



What is a story?



sportscotland.org.uk

sportscotland
the national agency for sport

We tell the stories of Scottish sport - we aim to inform but even more so to engage and inspire

What makes a good story?

Concept

- **Good practice:** coverage on merit
- **Innovation:** an approach you haven't seen before
- **Overcoming adversity:** this inspires others to think "I could do that"
- **Novelty value/human interest:** something you would go home and tell your family about
- **sportscotland:** where we add value

Ingredients

- **Evidence of success** (participation / progression)
- **Aspects** that bring the story to life:
 - *People to talk about it*
 - *Visual potential*
 - *A hook*

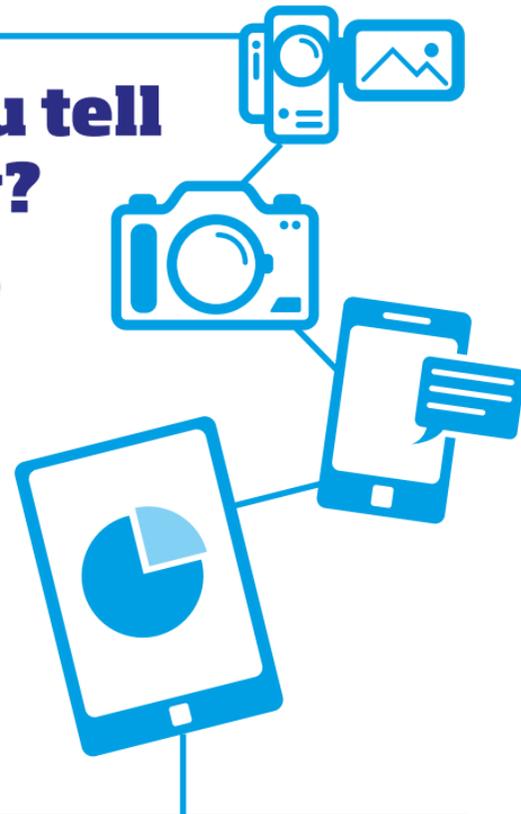
How can you tell a good story?

- In written form (short or long) with quotes

Visual devices

- Video
- Photography
- Graphics / infographics
- Tweets / maps

Visual devices attract a bigger audience and make it more consumable



Now read some stories we have already told



SCHOOLS & EDUCATION

Active Schools in action

What makes this a story?

Best practice. Laura Somerville is a shining example of an Active Schools coordinator making an impact.

What made it easy to tell?

Strong video. Laura, teachers and pupils all eloquent and well-briefed interviewees.

Touchpoints

- *Active Schools*
- *Volunteering*
- *School Sport Award*



Tip of the iceberg

What makes this a story?

It's different. Who goes to the North Pole through school?

What made it easy to tell?

It got attention. They met a royal. A picture like this arouses curiosity.

Touchpoints

- *Active Schools*
- *National Centres (Glenmore Lodge)*
- *Awards For All*



CLUBS & COMMUNITIES

Direct route

What makes this a story?

A clear pathway. Falkirk Fury have produced numerous international players including a new generation of female stars

What made it easy to tell?

Evidence of success. The detail of all the players' representative accolades reads impressively.

Touchpoints

- *Community sport hubs*
- *Direct Club Investment*
- *Coaching & volunteering*
- *National Lottery funding*



Finishing with a flourish

What makes this a story?

Coverage on merit. Perthshire RFC is a great example of best practice in participation and equality/inclusion.

What made it easy to tell?

Novelty value, scenery. It lent itself perfectly to a photo shoot.

Touchpoints

- *Community sport hubs*
- *SGB (Scottish Rugby)*
- *Equality & inclusion*
- *National Lottery funding*



PLACES

Knight and day

What makes this a story?

Proof of success. The Sir Chris Hoy Velodrome is a facility doing exactly what it was designed to do at all levels.

What made it easy to tell?

Partner cooperation. Scottish Cycling video interview & statistics provided by Glasgow Life.

Touchpoints

- Facilities
- SGB (Scottish Cycling)
- Glasgow 2014
- Glasgow 2018



PEOPLE: COACHING

Grasping the thistle

What makes this a story?

Pathway from competing to coaching. Athletes who make the transition are always interesting.

What made it easy to tell?

Glasgow 2014. In short, Lesley MacDonald's involvement in the Games made it easier to draw an audience.

Touchpoints

- Coaching
- SGB (Netball Scotland)
- Performance Lifestyle



PERFORMANCE SPORT

Kicking on

What makes this a story?

Coverage on merit. It's a great case study of a Paralympian overcoming barriers with SIS support.

What made it easy to tell?

The Rio Paralympics. A big event adds context to a story like this and the potential audience is higher.

Touchpoints

- *Rio 2016*
- *Performance Lifestyle*



PLATFORMS

Where do we tell our stories?

Sport First

- In-depth features, news, interviews

Inside Track

- News of interest to staff

Media

- Broadcast, print, online, trade; national, regional, local; sports news & features

Social media

- Twitter, Facebook, Snapchat, Instagram, LinkedIn

Cutting Edge

- High performance blogs



TALK TO US



Any time you have a story worth telling please get in touch with the communications team at **communications@sportscotland.org.uk**, by phone or in person.

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