

2012 Entry Kit



NEWSPAPERS IN EDUCATION

Campus Star

REPORTER

Spirit of the Community Since 1883

www.thereporter.com

4 separate categories:

• 3 & 4 Grades • 5 & 6 Grades • 7 & 8 Grades • 9-12 Grades

What is Advertising Design?

Advertising design is using visually appealing copy, graphic elements or both to entice readers to read an ad and as a result be influenced by it in some way.

The ad must first attract attention by using a catchy headline or graphic. It must also answer the following questions: What is being sold? Who is the ad for? Is there a reason for the ad?

Most importantly the ad must include the important information for the business such as name, address and telephone number.



Rules of Entry:

- A. Third- through 12th-grade students in public, parochial or private schools may enter.
- B. A sponsoring business will be assigned to each classroom by The Reporter. Advertising layout sheets will be given to each entrant.
- C. The best ads, selected by each sponsoring business, will be published in The Reporter, and www.thereporter.com.
- D. All entries become the property of The Reporter. Limit one entry per student.
- E. The entire ad, the idea and copy, must be the product of the student.
- F. Each entry must have the student's full name. If this information is not included, the entry will be disqualified. Use the form provided with the template.
- G. Please use a black felt tip or black ball point pen. This will provide better reproduction.
- H. Please keep all ad design within the square.



REPORTER

DESIGN-AN-AD-CONTEST-1



DESIGN-AN-AD

1

Please print clearly.

Name: _____ Phone: _____

Email: _____

Address: _____

City: _____ Zip: _____

Teacher's Name: _____

School: _____

Completed entries must be received by The Reporter no later than 5 p.m., Thursday, April 5, 2012

Grade Division (Circle One) 3 4 5 6 7 8 9 10 11 12



Campus Star **REPORTER**

DESIGN-AN-AD TEMPLATE

What is Online Advertising?

Online advertising, like print advertising, seeks to help drive customers into an advertiser's business, and links directly to the business website.. Producers should work with the business to plan what needs to be included in the web ad to create the message for the advertiser.

An online advertisement should be able to combine images and words to create an advertisement that is both informative, visually interesting, and gives the reader a reason to click on the ad.

Rules of Entry:

- A. Third- through 12th-grade students in public, parochial or private schools may enter. Limit one entry per student.
- B. Design A Web Ad entries should be submitted copied to disc or JPEG or GIF file and emailed to nie@thereporter.com.
Jpeg format, 300x250 or 160x600 pixels, 30k maximum file size.
- C. Entries must focus on the advertiser and what they are promoting.
- D. All Design A Web Ads must be the sole work of the student submitting the ad.
- E. All Design A Web Ads become the property of the Reporter and will not be returned.
- F. Each entry must have the student's full name, email, street address, phone number, teacher, school and grade. If this information is not included, the entry will be disqualified.

Use the form provided below and tape it to the back of your entry if submitted on disc, or provide all of the information below if emailing your entry.

DESIGN-AN INTERNET AD

1

Please print clearly.

Name: _____ Phone: _____

Email: _____

Address: _____

City: _____ Zip: _____

Teacher's Name: _____

School: _____

Completed entries must be received by The Reporter no later than 5 p.m., Thursday, April 5, 2012

Grade Division (Circle One) 3 4 5 6 7 8 9 10 11 12



REPORTER

DESIGN-AN-AD CONTEST 1

Design an ad video

Design-An-Ad videos are commercials, just the same as those seen on television, and even more frequently seen on websites. They contain the same information as regular print ads – the name of the business, the address, phone number and/or website, as well as information on the products or services that the business offers.

Video commercials may also include a brief scene, showing either customers interacting with a business, or talking about the products of a business. Sometimes the video commercials are focused on one product, sometimes on the many different products that a business has available.

Video commercials may use humor, comparison, hard sell, people, animals, or many other components to make their point. Their purpose is to promote that particular business, and interest the consumer in buying the product or service.

Rules of Entry:

- A. Students in grade 3 through 12 in public, parochial or private schools may enter.
- B. Design-An-Ad videos must be submitted in either Windows Media Video or Quicktime format in .mpg or .mov file.
- C. Design-An-Ad videos should be no longer than 60 to 90 seconds.
- D. Design-An-Ad videos must be on a CD, clearly labeled with full name of the student, the school, and the name of the business featured in the video, and the date the video was taken.
- E. All Design-An-Ad videos must be the sole work of the student submitting the video.
- F. No music from copyrighted sources may be used in the Design An Ad video.
- G. All Design-An-Ad videos become the property of the Reporter, and will not be returned.
- H. Limit one entry per student.

DESIGN-AN-AD VIDEO

1

Please print clearly.

Name: _____ Phone: _____

Email: _____

Address: _____

City: _____ Zip: _____

Teacher's Name: _____

School: _____

Completed entries must be received by The Reporter no later than 5 p.m., Thursday, April 5, 2012

Grade Division (Circle One) 3 4 5 6 7 8 9 10 11 12



Campus Star **REPORTER**

DESIGN-AN-AD CONTEST 1

4 separate categories:

- 3 & 4 Grades • 5 & 6 Grades
- 7 & 8 Grades • 9-12 Grades

What is a News Reporter?

Reporters seek out and write breaking news. A reporter must be able to determine a newsworthy story, gather facts and write the story in an informative and interesting way.



Rules of Entry:

- Third- through 12th-grade students in public, parochial or private schools may enter.
- Entries should be typed or printed in black ink on white paper. Limit one entry per student
- Get the facts about your story: who what, when where, how and why. The facts of the story must be from local and reliable sources and must be verifiable.
- News stories must be entirely the work of the student reporter.
- Each entry must have the student's full name. If this information is not included, the entry will be disqualified. Use the form provided below.

NEWS REPORTING

2

Tape this form to the back of your entry.

Please print clearly.

Name: _____ Phone: _____

Email: _____

Address: _____

City: _____ Zip: _____

Teacher's Name: _____

School: _____

Completed entries must be received by The Reporter no later than 5 p.m., Thursday, April 5, 2012

Grade Division (Circle One) 3 4 5 6 7 8 9 10 11 12



REPORTER

NEWS REPORTING CONTEST 2

4 separate categories:

• 3 & 4 Grades • 5 & 6 Grades • 7 & 8 Grades • 9-12 Grades

What is a Feature Story?

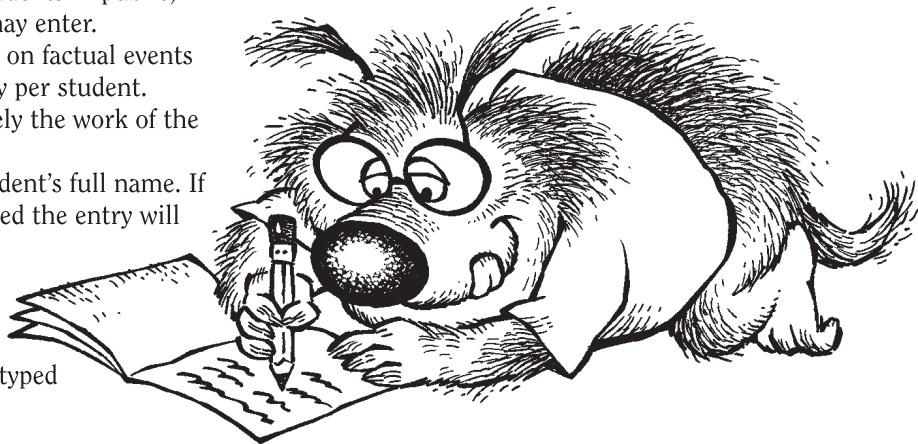
Feature stories are different from news stories in several ways. They are not late-breaking news, but are in-depth articles on interesting people, places or events.

Feature stories often present another way of looking at a current event. Feature stories do not follow the inverted pyramid style of writing. They may be written in different styles and at times use first- or second-person approach. Feature stories are people-oriented. They cover topics such as social trends, health and wellness, fashion, food, "slice-of-life," travel stories and personality profiles.

Students are encouraged to use descriptive writing and include lots of detail. As in news stories, all information must be from reliable sources and must be verifiable.

Rules of Entry:

- A. Third- through 12th-grade students in public, parochial or private schools may enter.
- B. Feature stories must be based on factual events and/or people. Limit one entry per student.
- C. Feature stories must be entirely the work of the student reporter.
- D. Each entry must have the student's full name. If this information is not included the entry will be disqualified.
Use the form provided below.
- E. Total length of the feature story should be no more than 400 words. Entries should be typed or written neatly in black ink.



FEATURE WRITING

3

Tape this form to the back of your entry.

Please print clearly.

Name: _____ Phone: _____

Email: _____

Address: _____

City: _____ Zip: _____

Teacher's Name: _____

School: _____

Completed entries must be received by The Reporter no later than 5 p.m., Thursday, April 5, 2012

Grade Division (Circle One) 3 4 5 6 7 8 9 10 11 12



REPORTER

FEATURE WRITING CONTEST 3

4 separate categories:

• 3 & 4 Grades • 5 & 6 Grades • 7 & 8 Grades • 9-12 Grades

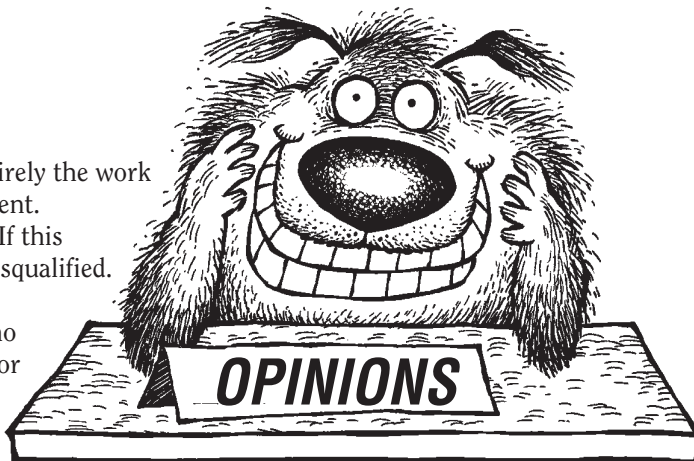
Where are Opinions Found?

In several sections of the newspaper, there are columns and cartoons that tell what a writer thinks or feels about an issue.

- The editor shares the newspaper's opinion in "editorials."
- People share their opinion in editorial columns.
- Readers send their opinions to the newspaper in "letters to the editor."
- Cartoonists present opinions about news stories in "editorial cartoons."
- Advice columnists tell readers how they think personal problems can be solved.
- Entertainment reviewers tell what they think about the latest movies, videos, games, CDs and other forms of entertainment.

Rules of Entry:

- A. Third- through 12th-grade students in public, parochial or private schools may enter.
- B. Choose one of the following opinion writing categories:
- Opinion Column
 - Entertainment Review
 - Advice Column
 - Editorial Cartoon
- C. Opinions, drawings and/or writing must be entirely the work of the student author. Limit one entry per student.
- D. Each entry must have the student's full name. If this information is not included the entry will be disqualified. Use the form provided below.
- E. Total length of the opinion column should be no more than 400 words. Entries should be typed or written neatly in black ink. Drawing should be black ink. A template is provided in this kit.



OPINION WRITING

4

Tape this form to the back of your entry.

Please print clearly.

Name: _____ Phone: _____

Email: _____

Address: _____

City: _____ Zip: _____

Teacher's Name: _____

School: _____

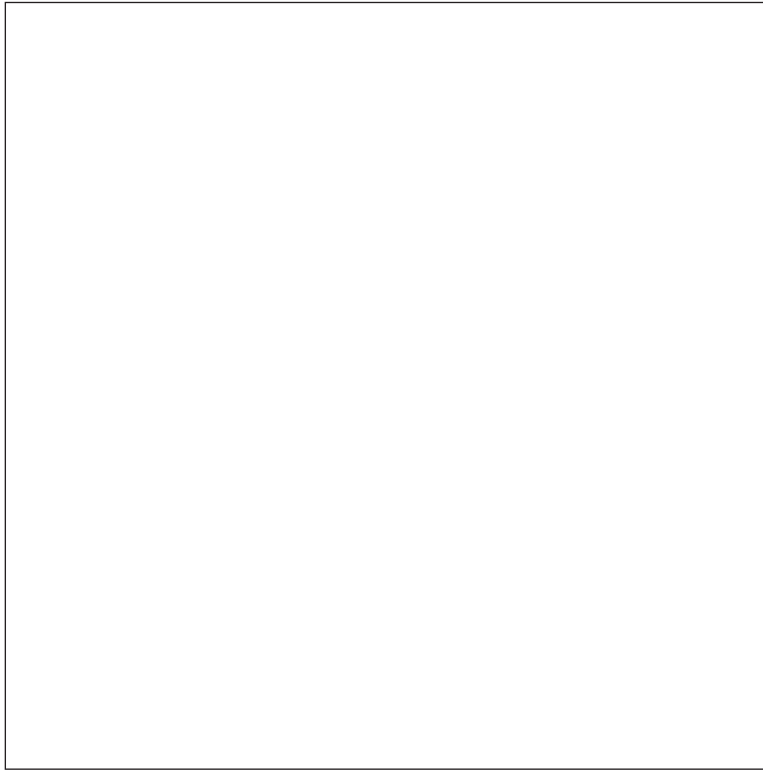
Completed entries must be received by The Reporter no later than 5 p.m., Thursday, April 5, 2012

Grade Division (Circle One) 3 4 5 6 7 8 9 10 11 12



REPORTER

OPINION WRITING CONTEST 4



EDITORIAL CARTOON

4

Please print clearly.

Name: _____ Phone: _____

Email: _____

Address: _____

City: _____ Zip: _____

Teacher's Name: _____

School: _____

Completed entries must be received by The Reporter no later than 5 p.m., Thursday, April 5, 2012

Grade Division (Circle One) 3 4 5 6 7 8 9 10 11 12



EDITORIAL CARTOON TEMPLATE

4 separate categories:

- 3 & 4 Grades • 5 & 6 Grades
- 7 & 8 Grades • 9-12 Grades

Are Newspapers Always Serious?

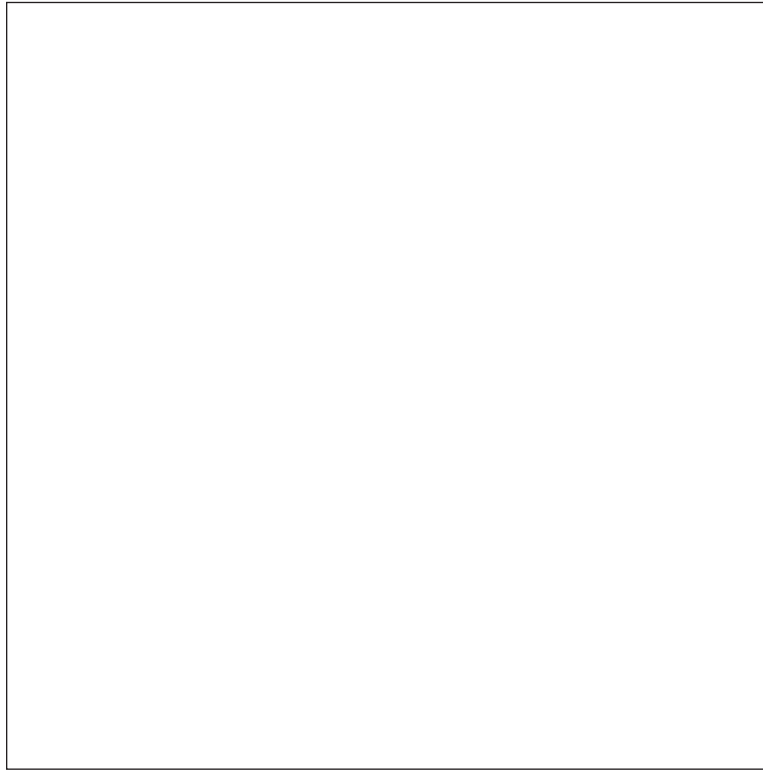
Frankly, no. While newspapers are full of information and ideas, they also make room for things that are fun to do. Crossword puzzles, word searches, mazes, hidden pictures and comics make newspapers entertaining as well as enlightening.

Entries will be judged on their creativity and accuracy. A solution must be included or the entry will be disqualified.

Rules of Entry:

- Third-through 12th-grade students in public, parochial or private schools may enter.
- Choose from one of the following categories:
 - Crossword Puzzle
 - Word Search
 - Maze
 - Comic Strip
- Games, puzzles and comics must be entirely the work of the student author. Limit one entry per student.
- Each entry must have the student's full name. If this information is not included the entry will be disqualified. Use the form provided on the next page.
- All puzzles entries must come with a solution and be drawn on unlined paper in black ink. Comics must use the comic strip guide sheet included with this kit.





PUZZLES & GAMES

51

Please print clearly.

Name: _____ Phone: _____

Email: _____

Address: _____

City: _____ Zip: _____

Teacher's Name: _____

School: _____

Completed entries must be received by The Reporter no later than 5 p.m., Thursday, April 5, 2012

Grade Division (Circle One) 3 4 5 6 7 8 9 10 11 12



REPORTER

PUZZLES & GAMES TEMPLATE

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COMICS TEMPLATE

5

COMICS

Please print clearly.

Name: _____ Phone: _____

Email: _____

Address: _____

City: _____ Zip: _____

Teacher's Name: _____

School: _____

Completed entries must be received by The Reporter no later than 5 p.m., Thursday, April 5, 2012

Grade Division (Circle One) 3 4 5 6 7 8 9 10 11 12



REPORTER

4 separate categories:

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What is Photojournalism?

Photojournalism is the art of telling a story through pictures. Photographs are the first thing readers see when they pick up a newspaper. It's important to convey a message or tell a story with the image.

A photojournalist uses more than a camera when taking a picture. Tools include focus, balance, lighting and composition.

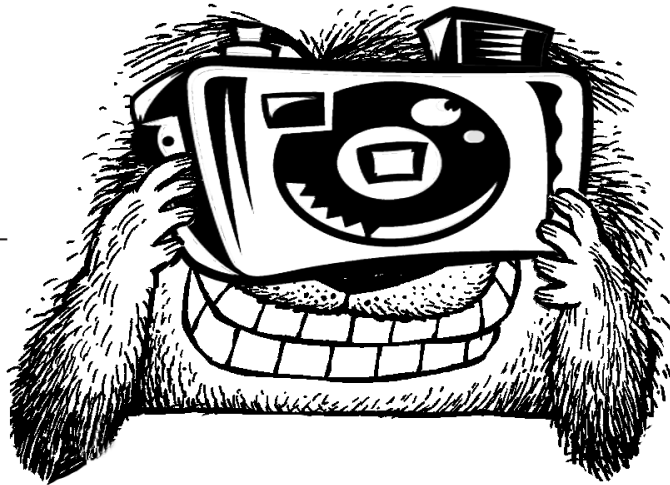
Although landscapes or still life can make for a lovely photograph, this assignment requires students to include a human element in each entry. Photographs can feature events or activities, but should not be staged.

Students can control the staging of a portrait, and should consider using a setting or environment that reflects the subject of the photograph. Avoid the head-and-shoulders mug shot of group shots.

It is also important that the photojournalist be able to provide a caption for their image. Captions should include the name or names of the subject, date the image was taken and what action is occurring in the picture, if any. If the photo included numerous people, identities are not as essential.

Rules of Entry:

- A. Third- through 12th-grade students in public, parochial or private schools may enter.
- B. Photographs can be taken with either digital or film cameras.
- C. Photographs must be accompanied by a caption that contains pertinent information about the photograph, including the date that it was taken and identities of subject, if relevant. (Identities would not be important in a crowd shot.) Caption information should be clearly printed or typed on the entry form.
- D. The photograph must be taken by the student, but can be developed and printed by a commercial printer, in either luster or matte finish. No glossy prints, please.
- E. Photos may be submitted either in color or black and white.
- F. Photos should be at least 4 inches by 6 inches, but can be larger, or in jpeg file.
- G. Each entry must have the student's full name printed on the back of the photo, as well as on the entry form. If this information is not included, the entry will be disqualified.
- H. All prints become the property of The Reporter and will not be returned.
- I. No photo illustrations, computer-altered images or photos submitted on newspaper pages will be accepted.
- J. If you have questions, call 453-8162 or e-mail rroach@thereporter.com or rosenbaum@thereporter.com with subject: Campus Star
- K. Limit one entry per student.



ATTACH PHOTO & CAPTION INFORMATION

PHOTOJOURNALISM PICTURE

6

Please print clearly.

Name: _____ Phone: _____

Email: _____

Address: _____

City: _____ Zip: _____

Teacher's Name: _____

School: _____

Completed entries must be received by The Reporter no later than 5 p.m., Thursday, April 5, 2012

Grade Division (Circle One) 3 4 5 6 7 8 9 10 11 12



REPORTER

PHOTOJOURNALISM CONTEST

4 separate categories:

• 3 & 4 Grades • 5 & 6 Grades • 7 & 8 Grades • 9-12 Grades

What is Video Reporting?

Video reporting, like print reporting, seeks to tell a story. Reporters should seek out sources to help tell the story and include video that illustrates the story.

A video reporter should be able to combine images and words to create a report that is both informative and visually interesting.

Rules of Entry:

- A. Third- through 12th-grade students in public, parochial or private schools may enter. Limit one entry per student.
 - B. Entries should be submitted on a DVD in either Windows Media Video or Quicktime format in an .mpg or .mov file.
 - C. Entries must focus on the topic "Tell us about a program at your school."
 - D. Video Reports must be entirely the work of the student reporter submitting the video and can be no longer than 60 seconds.
 - E. Each entry must have the student's full name, email, street address, phone number, teacher, school and grade. If this information is not included, the entry will be disqualified.
 - F. No music from copyrighted sources may be used in the video.
 - G. All videos become the property of the Reporter, and will not be returned.
- Use the form provided below and tape it to your entry DVD.

VIDEO REPORTING

7

Tape this form to the back of your entry.

Please print clearly.

Name: _____ Phone: _____

Email: _____

Address: _____

City: _____ Zip: _____

Teacher's Name: _____

School: _____

Completed entries must be received by The Reporter no later than 5 p.m., Thursday, April 5, 2012

Grade Division (Circle One) 3 4 5 6 7 8 9 10 11 12



REPORTER

VIDEO REPORTING CONTEST 7