



# NEWS WIRES AND OUTREACH

Every project and every organisation has a story to tell. Taking the time to find those stories and to share them in a compelling way can sometimes be difficult.

Our team can bring your stories to life; we can build communities who want to listen and develop narratives which illustrate the impact of your work and give a human voice to your research.



## Stories of Change

- Source, research and craft individual features
- Develop ongoing series which profile successes
- Conduct key 'on the ground' interviews to capture real impact

## News Portals

News wires, which are associated with an organisation but which provide considered and wide ranging news and information around specific topics, can prove an invaluable means of building reputation and in reaching new untapped audiences.

We can:

- Set up, populate and manage a digital news portal around relevant themes
- Write regular news articles featuring the work of your project/organisation
- Source and write news from external sources to broaden audience and consolidate organisation reputation and credibility

## Digital Newsletters

- Design bespoke digital and interactive newsletters
- Manage online subscription and distribution
- Monitor engagement and reach

