



WHAT IS **SIDELINE CONNECT?**

Sideline Connect is the flagship youth journalism and media program of Kids U 32. We train young people ages 8–18 to become reporters, storytellers, broadcasters, and digital creators covering sports, community events, and youth culture.



REAL EXPERIENCE

Hands-on training in real-world sports and media.



MENTORSHIP

Guidance from media professionals and industry leaders.



CREATIVE SKILLS

Build skills in storytelling, broadcasting, video, writing, and more.



LEADERSHIP

Develop confidence, communication, and leadership abilities.



FUTURE READY

Preparing youth for careers in media, sports, and communications.

STUDENTS ARE TRAINED IN:



REPORTING & STORYTELLING

Cover games, events, and community stories.



VIDEO PRODUCTION & CAMERA OPERATIONS

Learn filming, camera work, and video editing.



BROADCASTING & ON-AIR TALENT

Develop on-air skills for radio and TV.



DIGITAL MEDIA & CONTENT CREATION

Create content for social media, web, and digital platforms.



INTERVIEWS & FEATURE STORIES

Conduct athlete interviews and feature reporting.

MORE THAN A PROGRAM.
IT'S A PATHWAY.



BUILD SKILLS



FIND PURPOSE



CREATE IMPACT



SHAPE THE FUTURE



We don't just cover the game.
We change the game.