



COMMUNICATIONS SCHEDULE

THE CORE PLAN

GOAL FOR EACH DAY:

To avoid overshooting,
give yourself
permission to stop
once you have enough.

DAILY - 1 DAILY RECAP / CAROUSEL (BY 2:30)

- 8-12 strong photos
- 8-12 short video clips
- 1 very short “quote/moment” from a camper or leader if possible - photo / video

DAILY - SOCIAL POST (BY 3:30PM)

- Use template on canva - use one color for each theme
- Answer the Question of the Day (see Overview Backstage) with ‘highlight words’ on image
- adapt social post copy & insert QOTD to end of social post
- Adjust / edit photos brightness, temperature
- for now, tag info@k2k on canva / msg whatsapp when complete

DAILY - UPLOADS (BY 3:30PM)

- insert best 3-5 clips to Recap Video from each day AND best interview clip(s)
- upload photos and videos to Dropbox each day

FRIDAY 11:00AM - RECAP VIDEO FOR SHOWCASE

- 5-8 short interview clips total across the whole week
- One strong opening and closing shot (a sped up tour of walking into the building and throughout all the stations - ending with all kids in the large group dancing on stage or at Showcase)
- [sample from 2025](#) for reference to photos/videos, lower 3rds
- [template for design](#)
- as camper speaks to content - show content (example, camper speaks about dance - video shows dancing)
- Final length: 2.5 minutes



COMMUNICATIONS SCHEDULE

DAILY ROUTINE:

8:30-9:10 — ARRIVAL + SETUP SHOTS

**Capture the environment before things get busy.

Shots to capture:

Camp signs / welcome table + signs

Staff preparing supplies, crafts, snacks, theme decor

A few wide shots of the stage, hall, lobby, classrooms

Close-ups of themed details

GOAL:

5 photos + 5 short video clips.

8:50-9:15 — CHECK-IN + CAMPERS ARRIVING

*** we don't capture this on day 1 because it can feel intimidating for new campers.

Shots to capture:

- Campers walking in
- Staff greeting families
- Campers with friends, crews
- Check-in in action
- Smiling volunteers
- Sharing with crew / leader their Take Action

***Do not overshoot here.
Once you have a few warm
welcome moments, move
on.

Video clips:

- Campers entering
- High-fives
- Staff, families waving to VESPER, in parking lot
- Campers leaving bags at wardrobe



COMMUNICATIONS SCHEDULE

9:15-9:40 — OPENING / MUSIC

Shots to CAPTURE:

Wide shot of the stage
Campers doing actions/singing
Leaders on stage
Volunteers participating with campers
Close-ups of hands raised/clapping/motions/ dance
Bible Story

Video clips:

3-5 short clips of worship/camp song/dance
1 clip of the leader introducing the day/theme
1 clip of campers responding/laughing/participating
.

GOAL: This section gives you the energy for the daily recap

Ask camper(s) to pose while dancing, acting, singing etc

Say, "put arms around shoulders, stand beside each other and give big big smiles!"

9:30-12:30 — ROTATION 1: ACTIVITY/CRAFT/SNACK/GAME

** Pick one or two rooms only, not everything.

Shots to capture:

- Campers hands doing props; Staff helping (smiling)
- Detail shots of crafts, Bibles, supplies, Playbill, wristbands, snacks
- Crews interacting
- Laughter/movement

Boundary: Spend no more than 10-15 minutes per area

Video clips:

Hands working on craft
Campers running/playing a game
Staff assisting a camper
One "theme of the day" moment/prop

During Game: ask camper(s) to pose with object(s) of game



COMMUNICATIONS SCHEDULE

10:30-10:45 — INTERVIEW WINDOW

This is where you collect content for the weekly recap.
Try to capture 2 short interviews per day, not 10.

Camper questions | Keep these very easy and fun:

“What has been your favourite part/moment of camp today? and Why?”

“What did you learn about _____ [Bible Story/person / Belonging / Dreams / Joy and Celebrating]?”

“What would you tell a friend about VISTO Camp? or [theme]”

“What made you laugh today?”

“What are you excited for tomorrow?”

Important: Ask for answers
in one sentence. You want
short, usable clips.

Staff questions

“What has been a highlight part of the day today?”

“Why do you love serving at VISTO?”

“Where have you seen God this week so far?”

“What would you say to families who are new to VISTO?”

12:20-1:40 — START EDITING/SELECTING

Sit somewhere quiet and immediately choose:

- 8-12 best photos
- 8-12 best video clips
- 1 interview clip, if you got one
- 1 strong “hero” image for the email/social post
- create canva file (on Monday). Use one color for entire week.

DURING BREAK/LUNCH
Ask campers to hold a prop,
costume piece to capture
story

Do not review everything. Pick the obvious winners.



COMMUNICATIONS SCHEDULE

1:40-2:00 — DAILY CHALLENGE

Shots to CAPTURE:

Wide shot of the stage / daily challenge activity
Campers doing actions/game; Leaders on stage
Campers/staff cheering/suprised/disgusted
Close up of emotions/expressions

Video clips:

1-3 short clips of daily challenge
1 clip of the leader introducing the daily challenge
1 clip of campers responding/laughing/participating
.

2:00-2:40 — SMALL GROUPS

Shots to CAPTURE without interruption:

Crews huddled together
Hands in Take Action book, on small group craft
Campers / staff praying

Video clips:

1-3 short clips of small groups around the building
1 clip of the leader teaching/coaching
1 clip of campers being thoughtful, playing game, praying
.



COMMUNICATIONS SCHEDULE

2:40-3:45 — SPOTLIGHT SESSIONS

Shots to CAPTURE:

Crews in hallway or classroom with staff/in pairs/celebrating
Campers interviews between sessions

1:40-3:10 —REHEARSAL FOR SHOWCASE (FRIDAY)

Upload Recap Video to Computer in Rehearsal Hall/QLab:

- with assistance of VISTO student volunteers or Tabs

1:40-3:10 —REHEARSAL FOR SHOWCASE (FRIDAY)

Shots to CAPTURE:

Actors waiting to go on stage (get behind curtain, on stage
looking into wings etc)

high fives between campers / crew leaders

Quill & camper sharing testimony as they share / after as a pair

Wide shot & Close up: Actors in costumes/singing/dancing

Video clips:

5-6 short clips of showcase components

1 clip of the Host

1 clip of campers behind the curtain between their songs