

COVERAGE IN 2021

sports ideas

Last spring, schools extended spring breaks and canceled sports seasons. Now, we're back on the field, but it's not quite the same.

Whether you have full access or limited options, it's an ideal time to reimagine sports coverage and think creatively about what to feature.

Here are 50+ sports ideas to tell compelling stories and create dynamic designs. Let's play ball!

FEATURE PROFILES

Profiles should play an integral part of sports pages; they provide insight into players and seasons. Consider running individual modules or dedicating entire spreads. Formats could include:

- In-depth features
- First-person stories
- Mini-stories
- Anecdotes
- Q&As
- Quotes

Depending on the format, profile topics could range from detailed focuses to overall coverage. Consider covering:

- Season (overall, highlights, final season)
- Background (how started in sport, why he/she enjoys it)
- Practice (own training, routines, weightlifting, helpful drills, routines)
- Games (best, toughest, disappointing, close, rivalry)
- Moments (funny, memorable)
- Skills (abilities, improvements)
- Overcoming obstacles

FOCUS ON VISUALS

Whether photos are limited or you want a change of pace, visual choices make a dramatic impact. Try incorporating into spreads:

1. Player cutouts

- Smart option when game photos are not available
- Useful for profiles, other modules and full spread designs
- Cut out game photos or schedule player "sportraits"
- Ask team photographer for individual shots
- Ask coach or player to send photos if necessary

2. Object cutouts

- Cut out a single item (like a tennis racquet or ball) to serve as a dominant image
- Or feature multiple objects in module, across spread or grouped as the dominant

3. Backgrounds

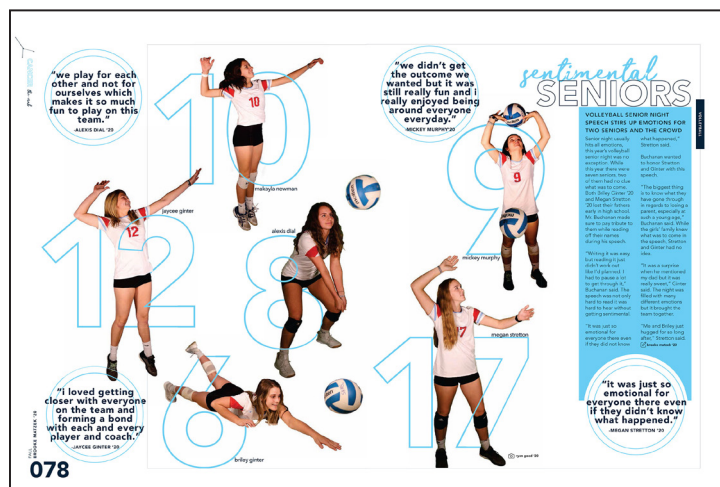
- Use full-bleed images of objects, game action or the game/event setting



Hill Country Christian School, 2020



Stanford Middle School, 2020

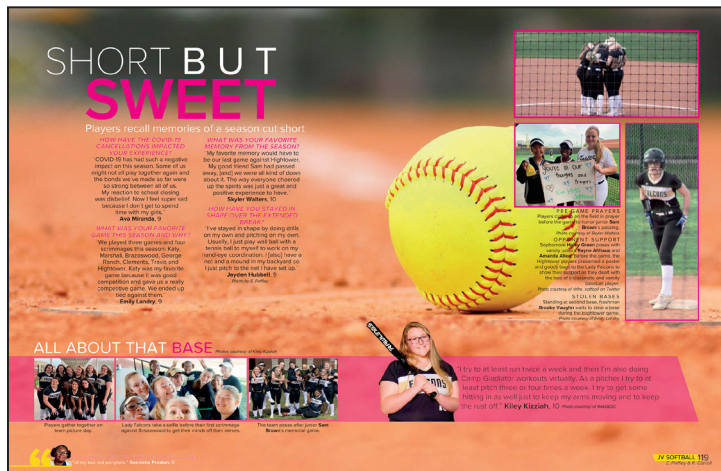


Shawnee Heights High School, 2020

[illegible]

- Good luck charms
- What's in your bag?
- Overheard in the locker room/
practice
- Tournament stories
- Road trip stories
- Road trip dining
- Player positions
- Athletic expenses
- Personal records
- Season statistics
- Game recaps
- Playoffs
- Sports gear
- Workout/practice equipment
- Athletic shoes
- 5 things you don't know about...
[sport/athlete]
- College athletic signings
- Managers & trainers

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Foster High School, 2020



Hill Country Christian School, 2020



Staley High School, 2020



Little Rock Central High School, 2020



Klein Collins High School, 2020

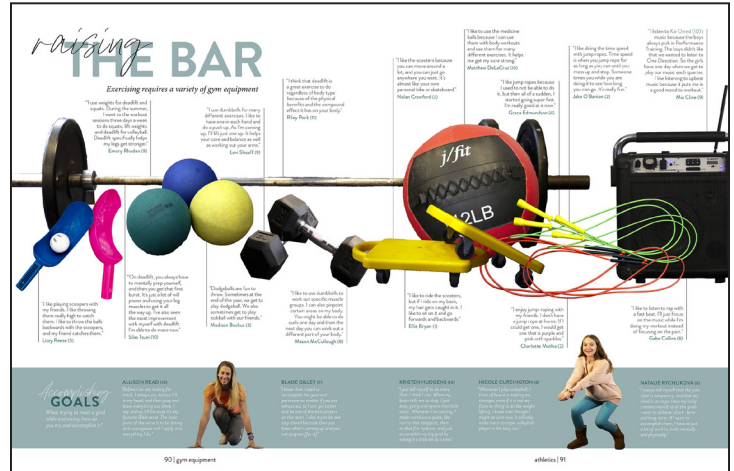


McKinney Boyd High School, 2020

sports ideas



San Elijo Middle School, 2020



Hill Country Christian School, 2020



Claudia Taylor Johnson High School, 2020



Inglemoor High School, 2020



Hendrickson High School, 2020



Shawnee Heights High School, 2020