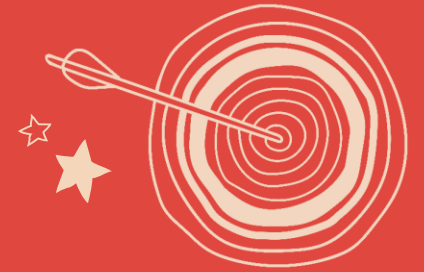


AC REGIONAL CASE STUDY



Mission

National coverage plays an important role in building awareness of the Army Cadets, but recruitment happens locally. Our brief from the organisation therefore, covers achieving widespread news, while also tapping into highly engaged communities, shining a light on what local detachments are achieving and reinforcing the organisation's role locally.

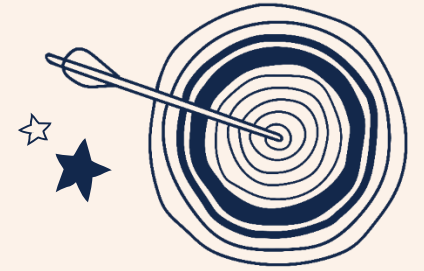
Regional press, with its trusted voice and loyal readerships, gives us the perfect opportunity to do just that.

Method

Implementing a direct communications channel between the hundreds of Army Cadets media officers up and down the country, we are kept up to date with regional stories that we can advise on. Individually assessing every story, from festive parades to life-saving teens, we craft a bespoke media strategy with one objective in mind - meaningful, community-first storytelling.

Every week, we're in the mix with regional and local newsrooms - building relationships, and pitching stories that genuinely matter to their audiences. But this isn't storytelling for storytelling's sake. Every regional story is taking a step to build awareness for the organisation, supporting our national outreach and regional recruitment drives.

AC REGIONAL CASE STUDY



BOOM

Securing 44 regional hits over the last year, we've ensured the cadets are represented everywhere from Edinburgh to Exeter.

Building direct relationships with regional media officers, coverage has been taken from social media hits with closed groups to local press stories.

The impact? Conversations continuously instigated among communities, a boost in local recruitment, and, in one case, even having a cadet commended in the Houses of Parliament.

B B C

Army cadets trained to restore veterans' graves



ARMY CADETS
Cadets try to ensure that the graves they work on are restored to the best possible condition

Army cadets in South Yorkshire have been trained to maintain Commonwealth war graves and the graves of veterans awarded the Victoria Cross.

The Victoria Cross Trust has been training cadets in Doncaster and Sheffield to find and record the location of graves, check their condition and aid its programme to restore them.

Vicki Brooks, Army cadet volunteer and group leader for what is known as the Eyes On, Hands On scheme, said she wanted to make it a legacy programme.

She said: "It's important we keep their names alive, because if we lose our veterans and we've got no stories from World War One and World War Two, it just becomes another page in a book."



DAILY EXPRESS

I've seen the evidence showing exactly why UK must bring back 'National Service'



People who hate our nation's proud history often counter the genuine-felt mass immigration fear by slamming the UK for 'not really having an identity' to damage anyway. That sneering, baiting scoff virtue signals a good soundbite for the left but leaves ordinary, decent Brits of all heritages raging because we know being British is not only brilliant - it **stands for something**.



LITTLE RED

