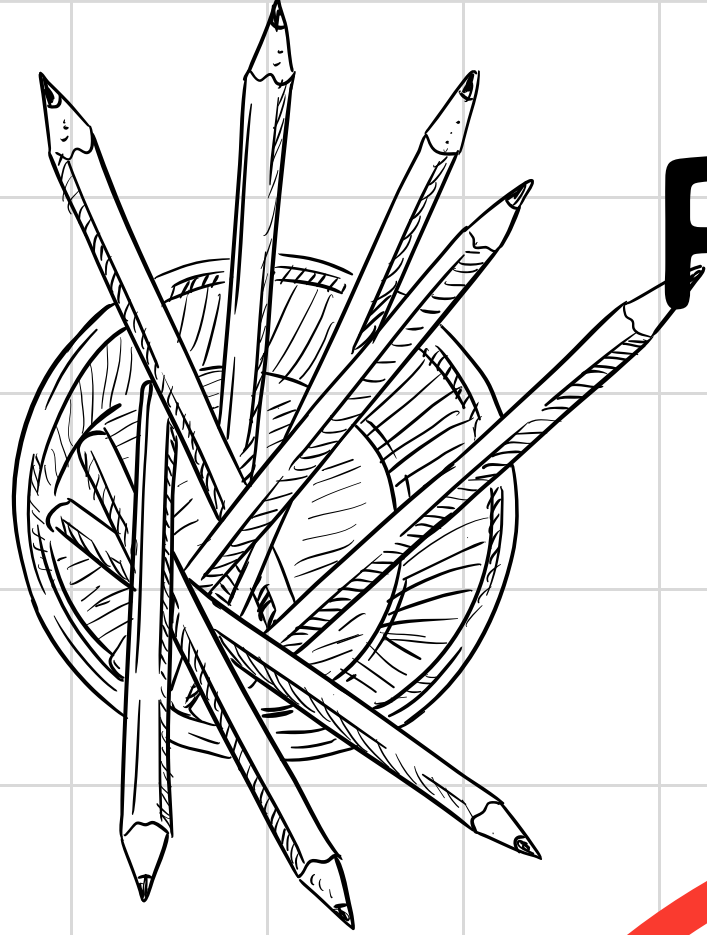
M Milford Public Schools Just now · 🌐

Good luck to the Quiz Bowl team as they will be competing at the Civic Center today. Go Eagles!

QUIZ BOWL

Group photo of the Quiz Bowl team members in purple shirts, standing in front of a whiteboard with math equations.





FROM MEDIA TO CONTENT STUDENT MANAGER

M Milford Public Schools
Just now · 🌐

The #MilfordSoar seniors head the track and field one final time today, leading the boys and girls teams at the B4 District Championship Meet as they compete for spots at the NSAA State Track Meet.

📍 : Waverly High School - Waverly, NE

🕒 : 10:00 am Field Events Begin

🕒 : 1:00 pm Running Events Begin

Live Results:

<https://www.sportsequipment.com/meets/73>

125/live



M Milford Public Schools
Just now · 🌐

Congratulations to #MilfordSoar Junior Zephyr M... on his record-breaking golf season.

Zephyr bettered four school golf records:

🏌️ Lowest 18-hole score in school history 67

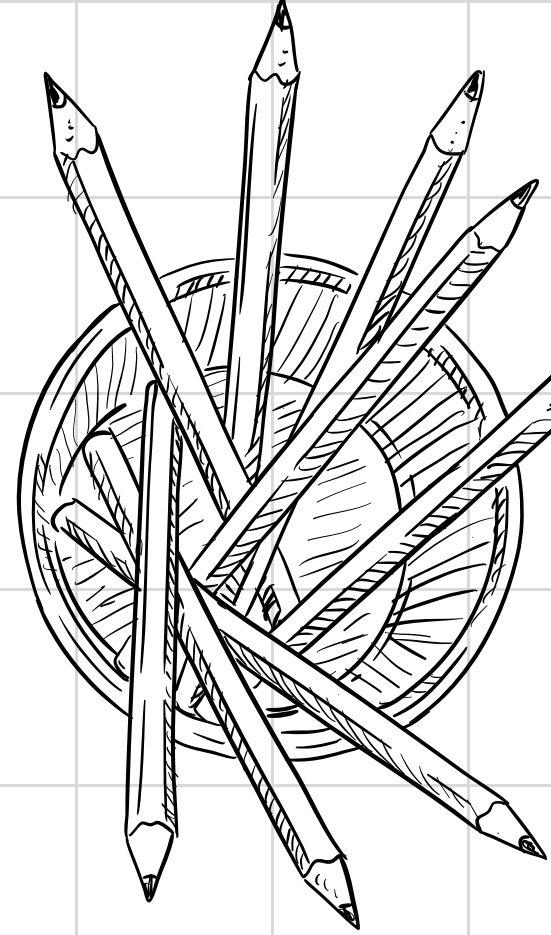
(-5)

🏆 Most tournament wins in a single season (4)

🏆 Most consecutive tournament wins (7)

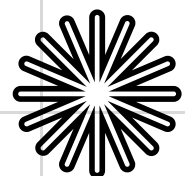
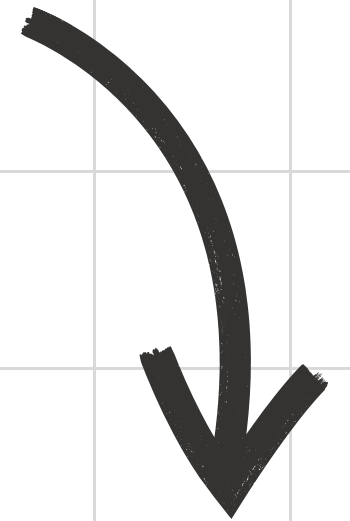
📄 Lowered his own school record to a 75.0 scoring average

🌟: Graphic created by Milford Alum Avery Carter.



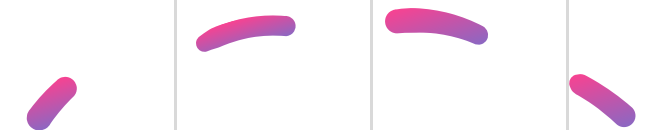
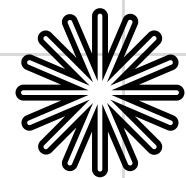
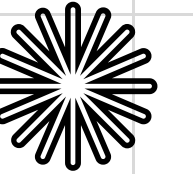
FINALLY - YEARBOOK NEEDS

Some yearbook ideas include
using images from media
days.

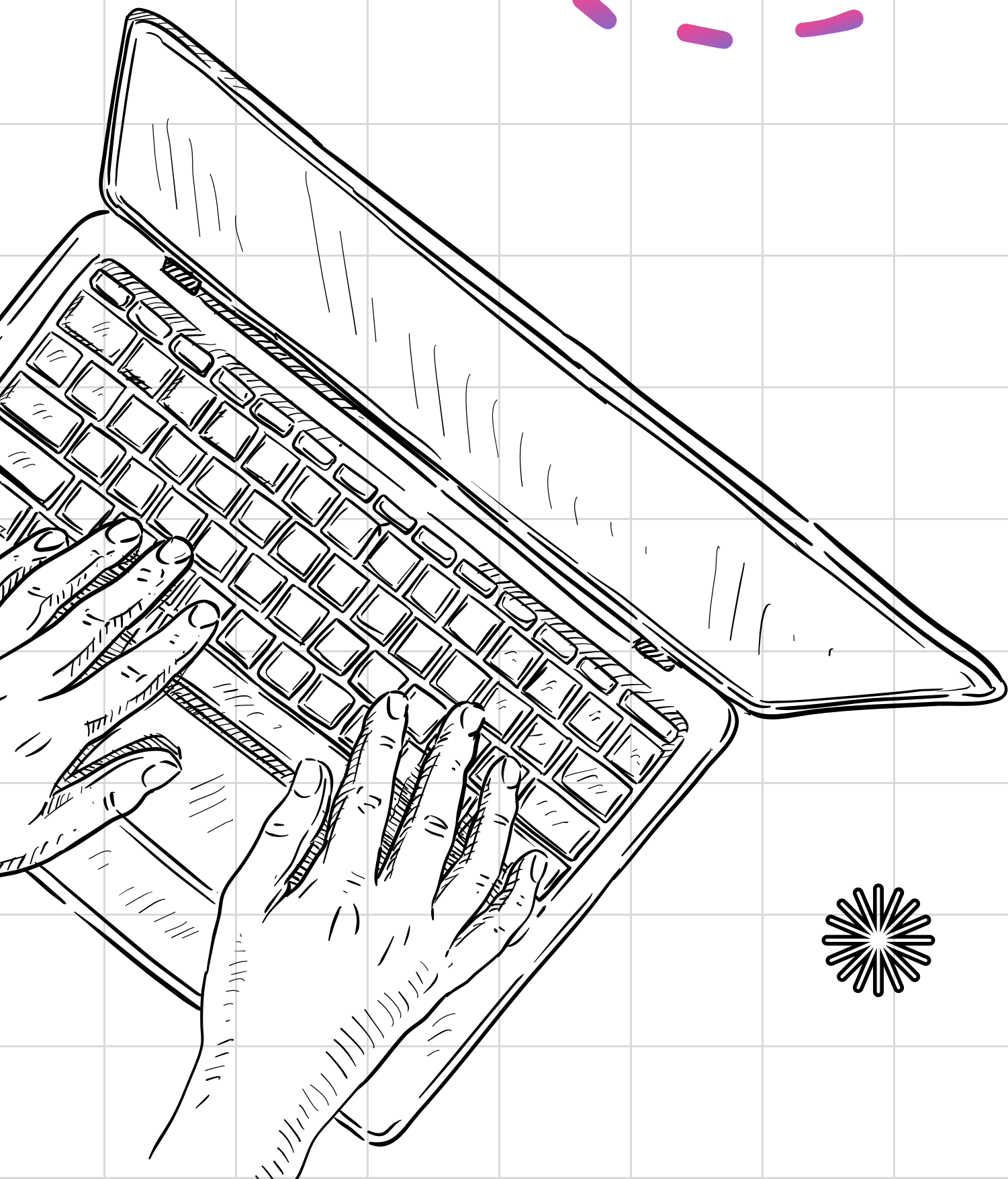




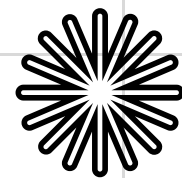
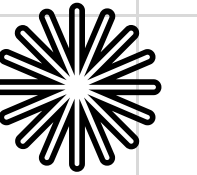
**FINAL THOUGHTS -
YOUR DAY MUST
MEET YOUR NEEDS**

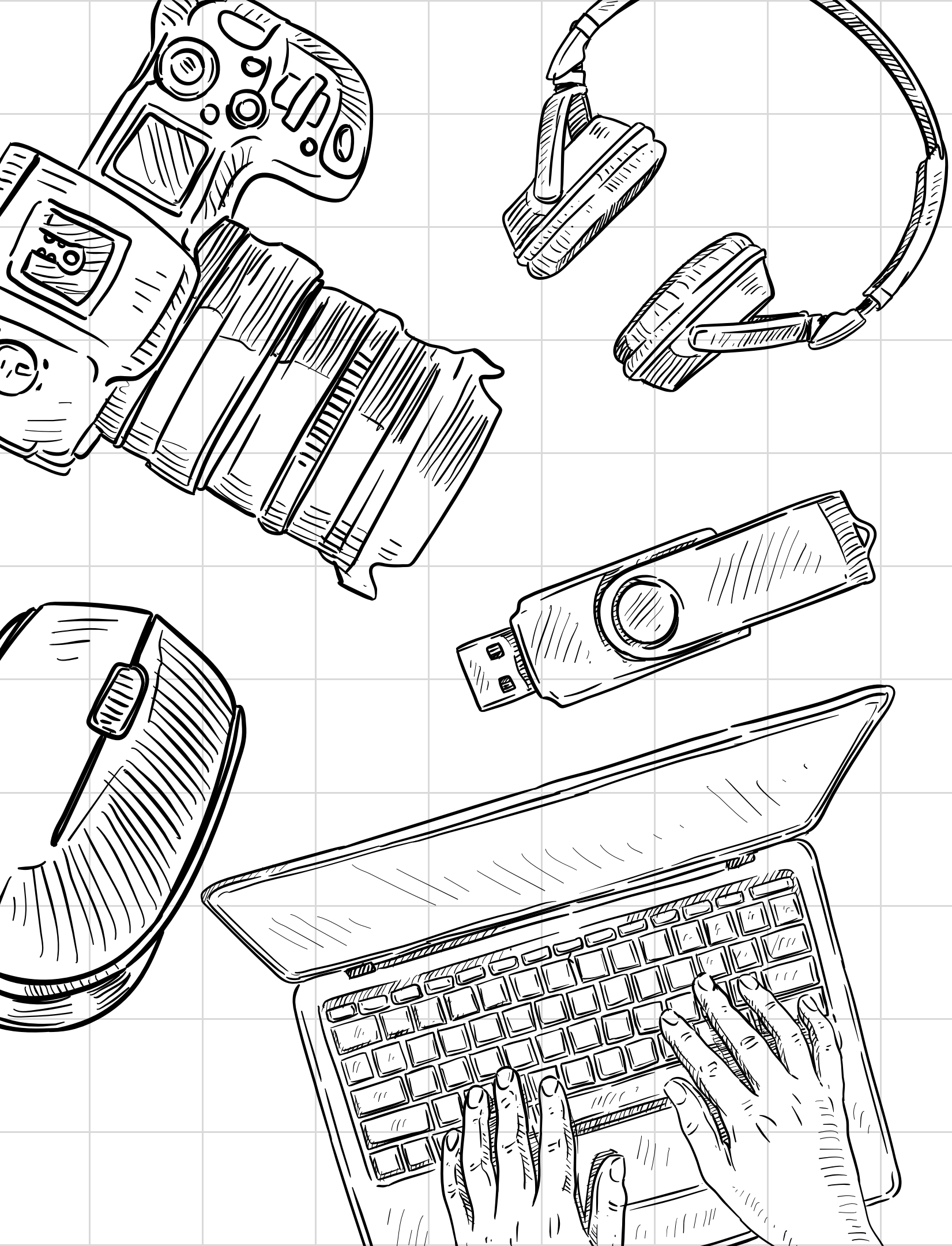


TODAY WE DISCUSSED...



- Plan and Organize an Effective Media Day
- Capture Social Media Content with Purpose





Any Questions?

**THANK
YOU**

