



Camp Information

Thank you for registering your child for JR SportBrief Sports Media Camp!

We are excited to welcome your family this summer and appreciate the opportunity to create a positive, educational, and unforgettable experience for your camper. Please read this packet carefully to help prepare you and your child for a wonderful experience.

Camp Hours:

- Camp hours are 9 AM - 4 PM Monday–Friday (Drop-off starts at 8:40 AM and pick-up ends at 4:20 PM)
- Extended care is available from 4:20 PM - 5 PM for an additional fee.
- Please review our Drop-Off and Check-Out Procedures for details.

Dress:

- Campers should arrive dressed comfortably in appropriate clothing and athletic shoes or sneakers. Flip flops, slides, crocs, and open toed shoes are not allowed.
 - Hats, hoods, caps and clothing with inappropriate language or graphics are not permitted.
 - Students may occasionally be asked to dress “media ready” or presentation-ready for designated media days, showcase recordings, guest speaker sessions, or special events.
 - On designated camp days, students may be required to wear official camp t-shirts.
- See the Student Handbook for the complete dress code policy.

What to Bring:

- Refillable water bottle
- Lunch and snacks (unless otherwise notified)
- Optional: A lightweight jacket or sweater (hoodies are permitted but hoods may not be worn indoors)
- Please ensure camper’s items are labeled with their names.

What NOT to Bring:

- Cash
- Tablets, gaming devices or Bluetooth headphones (cell phones are permitted at camp and are subject to the terms of our technology policy).
- Toys and trading cards
- Items that may distract from camp activities

JR SportBrief Sports Media Camp is not responsible for lost, stolen, or damaged personal items. While we will do our best to assist your camper in locating lost items, it is your camper’s responsibility to keep up with the items they bring to camp.

The JR SportBrief Sports Media Camp Team reserves the right to request that any item that is not being used safely and/or appropriately be left at home.

General Reservations Policy:

- Registration is not considered complete until payment has been received.
- Enrollment fees are non-refundable and applied toward tuition.
- Refunds will not be issued for no-shows or for individual missed days of camp.
- Camp capacity is limited and spots are reserved on a first-paid basis.
- Tuition balances must remain current for campers to participate.
- Program schedules, activities, and guest appearances are subject to change.

Camper Expectations:

We expect all campers to:

- Treat staff and fellow campers with respect
- Participate positively in activities
- Follow staff instructions
- Use equipment responsibly
- Maintain professionalism during camp activities
- Represent the camp positively onsite and during field trips

Please review these expectations with your camper. If you believe that your camper will not be successful in meeting these expectations, please contact our administrator at admin@jrportbriefcamp.org to discuss options.

Behavioral Policy:

JR SportBrief Sports Media Camp maintains high standards for behavior and professionalism. To ensure that our camp is safe and enjoyable for all campers, the following behaviors are strictly prohibited and will result in dismissal from camp without refund:

- Bullying or harassment
- Physical aggression
- Repeated disruption
- Inappropriate language
- Intentional damage to equipment or property
- Unsafe behavior
- Vandalism or Theft

Please refer to the Student Handbook for complete behavioral policies and procedures.

Respectful of the needs for all campers' personal safety and the safety of others, **JR SportBrief Sports Media Camp reserves the right to remove a camper from the program at any time.** If a continual behavior problem persists, or depending upon the severity of the behavior, a child may be sent home immediately and parent/guardian may be informed that the child will not be allowed to return to camp for a period of time or for the remainder of the program.

There are no refunds when a child's own behavior requires they be sent home.

Attendance and Participation Policy:

JR SportBrief Sports Media Camp offers flexible enrollment options designed to accommodate a variety of summer schedules. Families may enroll for a single week, multiple weeks, or the full summer session.*

To help campers have the best possible experience:

- Campers are encouraged to attend consistently during their selected enrollment weeks. Because camp activities are collaborative and project-based, frequent absences may impact participation in certain projects and team activities.
- Families should notify camp staff regarding planned absences whenever possible.

*Participation in select experiences, including the Final Showcase and certain field trip opportunities, may be reserved for campers enrolled in three or more weeks of camp.

Drop-off and Pick-Up Procedures & Late Check-Out Fees

Drop-off and Pick-Up Times

- Drop-off is from 8:40 AM - 9:00 AM
- Pick-up is from 4:00 PM - 4:20 PM
- Extended Care check-out is from 4:21 PM - 5 PM

Late Pick-Up Fees

- Campers who have not purchased Extended Care and are not picked up by 4:20 PM will incur fees.
- If camper is picked up late between 4:21 PM - 5 PM, an additional \$15 fee will be owed.
- If camper is picked up late after 5 PM, a charge of \$3 per minute per camper will be owed.
- Late fees are due at the time of pick-up.

Pick-Up Codes

On the first day of camp, caregivers will be given a printed pick-up number for their child. This number will be required of anyone picking up your child. Please display the number on your car's dashboard during pick-up. For your camper's safety, we will not release your child unless the appropriate check-out number is provided. If your child will be picked up by someone else, the number can be written on a piece of paper and presented at check-out.

Late Drop-Offs and Early Pick-Ups

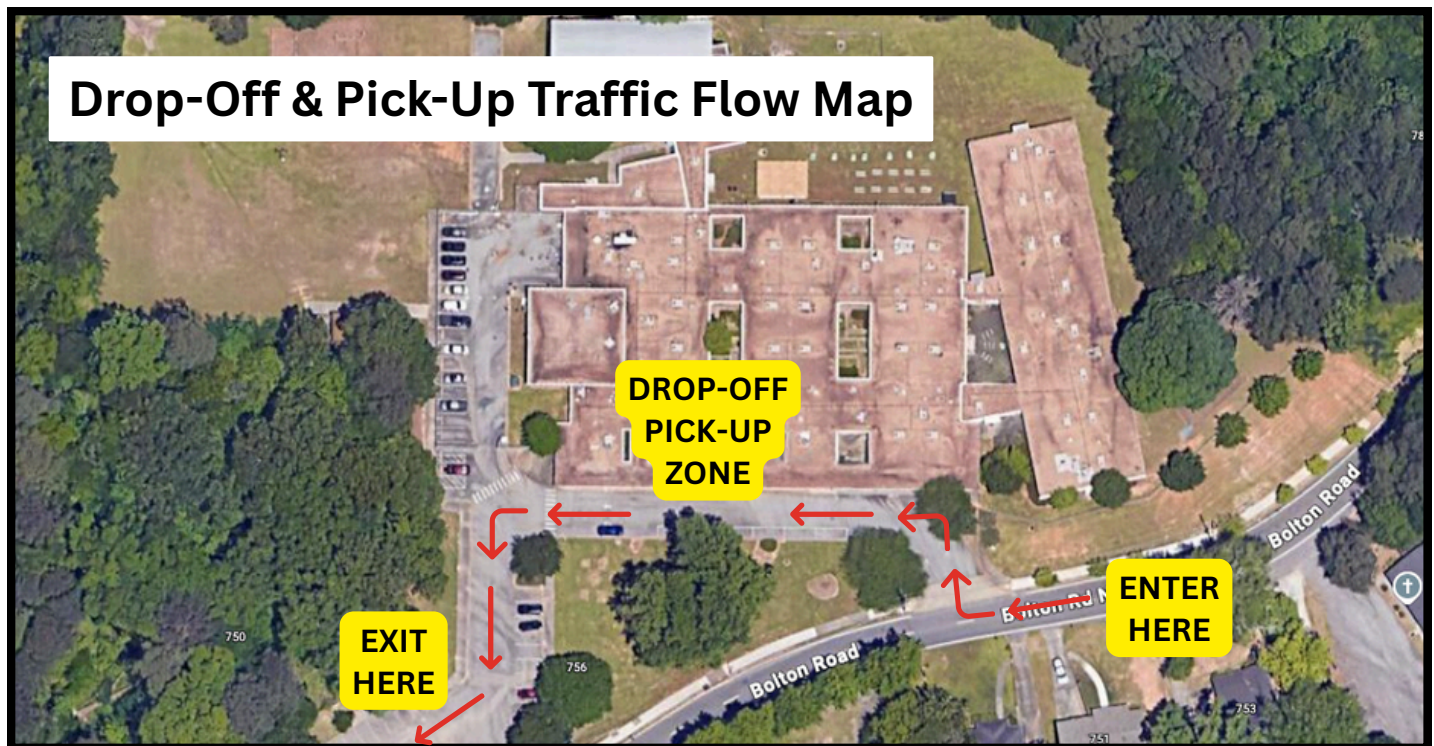
If you are dropping your camper off late or picking them up early from camp, please call our Operations Team at 404-913-3468, let them know you'd like to drop off / pick up your camper and provide them with your camper's pick-up number.

Please note that there are **no pick-ups from 3:30 PM to 4 PM**, so plan ahead.



Procedures:

1. Vehicles should enter the drop-off/pick-up queue using the northernmost driveway entrance from Bolton Road. Please follow all staff directions and remain in the designated traffic flow line.
2. At drop off, a camp staff member will greet your camper and assist them from the vehicle.
Do not drop off a child without checking in properly with camp staff.
3. During pick-up, please ensure your pick-up number is visible from your dashboard. A staff member will relay the check-out number from your dashboard to the staff to prepare your camper for check-out.
4. If you would like to speak with camp staff, please park and walk up to the entrance. Please remain aware of automobile traffic at all times.
5. In the case of severe weather (lightning tornado warning, etc.), we will halt our carpool process and wait for safer conditions to continue. If you need to check-in or check-out your camper before we can resume the normal process, please park your vehicle and come to the entrance where Security or a staff member will assist you.



Final Showcase Information

Campers will have opportunities throughout the summer to showcase the skills and projects they develop during camp. The Final Showcase will be held during the last week of program and is only open to students who have attended three or more weeks of camp.

The Final Showcase may include:

- Student presentations
- Media content created during camp
- Camper Awards and Recognition
- Special Guests

Additional details regarding showcase scheduling and guest attendance will be shared during the summer.

Weekly Camp Activities:

Each camp week centers around a media theme and features hands on activities and special guest appearances to support and reinforce the week's learning and development goals:

Week 1: ON-AIR BOOTCAMP

Confidence, public speaking and becoming comfortable on camera.

Confidence is one of the most valuable skills a student can develop. On-Air Bootcamp is designed to help campers strengthen their voice, communication skills and on-camera presence in a supportive, high-energy environment. Students will participate in speaking exercises and interactive media activities to help them become more comfortable speaking in front of others, thinking on their feet, and expressing themselves clearly.

Week 2: THE ART OF SPORTS STORYTELLING

Learning how great stories are built and told.

Every great sports moment has a story behind it. During Sports Storytelling Week, students will explore the art of storytelling through the world of sports media. Campers will learn how broadcasters, journalists, and content creators transform games, athletes, and trending sports topics into engaging stories. Your child will practice structuring sports discussions and create their own sports show concepts building communication and critical thinking skills.

Week 3: THE BROADCAST LAB

Real studio performance and camera work.

Broadcast Lab Week focuses on real studio performance, camera work, production flow, and on-air delivery. Students will rotate through hands-on media labs where they practice speaking on camera, working with production equipment, and learning the fundamentals of live broadcast environments. This immersive week will help campers become more comfortable performing in front of cameras while developing technical media skills in a professional-style setting.

Week 4: HOT TAKES & SPORTS DEBATE

Stats and analysis meet the art of debate.

Inspired by the most popular sports debate shows, Hot Takes & Sports Debate Week challenges students to think critically, communicate clearly and confidently defend their opinions under pressure. Campers will participate in structured debate challenges and interactive discussion segments strengthening confidence, public speaking, teamwork, critical thinking, and real-time communication skills.

Week 5: CONTENT CREATOR WEEK

TikTok, YouTube, podcast and short-form sports media creation.

Today's sports media world extends far beyond television. Content Creator Week gives students the opportunity to explore the fast-growing world of digital content creation. Campers will learn the basics of creating short-form videos, podcasts, social media content, and participate in hands-on filming, editing, and creative production activities, learning how modern creators build audiences and tell stories online.

Week 6: SIDELINE REPORTING

Learn what makes a great interview and how to stay cool under pressure.

Students learn the art of asking strong questions, listening actively, maintaining focus and leading engaging conversations with athletes, coaches, and personalities. Through mock press conferences, media day simulations, and interactive interview exercises, campers will build communication skills while learning how sports reporters prepare for live interviews and storytelling opportunities.

Week 7: FINAL SHOWCASE AND FIELD TRIP***

The ultimate wrap-up.

This week celebrates everything students have learned throughout the summer with special guest appearances, student presentations and a special field trip experience to connect with the Atlanta Braves "BravesVision" Production Team and broadcasters in person at The Battery.

***Participation in Final Showcase & Field Trip Week is reserved for students enrolled for three or more weeks.**

Daily Camp Activities:

- Every day, campers will participate in The Rundown, a round of introductions followed by discussions of the latest sporting events.
- Theme-based Activity: Campers will participate in a hands-on activity each day that supports the theme of the camp.
- Lunch Time
- Snack Time: Please remember to send an afternoon snack for your camper.
- Recreational Time: Campers are given time each day to move their bodies and participate in team recreational activities indoors or outdoors if weather permits.

Media and Photography Notice:

JR SportBrief Sports Media Camp is a media-focused program. Camp activities may be photographed, recorded, or filmed throughout the summer.

Photos, videos, audio recordings, and student-created media projects may be used for social media, promotional materials, marketing campaigns, camp presentations and educational content.

Media release permissions are collected separately through camp registration forms.

FREQUENTLY ASKED QUESTIONS:

How are campers grouped?

Campers are grouped into two age groups: Ages 8-10 and Ages 11-14.

Who are the camp instructors?

Camp instructors include experienced educators, sports media professionals, guest speakers, and content creators with backgrounds in broadcasting, athletics, media production, and youth mentorship.

What is the camper/instructor ratio?

We have one educator to approximately 10 children.

Do you allow medicine?

Camp staff do not administer medication to students. If a student requires medication during camp hours, parents/guardians must make appropriate arrangements. Emergency medications such as inhalers or EpiPens may be carried by students only with written parent authorization.

Can I visit my child during the camp day?

To maintain a structured and secure environment, parent visits during camp hours are limited unless previously arranged or required for emergencies.

Will my camper get to attend a field trip?

Students who attend camp for three weeks or more are eligible to participate in a special field trip experience to connect with the Atlanta Braves "BravesVision" Production Team and broadcasters in person at The Battery. Additional details will be provided to eligible families.

What if my camper is not feeling well?

Campers who are ill should remain home. Families should notify camp staff if a camper will be absent due to illness.

For camp questions, assistance, scheduling concerns, or emergencies, please contact the JR SportBrief Sports Media Camp team directly through the camp website: jrsportbriefcamp.org, by e-mail at admin@jrsportbriefcamp.org or by phone at (404) 913-3468.

We can't wait to share the exciting world of sports media with your child. We look forward to an incredible summer!