

Win a share of £25,000 worth of Computer & camera equipment!

Introduction

The Evening News is searching for the editors, journalists, photographers, artists and designers of tomorrow. The concept is to ask schools to put together a newspaper, reporting on news, events, issues and activities that directly affect their school and their local community.

The Evening News aims to capture the imagination of schools of all ages. We hope it will attract a broad range of English students, media students, budding photographers, artists, designers, writers and others who have a passion for journalism and communication or simply those who want to give it a go.

Why?

The Evening News is committed to giving something back to the community and working closely with schools to help develop literacy skills, creativity and hopefully increase aspirations. School Newspaper of the Year will encourage teamwork, develop writing and creative skills and most importantly be hugely enjoyable for all students taking part.

The School Newspaper of the Year entries will also highlight real community issues. The Evening News will embrace and tackle some of these highlighted issues to make a real difference in these local communities, linking our activity into the School Newspaper promotion and involving the children who first reported on it.

How will it work?

In July 2005 we will send all schools an introductory pack and registration form and follow this up with a confirmation phone call to encourage participation. We would look to mail all the schools before the summer holidays to allow teachers time to plan this project into their activities for the new school year.

Your school will have 8 weeks to put together an entry, with the School Newspaper competition and token collect being launched simultaneously in September 2005. There will be three age groups:

First School
Middle School
High School

We do not expect children at first schools to put together a newspaper. The entry requirement for first schools would be based on "What we did during the summer holidays" This will still give children the opportunity to be creative and participate in the promotion.

All schools that sign up to produce a newspaper can also enter into the token collect part of the promotion. Everyday for 8 weeks the Evening News will print a token in paper and the school in each age group that collects the most (based on pupil numbers) will have the chance to win more prizes!

Sign Up!

Each school when they register will be sent the following:

- A pack, which will include tips on putting together a newspaper from senior Evening News reporters, photographers and the Editor
- Posters to decorate your 'newsroom'
- Pens
- Notepads
- Project Folder
- Badges
- Newspoint and token collect box

The Newspoint will encourage other pupils to participate in the promotion by being a 'Newspoint' for the school newspaper team, as well as a point where pupils can deposit tokens for the token collect competition. Newspoint boxes will also be sent to newsagents so that local residents can help your school by depositing tokens for the token collect competition. Residents can also post bits of local news or issues that they would like to see included in the schools newspaper, effectively giving the news team leads. We would emphasise that no contact should be made with any of these contributors.

Meet the professionals!

An Evening News journalist and/or photographer will endeavour to visit each participating school over the 8-week period to offer tips and guidance to the teams. To make sure the schools have the best opportunity to put together a high quality entry, a dedicated section on the Evening News website will be set up with tips and advice that pupils can access at their leisure. There will be regular reports and updates in the Evening News tracking schools progress and what they are working on.

Judging

Each participating school will be required to submit a newspaper of a pre-determined pagination at the end of the 8-week period. All the entries will then be judged by a panel made up of senior Evening News journalists, Archant representatives and NTL representatives

The shortlisted newspapers will then be scanned in by the Evening News team and inserted into the Evening News as special supplements over a number of days. Evening News readers will then have the chance to vote for their favourite paper by sending in a form printed in the Evening News, voting online or by phone

How do we recognise the Winners?

There will be an awards event held at Sprowston Manor, where the three shortlisted newspapers in each age group will find out who has produced the School Newspaper of the Year, as voted for by the Evening News panel and the readers. Individual awards and the token collect winners will also be announced and presented on the evening.

The Prizes – School Newspaper of the Year & Individual Awards

First Schools

The winning school will win £3000 worth of computer equipment*

The second place school will win £1500 worth of computer equipment*

The third place school will win £500 worth of computer equipment*

Middle Schools

The winning school will win £3000 worth of computer equipment*

The second place school will win £1500 worth of computer equipment*

The third place school will win £500 worth of computer equipment*

Individual Awards - Editor of the Year, Writer of the Year, Artist of the Year,
Photographer of the Year

High Schools

The winning school will win £3000 worth of computer equipment*

The second place school will win £1500 worth of computer equipment*

The third place school will win £500 worth of computer equipment*

Individual Awards - Editor of the Year, Writer of the Year, Artist of the Year
Photographer of the Year

* All prize values are approximate

The Prizes – School Newspaper of the Year: Token Collect - Most tokens Per Pupil

Winning First School - £2000 worth of computer equipment

Winning Middle School - £2000 worth of computer equipment

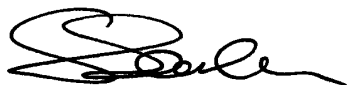
Winning High School - £2000 worth of computer equipment

The total prize fund that local schools could benefit from with this promotion is £25,000!

The winning newspaper teams will also have the opportunity to come and spend some time at the Evening News offices and Print centre so that they can see the processes involved in putting together a real newspaper.

We are very confident that both your school and your pupils participating in this promotion will find it very enjoyable and beneficial, and look forward to working with you on this project.

With Kindest Regards



Simon Tomlinson
Marketing Manager
Evening News
(01603) 772251