

# STOP THE PRESSES



Stop the Presses provides pupils with an insight into the way media businesses work, careers available in this growing sector and the various employability skills required of those working in the sector.

This exciting and innovative one day event sees up to 80 pupils from Years 8, 9, 10 or 11 working in teams throughout the day, supported by recruited professional practitioners in the media - from newspapers, PR, advertising, radio and TV and even new media.

Through Stop the Presses pupils experience a range of hands-on activities designed to give them an insight into the processes involved in producing a provincial newspaper or magazine. The activities will include:

- Analysing Content
- Types of products
- Readership and audience
- The differences between advertising and editorial
- Income generation
- Marketing and branding
- The process of production
- Job roles and responsibilities

In addition they begin the process of planning their own publication through activities designed to explore:

- News Mixes
- Key costs and income generation
- Brand identity and reader loyalty

Stop the Presses has been developed for delivery to Key Stage 3 and Key Stage 4 pupils with the aim of early intervention in the development of key employability skills.

Stop the Presses Days also gives pupils a flavour of media-related activity of both stand alone value in terms of the key employability skills developed and also a 'taster' for additional activities delivered by EBC (Making the News, Newspapers in Education and Running Newsrooms).

For pupils in Years 8 and 9 the programme also provide them with an insight into some of the topic areas covered under various potential GCSE/GNVQ subject areas i.e. media studies, art, design technology and ICT - giving them a 'taste of what's to come' and helping them to make more informed choices in relation to education and training routes.

Stop the Presses Days recognise the valuable contribution businesses can make to the world of education and the need for pupils to understand the importance of transferable skills developed in the classroom to a work place setting. The events give pupils the opportunity to meet business people in an informal setting and to learn what kind of things they might do in the world of work.

Activities bring to life the complexity of issues facing businesses in the communications and media sector such as raw material costs, quality control, market forces, customer demand, product manufacture, etc. These serve to add relevance for pupils to the learning area of financial literacy.

Creativity, enterprise and an understanding of economic and business issues impacting upon decisions are the focus of much of the activity carried out as well as teamwork, communication, and task and time management. These activities afford pupils the opportunity to explore and develop their creative skills in the planning, organising and execution of their activities and having to work cooperatively in a group.

Education Business Connections provides:

- An exciting new way to learn with the emphasis on 'hands on' learning and development of key and employability skills, transferable technological skills and enterprise insight.
- A pool of media professionals offering expert advice and guidance.
- Full programme organisation, including arrangements for venue, transport, and all related housekeeping aspects.
- Full technical support.
- Full post-event evaluation service.

**'BUILDING CONFIDENCE IN YOUNG PEOPLE THROUGH A CREATIVE APPROACH TO CURRICULUM NEEDS AND BUSINESS PARTNERSHIPS'**