

What You Need to Do

You need to create a 2-page newspaper that contains the following:

- Page 1: Story 1 – 200-250 word story accompanied by a square photo
 Story 2 – 350-400 word story accompanied by a horizontal photo
 Story 3 – 200-word story accompanied by a horizontal photo.
- Page 2: Opinion piece – 350-400 word editorial, accompanied by a drawn cartoon
 Story 4 – 300-350 word story, accompanied by a vertical or square photo
 Story 5 – 150-200 word story, accompanied by a horizontal photo
 A student-designed advertisement (submit up to 3 for selection)

Your newspaper

You have been provided with a dummy layout of what your paper will look like. The pages show what you need to fill in your paper. This includes your masthead (your paper's name), an advertisement, the stories, headlines and illustrations or photographs, plus your editorial. The dummy layouts also show the shape of the illustrations or photographs required and give you the word counts for the stories you'll need to fill the spaces.

Follow these dummy pages and use them when you are deciding where to place your photographs and stories. You don't need to worry about designing your paper – I will put your stories into the layout for you.

Your masthead is your newspaper's title. You can design it yourself and submit it as a high-res JPG file. If you entered the comp previously, we may have it on file already.

The student-produced Newcastle Permanent advertisement will appear on Page 2. You will find a section in this resource kit about the advertisement, which will guide you through the art of advertising and compiling your own ad. Each school will need to submit up to three ads. If these advertisements are not of an adequate standard, the school will be given the opportunity to re-submit, or a corporate advertisement will run in its place.

Schools can choose a topic for their opinion piece/editorial from any issue that complements a topic covered by their news stories.

All stories should be accompanied by suggested headlines and the names of the student/s who wrote it, as should artistic and photographic work.

Illustrations and photographs must be sharp and submitted as high res as possible. Be sure to check the shape on the dummy layout to see whether your story needs a horizontal, square or vertical photo. Photographs should be submitted in colour; editorial cartoons should be submitted in black and white only; and advertisements should preferably be submitted in black and white and should be hand drawn.

Sending It In

Each school has been allocated a publication date and a due date (refer to the publication roster), by which time the Herald must receive all material. Submissions should be sent via email to schools@theherald.com.au , preferably with word documents for the stories and a separate email for the images. Please don't paste the pictures into the Word documents.

Prizes

Best School Newspaper: Schools which produce the best overall entry in the primary and secondary categories will receive either an account for \$2000 from the Newcastle Permanent Building Society or equipment to the value of \$2000.

Young Journalist's Award: One primary and one secondary student will be given a Young Journalist's award which attracts a \$500 prize for the student from the Newcastle Permanent. Each school can submit the names of students for consideration. In addition to the monetary prize, the senior Young Journalist will win a week's work experience at the *Herald*.

Best Photography: One primary and one secondary student will be awarded a Young Photographer of the Year award. These awards carry a prize of photographic equipment.

Best News Video: Schools which produce the best video in the primary and secondary categories will receive a \$500 equipment voucher.

Individual Achievers: In addition to the Young Journalist and Best Photographer awards, students who excel in editorial writing, news writing, illustration and advertising design will receive \$150 accounts with Newcastle.

Participation: All students who take part will receive a certificate.

Judging

Judging in all categories will be conducted after the publication of the final school newspaper entry. The judges are from the Department of Education and Training; the Catholic Schools Office; the *Herald*; and the Newcastle Permanent Building Society.

Newspaper Supply

Your school will receive twice-weekly papers throughout the competition, plus up to 550 copies on the day your school's entry is published. If you do not receive your papers, please contact Heather Williams on 4979 5174.

Excursion to Fairfax Regional Printers

Schools that participate in the School Newspaper Competition can visit Fairfax Regional Printers for a free tour of the press facility. Tours will run at 9.30am and 11am each Tuesday. Please contact Judith Whitfield on 4979 5951 if you would like to learn more.

Publication Roster

All schools will be allocated a slot on the publication roster, emailed to them and posted on the website, detailing the day their material must be received by the Herald; their school's newspaper publication date and the advertising topic they need to use.

Templates

On the following pages are templates for your advertisement and the editorial cartoon. You can photocopy these and give them to students to complete. More information on how to tackle these components of the competition can be found in the "How to Best Complete Your Entry" booklet.

**The Newcastle Herald/Newcastle Permanent Building Society School
Newspaper Competition**

Submission Form – Editorial Cartoon

Name:

School:

A large, empty rectangular box with a thin black border, intended for the student to draw their editorial cartoon. The box is centered on the page and occupies a significant portion of the lower half of the document.

School-Designed Advertisement

One of the criteria for an entry is the creation of an advertisement. The purpose is to promote an understanding of the role of advertising in newspapers.

The school-created ad is to appear on page two. Page one will carry a Newcastle Permanent Building Society designed and supplied advertisement.

Schools must follow these guidelines:

- The theme for the advertisement will be allocated from one of three:

Financial awareness (Being responsible with money) – The purpose of the advertisement is to encourage people to save and/or promote the benefits and value of saving and the benefits of managing their finances.

Here for Good – The purpose of the advertisement is to focus attention on Newcastle Permanent's role in providing support for community initiatives through sponsorship and the work of the Newcastle Permanent Charitable Foundation.

Literacy – The purpose of the advertisement is to focus attention on the importance of literacy and to promote the value of learning to read.

- Schools have been supplied with a pre-determined shell, which carries Newcastle Permanent Building Society's logo. The student-designed ad must fit within this shell.
- Schools can submit **up to three** advertisements for approval prior to publication.

Your advertisement should:

- Target its market
- Be simple, interesting and clear
- Have a headline (a "grabber"), a persuasive "body" (usually an illustration) and an ending (or "kicker") that will spur the reader to action
- Have flair, humour or a catchy slogan
- Sketch your advertisement in pencil. When you're happy with the design, ink over it with a thin, black pen or similar and rub out the pencil lines.

Ad Template

Please photocopy the advertisement template on the next page and give copies to your students. They can draw directly on the page. Submit your school's three best entries as a digital scan (JPG). Your school has been allocated **ONE** of the following topics. Ask your co-ordinator if you're not sure which one you should design.

ADVERTISING TEMPLATE

The topics are:

Financial awareness (Being responsible with money) - The purpose of the advertisement is to encourage people to save and/or promote the benefits and value of saving and the benefits of managing their finances.

Here for Good – The purpose of the advertisement is to focus attention on Newcastle Permanent’s role in providing support for community initiatives through sponsorship and the work of the Newcastle Permanent Charitable Foundation.

Literacy – The purpose of the advertisement is to focus attention on the importance of literacy and to promote the value of learning to read.

STUDENT: _____

SCHOOL: _____

Here for their
future, here for
the community

13 19 87 newcastlepermanent.com.au

Here for good.  **NEWCASTLE
PERMANENT**