

STORIES ABOUT SPECIAL OLYMPICS

Any story, article or profile needs to show what Special Olympics can mean to athletes and their families; or volunteers and coaches; and also, if at all possible, to their communities.

1. The main key to the best story is: BEFORE AND AFTER.
 - What was the athlete's experience (confidence, skills, friendships, etc.) before joining Special Olympics?
 - How did his or her life (confidence, skills, friendships, etc.) change thereafter?

There are many, many questions we can ask athletes and volunteers, but those are the essential ones. As a basic guide, here are some others:

Typical questions to ask an athlete:

- How long have you been involved in Special Olympics? What sports do you train in – and what's your favorite?
- What has Special Olympics meant to you? How did it change you?
- What's been your proudest moment?

Typical questions to ask a family member, volunteer or coach:

- What inspired you to get involved with Special Olympics?
- What changes have you seen in the athletes? What changes have you seen in yourself or in other supporters?
- Talk about your most memorable moment.
- What do you say to people about Special Olympics? Why should they support Special Olympics?

2. Another key to a great story is context: how are people with intellectual disabilities treated/viewed in your country? How has Special Olympics work to improve attitudes and build unity/community?

3. Lastly, just one or two photos can make a good story ... a great story.

