

DEVELOP STORYLINES

Highlight important events or people and put a fresh spin on stories you tell year after year. Themes can fall into several broad categories. Consider the following groups when brainstorming:

WE HAVE A GREAT REPUTATION, LEGACY

Perhaps this is an anniversary year. Make sure to emphasize the NOW, with only highlights to historical events, names and photos.

- ▶ The Gold Standard
- ▶ Second to None

WE ARE THE CHAMPIONS

Based on spirit and accomplishments of the students or school. Statements are positive and upbeat.

- ▶ OK. Bring it On.
- ▶ All Eyes on You

WE CELEBRATE OUR GROUP IDENTITY

Focusing on the common values of the school or student body over the individual.

- ▶ Yes, We Can
- ▶ This is Our Story

OURS IS A SCHOOL IN TRANSITION

Changes at the school make good themes. Capitalize on new facilities, new staff, new schedules, shifts in enrollment, etc.

- ▶ Expect the Unexpected
- ▶ Back on Track

WE DEFY STEREOTYPES

Do you really know us? Tell stories about students in your school and let the audience see beyond the generalizations.

- ▶ Define/Defy This
- ▶ You Know Our Name. Not Our Story.

LOCATION. LOCATION. LOCATION.

Using the location of the school with a play on words or ideas is a reader favorite — it only works if the wordplay is obvious.

- ▶ From Here to There
- ▶ That Small Town Feeling

DETAILS. DETAILS. DETAILS.

When you want to use numbers, definitions, facts and figures, or specifics to help you tell your story of the year.

- ▶ You Do the Math
- ▶ Long Story Short

SO MANY CHOICES!

Show all your school offers and appeal to a diverse student body.

- ▶ All of the Above
- ▶ Keep Your Options Open

WE CELEBRATE THE INDIVIDUAL

Here's your chance to tell the individual stories of your students with quotes, features and profiles.

- ▶ Find Yourself
- ▶ Your Voice. Heard.

WE CELEBRATE THE INDIVIDUAL AS PART OF A LARGER GROUP

Combining stories of a unified student body and the unique individuals who fill it.

- ▶ The Questions We Ask Reveal Who We Are
- ▶ Enough about us, let's talk about you

WE'RE ALL CONNECTED

Show the unity at your school or in your community.

- ▶ When it Clicks
- ▶ Only in Antelope

LIVE IN THE MOMENT

Come up with an idea that plays on the "now." It might be a trendy phrase. It might capture contemporary life to a tee. It might celebrate what it means to be a teen now.

- ▶ Find Your Why
- ▶ My Place. My Time.

WE'RE QUIRKY AND WEIRD

Your school is unique and your students walk to their own beat. Not everyone understands, but you do.

- ▶ Sort of Close to Exactly Right
- ▶ Under the Circumstances