

# Hold the Front Page

## What is it?

The ultimate test to become media's most powerful voice.

Whether you're peddling local rags, specialist mags or classy broadsheets, Hold the Front Page is a highly creative adventure in picture and print. Teams work as comprehensive reporting units to research, write and produce award winning news publications. Who will be the next Murdoch, and whose rag will only get used by the local chippy?

## How does it work?

Hold the Front Page provides delegates with the challenge to create a 4 page newspaper edition, with the objective of gaining the 'most read paper of the day' accolade. The group is divided into teams, and each allocates specific job roles to its members. These roles can include photographer, researcher, reporter, designer, advert creator and assembler/printer.

The challenge can focus on an all encompassing theme or a key topic chosen by you; one which could echo business values or company objectives. All news publications would then angle their content around these key themes.

In addition to this, each team is randomly allocated a publication style or 'genre'. These genres can take any form, from The Sun, New Scientist, Caravanning Weekly, The Guardian, OK!, Take a Break or Cosmopolitan. Teams then tackle their research and writing of stories to fit in with the overall style of their publication.

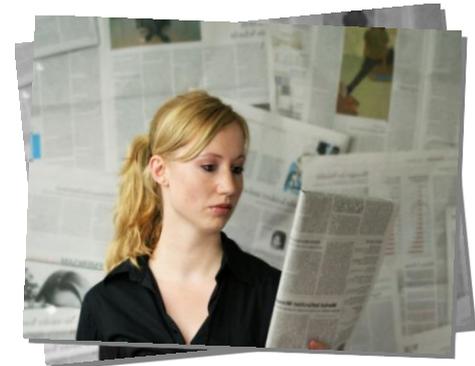
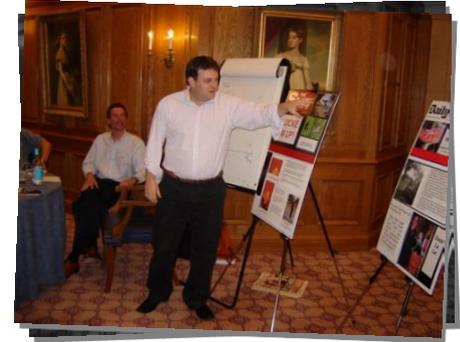
The aim is to produce 4 different pages for their newspaper/magazine. These include front page, news page, gossip page and problem page, and are produced as A3 pages placed on an easel.

To do this, teams create stories and content relevant to each of the required pages, alongside adverts which could feature company or business products/ initiatives.

Each team has an 'editing suite', which contains a laptop and printer, digital camera with download cable, paper, notepad, glue and scissors and £100,000 fun money.

In order to gather information regarding news stories, the teams' 'hacks' are able to locate various 'informants' hiding around the venue. These informants supply valuable gossip and important information, but at a price. Information can also be bought and bartered for with other teams, as well as the precious advice of wise 'media moguls'. Additionally, an internet station allows teams to glean information to use in their stories; though this resource will also cost fun money and teams will need to plan carefully, as limited time slots are available.

Teams can use more of their funds to buy props and costumes for staging any photographs, and money can be recouped from other teams by swapping or selling these photos to outside publications.



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When all publications are complete, the teams present and explain their pages to the group as a whole. The group can then vote on which paper they prefer, with each vote representing 300,000 readers. The votes are then counted and the paper with the most readers is the winner. The winners can also be decided by a panel of judges which could include your company's senior executives.

Prizes are then awarded for 'the most read paper of the day', along with 'the most imaginative story' or 'most interesting use of photography'.

## Who is it suitable for

- All ages, genders and backgrounds
- Newly formed teams or those lacking familiarity
- Teams wishing to improve communication skills

## Timing and Logistics:

<b>Number of people</b>	A minimum 4 unlimited
<b>Duration</b>	1 – 2 hours
<b>Venue / Logistics</b>	Indoor activity
<b>What we supply</b>	Instructors and facilitators, all equipment necessary for the activity. Pre-event planning and on-site management.
<b>Pricing</b>	Price on application
<b>Health and safety</b>	Risk Assessed & £10million Public & Product Liability

## What are the benefits and outcomes

- An opportunity to break down social barriers
- Increased team co-operation and efficiencies
- Motivation through enjoyable activities
- Creativity
- Focus on company values/key business topics

## Enhancements (additional costs apply)

- Information for stories can also be gained through participation in various physical and cerebral challenges. These team-building tasks are chosen by you and provide an added element of interaction and involvement.
- Themed prizes

