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.
Please keep all design within the square,
Ads should be black and white.

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 7, 2016

Grade Division (Circle One)  3  4  5  6  7  8  9  10  11  12
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. All online ad entries must be submitted in .jpg format to computestar@thereporter.com or put on disc and dropped off at The Reporter.
G. 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 disc or provide all of the information below if emailing your entry.

Please print clearly.

Name: ___________________________ Phone: ___________________________

Email: ___________________________

Address: ___________________________

City: ___________________________ Zip: ___________________________

Teacher’s Name: ___________________________

School: ___________________________

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Grade Division (Circle One) 3 4 5 6 7 8 9 10 11 12
Design an online ad template

300 pixels wide
by
250 pixels tall

160 pixels wide
by
600 pixels tall

Rectangle

Skyscraper

Please keep all ad design within the space allowed for each ad size.

Ads should be in full color.

All online ads should be sent in .jpg format to campusstar@thereporter.com or put on disc and dropped off at The Reporter
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:

A. Third- through 12th-grade students in public, parochial or private schools may enter.

B. Entries should be typed in black ink on white paper. Limit one entry per student.

C. 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.

D. News stories must be entirely the work of the student reporter.

E. Each entry must have the student’s full name, phone #, address, email address, teacher’s name and grade level.

F. All entries must be typed and submitted electronically via email to campusstar@thereporter.com. Accepted formats include: Word docs, text docs and straight email. No publisher documents are accepted.

Complete entries must be received by The Reporter no later than 5pm on Thursday, April 7, 2016.
4 separate categories:
• 3 & 4 Grades • 5 & 6 Grades • 7 & 8 Grades • 9-12 Grades

What is Video Reporting?

What is a News Video Reporter?
News videos are much like those presented on television and on many websites. They offer much the same information as the stories that appear in the newspaper but are produced in short video segments with a camera, smartphone, tablet or other device able to record and edit content.

News videos present facts – the who, what, when, where of what is happening. They may also include statements from people as to what happened, or the person’s reaction to what happened.

Video news stories can include brief action scenes, short interviews and opening/closings by the reporter. They should be no longer than two and a half minutes in length.

Rules for entry:
A. Students in grade 3 through 12 in public, parochial or private schools may enter.
B. News videos must be submitted on disc in either MP4 = MPEG 4 files with H.264 video codec and AAC audio codec
C. Each entry must have the student's full name, phone number, address, email address, teacher's name, school and grade level, and the name of the story and the date the video was taken.
D. Video news stories should be no longer than 2 and a half minutes in length.
E. All video stories must be the work of the student submitting the video.
F. No music from copyrighted sources may be used.
G. All videos become the property of The Reporter and will not be returned.

Complete entries must be received by The Reporter no later than 5 p.m. on Thursday, April 7, 2016
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. Total length of the feature story should be no more than 400 words.
E. All entries must be typed and submitted electronically via email to campusstar@thereporter.com.
   Accepted formats include: Word docs, text docs and straight email.
   No publisher documents are accepted

Complete entries must be received by The Reporter no later than 5pm on Thursday, April 7, 2016
4 separate categories:
• 3 & 4 Grades • 5 & 6 Grades • 7 & 8 Grades • 9-12 Grades

What is a Features Video Reporter?

Features videos are much like those presented on television and on many websites. They offer much the same information as the stories that appear in the newspaper but are produced in short video segments with a camera, smartphone, tablet or other device able to record and edit content.

Video features stories must be based on factual events and/or people. They can include brief action scenes, short interviews and opening/closings by the reporter. They should be no longer than two and a half minutes in length.

Video features stories can be done with humor or a degree of seriousness, telling the story of someone, or trying to persuade some type of response.

Rules for entry:
A. Students in grade 3 through 12 in public, parochial or private schools may enter.
B. Features videos must be submitted on disc in either MP4 = MPEG 4 files with H.264 video codec and AAC audio codec
C. Each entry must have the student's full name, phone number, address, email address, teacher's name, school and grade level, and the name of the story and the date the video was taken.
D. Video news stories should be no longer than 2 and a half minutes in length.
E. All video stories must be the work of the student submitting the video.
F. No music from copyrighted sources may be used.
G. All videos become the property of The Reporter and will not be returned.

Complete entries must be received by The Reporter no later than 5 p.m. on Thursday, April 7, 2016

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 7, 2016

Grade Division (Circle One)  3  4  5  6  7  8  9  10  11  12
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. Total length of the opinion column should be no more than 400 words. Drawing should be black ink. A template is provided in this kit
E. All written entries must be typed and submitted electronically via email to campusstar@thereporter.com. Accepted formats include: Word docs, text docs and straight email. No publisher documents are accepted.

Complete entries must be received by The Reporter no later than 5pm on Thursday, April 7, 2016
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 7, 2016

Grade Division (Circle One) 3 4 5 6 7 8 9 10 11 12
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:
A. Third-through 12th-grade students in public, parochial or private schools may enter.

B. Choose from one of the following categories:
   Crossword Puzzle
   Word Search
   Maze
   Comic Strip

C. Games, puzzles and comics 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 on the next page.

E. 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.
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 7, 2016

Grade Division (Circle One) 3 4 5 6 7 8 9 10 11 12
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 7, 2016

Grade Division (Circle One) 3 4 5 6 7 8 9 10 11 12
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 jrosenbaum@thereporter.com with subject: Campus Star
K. Limit one entry per student.
ATTACH PHOTO & CAPTION INFORMATION

PHOTOJOURNALISM CONTEST

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 7, 2016

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