

**NAME OF PROGRAM**

# The Tiger Reporter Program

**CATEGORY**

Enduring Excellence  
Playing with News  
Editorial

**SPONSORING NEWSPAPER**

The Telegraph in Schools  
6, Prafulla Sarkar Street  
Calcutta 700001  
West Bengal, India

**CIRCULATION & FREQUENCY**

Weekly Newspaper  
Circulation of 50,000+

**PROJECT BRIEF**

A Student Reporters Programme to hone the writing & reporting skills of the youth while also establishing a relationship with the brand

**PROJECT DIRECTOR**

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**TARGET OF PROJECT**

Youth, 10 to 14 years old





# Description

# The Publication



The Telegraph in Schools(TTIS) is a unique newspaper that aims at promoting reading and honing writing skills among students.



A 16 page, all colour, weekly tabloid, targeted at children in the age group of 11-14 years

A newspaper for the students & by the students, the content is generated entirely through contributions from students.





# The Tiger Reporters

TTIS has tie-ups with more than 500 schools across East India. As part of the Tiger Programme, each school, at the beginning of an academic year, nominates a minimum of 5 students to be a part of this programme

These students, or Tigers, as they are called, are then put under the guidance of the TTIS Editorial team which guides & directs them throughout the year as official journalists for the publication

They cover events, issues, develop themed cover stories, interview prominent citizens & newsmakers and are also involved in the organization & execution of TTIS activities throughout the year

Complete crowd sourcing of content with structured framework to involve the youth in all aspects of journalism

# Why



The underlying aim is to enable the young minds to get an experience of professional journalism. From interviewing celebrities to researching stories to covering events, they get a 360° exposure.

The other objective is to establish them as Brand Ambassadors not just for the brand TTIS, but for the entire movement of promoting reading & honing writing skills



# Development

The Tiger Reporters program has entirely been a TTIS led initiative.

Apart from the school nomination route, we regularly run Reader Engagement Programs & campaigns inviting interested students to apply independently for the Tiger programme

These applicants then have to undergo a 3 month probation period under the TTIS Editorial team, after which their performance is reviewed and if found satisfactory, they are assigned as Tiger Reporters

Special sessions are held for the Tigers from time to time in the form of workshops & sessions with professional journalists/mediapersons & eminent authors to help them do their job in a better way





# Marketing

The entire initiative is such that it promotes itself. Apart from the experience, the biggest takeaway is the glamour of being an actual journalist at a young age.

All articles & interviews carry the name of the Tiger Reporters and their school's name, thus granting them instant recognition & also generating awareness about the Tiger program amongst the TG.

Jamboree – The Annual Tigers' Meet is another platform used to both gratify & promote the program. The winners' profiles are featured in TTIS as the standard bearers for the young minds segment.

A key feature of the Tiger Programme is the opportunity it provides for the deserving & star performing students to join the mother newspaper 'The Telegraph' as full time journalists. Since the Tigers' progress is monitored by the Editorial team, the deserving candidates are given a chance to come on board the Telegraph's editorial team.



# Evaluation & Results


TTIS was started with the vision of making it a product completely owned by the students – where as an organization, we only provide them the platform & guide them along the entire process.



The Tiger Program's success in meeting its objectives is established by the fact that today, TTIS has become a movement driven entirely by students. Every single issue, barring the Editorial column is generated by our team of Tiger reporters.

At the time of its launch in 2002, it had 20 Tiger reporters from 17 schools.

In the current day, it has become a flourishing community which maintains its strength of 250+ reporters from 96 schools with an ever increasing line of applicants.



More than 200 Tiger reporters have passed through the program with quite a few of them now working for the mother brand The Telegraph. Others have gone on to work for major publications across the country. Tausif Alam, an ex-Tiger, today heads the Media Relations Cell of the office of the President of India.



The Tiger Program is one of the biggest draws of TTIS as a brand with enquiries from parents & students about how to become a Tiger.

The TTIS Tigers Program has become synonymous with a platform which invites, enhances & appreciates writing & reporting talent, giving a positive rub-off to the brand TTIS.



thank **you**