



PRESS RELEASE

Now pupils can tell their winning lockdown stories

Calling all educators ...this is the chance for your pupils to Shine with their media and communication skills

Schools may have faced a year of lockdowns but pupils are being given the chance to show off their resilience and creativity.

Entries are now being accepted for the annual Shine School Media Awards for the most inspirational school print and digital media platforms produced by secondary school pupils. Judges are expecting creative ideas showing how pupils used their ingenuity to keep communicating despite many having to work from home. Covid themes may dominate, but surprises are expected.

New categories include those on sustainability, marketing and best audio as well as the regular high profile awards for best magazine, newspaper, digital edition, podcast and top writing.

It is the 10th year of the high profile awards which are sponsored by a vast range of companies including national publishers. Previous winners have gone on to enter design and media jobs.

Chair of Shine Alison Strachan said: "The extraordinary circumstances of the last year and its enforced culture of isolation have particularly challenged school students, separating them from their peers and school communities.

"Our aim is to encourage children to get involved in the community of a publication, where they can hone their creative skills, work as a team and effectively reach out to a specific audience. The benefits of such projects are wide-ranging and last a lifetime, and we hope all schools will offer this opportunity to their pupils."

The Shine Awards are part of the support provided to the media industry and young people by the Worshipful Company of Stationers and Newspaper Makers, one of the UK's historic livery companies.

The awards are supported by schools from throughout the UK and this year it is expected there will be a rush of late entries with schools now back out of lockdown.

A full list of categories is below and attached are some of last year's winning entries. Past winners range from 11 – 18 years old and come from schools across the educational spectrum.

The full list of categories: Best illustration & artwork, Best print & design, Best cartoon, Best photograph, Writer of the year, Best audio, Editor of the year, Best marketing strategy using social media, Best sustainable initiative leading to a greener future, Best piece on designated topic, Best overall content, Best newspaper front page, Best magazine front cover, Best homepage, Best Newspaper, Best Magazine, Best online and the Harrison Cup. **Individual awards:** Most inspirational teacher. The Shine Scholar: Most outstanding pupil.

Closing date is Friday 8 May. The winners will be announced in June and a special awards lunch will be held in the City of London in September.

Entry forms are available to download at:

<https://www.shine-schoolawards.org>

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Note for school heads, teachers and administrators:

The Shine School Media Awards is a national competition that rewards a diversity of talent from secondary schools across the UK who work on the writing, editing, design and fund-raising for a school newspaper, magazine, podcast, website or radio.

The significant benefits of a Shine project include an enrichment of the school curriculum, an incentive to creativity and the chance for pupils to win national recognition and enrich their CVs and applications for university or college. At a glance:

- Pitch students' creativity against peers from all corners of the UK
- Encourage teamwork via Teams or Zoom meetings
- Enter from 1 – 17 categories and win prizes
- Attend an awards ceremony in the City of London in the autumn
- Meet and learn from experts in the communications industries
- Win national recognition for your school
- Enhance career opportunities for pupils