

GET YOUR SCHOOL IN THE PAPERS

Make a positive impression in your local community by sharing the success of your school's experience with The Outward Bound Trust. Here are some great ideas to make sure you get your school's name in lights.

- Firstly, if you haven't already done so, make a list of all your local newspapers, editors and email addresses. This might take a little time but you can use the list again and again in the future.

WHAT MAKES A GOOD STORY!

- Timing – this is critical – information on something fantastic which took place two weeks ago isn't going to interest a daily title or web site and considered old news by a monthly title. Make sure you give your newspaper a good two to three weeks advance notice of when your pupils are to take part in their Outward Bound® experience. Let the editor know that you are intending to send an article and photograph to the newspaper when you return from the event. Some newspapers will keep space aside for you.

Write your article, try to include as much of the following as possible:

- Start with a good 'hook', your opening paragraph needs to surprise, entertain, and challenge perceptions.
- Hooks also work if we have the world's first... longest recorded...shortest, tallest..., think in the style of the Guinness Book of Records. Are you the first school in your region to partner with The Outward Bound Trust, do you send the largest group to The Outward Bound Trust, what special about the group you are sending?
- Statistics – these help make an idea interesting to read – 10,000 steps, £50,000 raised, X number of children helped... Editors love stats.
- Surveys and research announcements make for interesting reading.
- Include milestones and anniversaries if unusual and interesting. Is your Outward Bound Trust experience part of a celebration of success, recognition of achievement? Is this your schools 25th visit to Outward Bound?
- Local stories need a local angle – people are interested in people therefore if there is anyone doing something new, exciting, unusual people love to read about this. What was the highlight of your pupils experience with The Outward Bound Trust.
- Include 3rd party spokespeople in your article; your local Outward Bound representative will always be happy to supply a quote. Perhaps if you have a sponsor they might wish to add a quote? Remember your pupils will always give the best quotes; try to make sure you include a pupil quote in your article.
- Impactful photography is always welcome in the media – strong, clear, fun, creative photography can help to get a story gets covered. A group shot with lots of pupils in it will grab the attention of any editor and will save them having to arrange a photographer.

Put a note in your diary now to remind yourself to send your article as soon as your pupils return from their Outward Bound experience. Good Luck.