PERFORM PR

PR FOR PERFORMING ARTS SCHOOLS

Behind-the-Scenes List of Press-Worthy Story Ideas

From Perform PR: PR for performing arts schools and colleges

How to use this list

Your school has more press-worthy stories than you think, and most of them are happening already. If any of the below apply to you, you might just have found your next headline!

Local papers and news websites love three things:

1. **A local, relatable angle**
2. **A real person with a human interest story**
3. **A great photo**

If your idea ticks all three, you've got a great starting point. It doesn't need to be perfect, and over the next couple of weeks we'll show you how to turn your idea into a story you can send to the press.

> **Short on time?** You don't have to do this yourself. We handle PR for performing arts schools and colleges from start to finish. Click here to book a free 15-minute call.

Results and achievements

Good news about your students is the easiest story to tell.

- [ ] Exam results, especially top marks or a strong pass rate
- [ ] A student who has won a place at a vocational school, college or university
- [ ] Competition or festival achievements
- [ ] Scholarships and bursaries awarded to your students
- [ ] A student cast in a professional show, advert, TV or film role
- [ ] A former student now working professionally
- [ ] A local business or community award for your school

Shows, events and performances

- [ ] Your annual show or end-of-term performance, with the date, venue and ticket details
- [ ] A charity performance or fundraising show
- [ ] A performance at a local venue, festival, carnival or Christmas lights switch-on
- [ ] An open day, taster session or free workshop
- [ ] A visit from a guest teacher or professional performer
- [ ] A first-ever production, or a show in a new theatre

Top tip: Send your story to the paper before the event as well as after it. Editors like a heads-up, and readers can come along.

The people at your school

Readers connect with people. One person with a good story can carry a whole article.

- [ ] A student who has overcome something to perform, or who has achieved something unexpected
- [ ] A very young or very experienced student, such as the youngest performer or an adult beginner
- [ ] Siblings, parents and children, or several generations learning together
- [ ] A teacher with a notable career, or who has reached a long-service milestone
- [ ] A volunteer or helper who makes your school run
- [ ] A former student who now teaches, performs or runs a business
- [ ] A wellbeing story: the positive impact your school has had on a student

Top tip: Keep an eye on national days that you could tie your story into, for example, National Volunteers' Week in June!

Community and charity

Stories where your school gives something back are popular with local editors, because they show your school at the heart of the community.

- [ ] Money raised for a local or national charity
- [ ] Students performing in a care home, hospital, school or community event
- [ ] A partnership with a local business, theatre, school or council
- [ ] Free or subsidised classes for children who might not otherwise take part
- [ ] A collection or donation drive, such as food bank donations or costume swaps
- [ ] Students taking part in a local parade, festival or remembrance event

Milestones and new things

Anything new, first or biggest gives an editor a reason to run your story now.

- [ ] A birthday or anniversary, such as 5, 10, 20 or 50 years of your school
- [ ] A new studio, new premises or a refurbishment
- [ ] A new class, course or style you are launching
- [ ] A new teacher or member of staff joining
- [ ] A record number of students
- [ ] A new partnership, affiliation or accreditation
- [ ] A new scholarship, award or programme you are launching

Want a hand?

Ticked a few ideas? Found some new ideas along the way? Then you've got plenty to get started with.

If you've spotted your next headline and would like help with your PR, you can book a free 15-minute call with us to find out more about our fully managed options. This leaves you to do what you do best... running your school!

If you're not ready for this, keep an eye on our emails for more advice on doing your own PR.

Thanks,
Melanie & The Perform PR Team 🙂

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