

Story Angles For Robotics Competitions

Human Interest:

- A day-in-the-life story about the competition – the achievements, the learning and the challenges
- A feature story about preparing for the competition and then competing
- A story about how *FIRST* uses the robotics competition as the vehicle to drive inspiration and opportunities for young people (e.g., participants build self-confidence, life skills and a sense of community. *FIRST* creates communicators, entrepreneurs, leaders, and collaborators)
- A story about *Gracious Professionalism*® and how teams compete fiercely but at the same time build exemplary partnerships and create positive community change
- A story about how *FIRST* changes the definition of “winning” so that everyone wins by participating
- A story about how *FIRST* is “changing the culture”
- A story about how *FIRST* is part of the STEM Education movement
- A story about how *FIRST* inspires young women to pursue STEM careers
- A story about *FIRST* teams being formed within Alliance organizations such as Girl Scouts, Boys and Girls Clubs of America, etc.

Business:

- Why businesses sponsor, support and/or mentor
- Workforce development/enriching the job pool for future generations

Impact:

- Tackling the trend of declining enrollment in science, mathematics and engineering programs to maintain global leadership in technology and innovation
- Specific, positive, tangible results achieved by being part of *FIRST*. For example:
 - Students’ improved academic performance
 - Increased class attendance
 - Graduation statistics or college applications at the school level
 - Internship/employment opportunities for students and Sponsors
 - Scholarship opportunities available for *FIRST* participants
- “Life changing” stories about student participants reforming from teen violence/gangs, finding self-confidence, and realizing new scholarship or employment opportunities
- Schools, teachers and/or engineers becoming reinvigorated or positively transformed
- *FIRST* Alumni that have graduated in science or engineering and have gone on to productive jobs in industry
- *FIRST* students are presented with unique opportunities as a result of the participation (patents for their ideas/inventions, visits to the White House, etc.)

Community:

- Volunteers, perhaps a Volunteer who was previously a *FIRST* student participant
- Mentor-ship stories that significantly impact students and adults alike
- Partnerships between schools and sponsoring companies or universities that benefit all
- Cross-generational stories that connect high school students, younger children, parents and adult professionals

Diversity:

- Physically challenged students in active team roles
- All-female teams
- Teams with a diverse profile of participants across gender, race and social demographics
- Inner city/urban teams that bring distinction to their schools and students
- First year (“Rookie”) teams and/or teams from rural or under served areas that may struggle but succeed by overcoming challenges
- Long-established teams that can provide stories of years of positive impact