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### Welcome



Sue Pandit Chairman, Shine 2014 School Media Awards



This year more than 200 schools participated in the Shine School Media Awards with 27 making it through to the final round to receive winning or highly commended awards. Several new schools have appeared in the final round this year. Congratulations to all of the winners and all of the schools who took part in the 2014 Awards.

The Shine Awards have been created to encourage the development of publishing projects in secondary schools. These aim to demonstrate pupils' literacy, design and IT skills together with an appreciation of and respect for copyright and an understanding of environmental issues. A wide range of schools, both state and fee-paying, across England, Wales and Northern Island enter Shine each year. Scotland now has its own school media awards, imPRESS.

This is my first year as Chairman of these awards and I am very encouraged by the quality of the newspaper and magazine entrants, in both print and digital formats. I have been supported by a dedicated committee who have worked throughout the year to bring these awards to their culmination at the Awards ceremony in June. Particular thanks are due to Malcolm Hull, the committee's deputy chairman and to Anneliese Cooper-Blake for providing management support. This year the brochure has been designed by Richard Chapman and the production process managed by Alistair Hill, both members of the Stationers Company. Printing has been provided by The Greenshires Group and paper donated by Denmaur Independent Papers. Rotaset Printers have provided the printing services for the day-book distributed on the Awards Day.

This project would not be possible without financial sponsorship from a range of organisations and individuals. We are extremely grateful for the continuing sponsorship from The Copyright Licensing Agency, Antalis UK, Times Educational Supplement, Quark Systems, BBC Worldwide, Telegraph Media Group, Hearst Corporation, PaperlinX and Tindle Newspapers. New sponsors for 2014 are Picon, Hobbs the Printers, and The Tony and Sheelagh Williams Charitable Foundation. The Best Community Initiative award is now sponsored by individual Stationers with Pat Batley and Kit Van Tulleken contributing this year.

Thanks are also due to the individuals and organisations who provide workshops for the schools on the Awards Day. These include The Copyright Licensing Agency, City University Journalism Department, Oxford Brookes Centre for Publishing Studies, Creative Skillset, Shepherds, Sangorski & Sutcliffe Bookbinders, Hearst Corporation, Output Magazine, BBC Worldwide, Antalis UK, PaperlinX, Hobbs the Printers and the St Bride Foundation.

Finally very many thanks to our two awards presenters, Simon Heffer and Suzy Cox. Simon is a senior journalist at the *Daily Mail* and Suzy is deputy-editor of *Cosmopolitan*.



### **Best Cover**

# Whitgift School

### St Paul's Girls' School

This year the judges decided to split the award between best magazine and best newspaper cover as it was impossible to judge them against each other. The judges identified three excellent titles for each category.

The winning magazine cover of Whitgift School's Whitonomics was praised for its excellent choice of font and colour and its fantastic graphic depiction of a hamburger, helping to make it a stand-out publication.

Withington's Scrawl demonstrated clever use of lettering to spell out the word 'mystery' using retro letterpress wood letter fonts.

Kingsbridge's Abridged included a strong cover image showing good software ability and flair.

The judges were impressed by the winning cover of the St Paul's Girls' School newspaper, The Marble, in the way that it appeared to be inspired by The Guardian indeed a sophisticated and ambitious design.

Hampton School's Sports Chronicle really demonstrated great use of tabloid style journalism and had excellent cover photography and good use of colour.

The judges loved the Alnwickist frontpage exclusive from The Duchess's Community High School, with Mr Gove in the limelight again.

**Highly Commended** 

**Magazine Cover** 

Community College Withington Girls'

**Highly Commended** 

**Newspaper Cover** The Duchess's

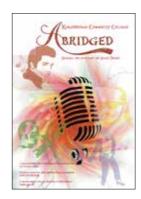
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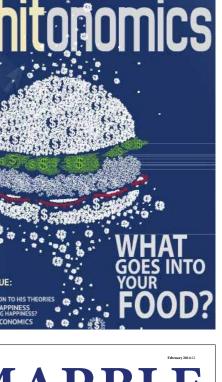
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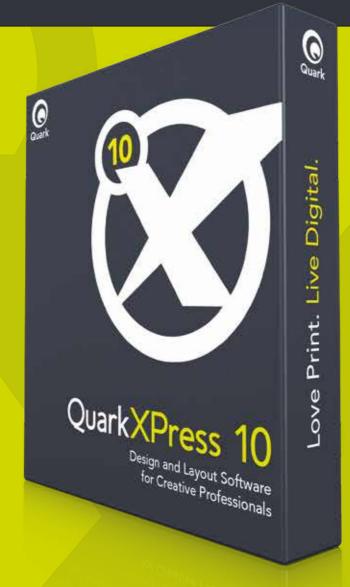






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# Best Design and Layout Bodmin College

The judges struggled to narrow their choice to four titles. **Bodmin College's** *Skive* was their favourite with its strong tone of voice, smashing energy, its ability to break the rules and the demonstration of real talent. One judge was heard to say 'I want to hang out with these kids'.

Ballakermeen High School's The Lookout showed strong visual appeal with interesting typography and graphics.

City of London's The Citizen is a serious publication; its design fits the content and is consistent throughout. The judges also liked The Citizen's use of fonts.

Warwick School's Generation Rising was described as a 'jewel of a publication' with high quality design values and an excellent front cover.

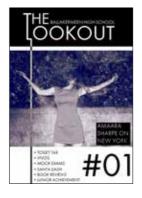


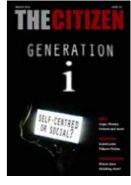


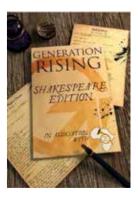
Bodmin College team

### **Highly Commended**

Ballakermeen High School City of London School Warwick School







Quark



# Best Original Artwork and Photography Oundle School

The judges were impressed with the standard of artwork and photography demonstrated in all the nominated entries and had difficulty in selecting four schools for the final awards.

**Oundle's** newspaper contains a good range of excellent photographs, the judges particularly liked the back page spread.

The judges praised **Brookfield Community School** for its great ingenuity in using an iphone to create images which made the reader think, a very original approach.

Langley Park School's magazine was seen as being a labour of love which had the look of a school magazine – not a bad thing – which used a range of design approaches.

Warwick School's magazine's illustrations were judged to tell the story extremely well.





Oundle School team

### **Highly Commended**

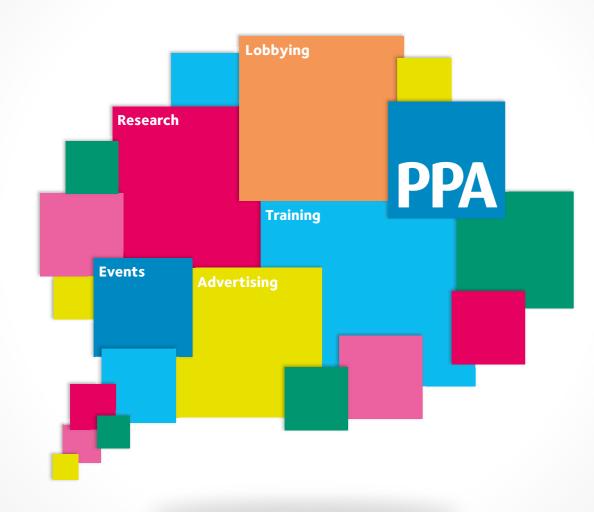
Brookfield Community School Langley Park School for Boys Warwick School







# The Voice of Professional Publishers



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# **Best Feature Article** City of London School

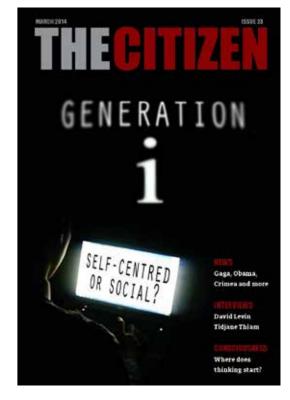
The judges really enjoyed this category with its wide range of topics. They giggled and laughed as they shared the enjoyment of finding many gems.

Leo Reich's article 'Too Many Men' in City of London's The Citizen was a brave piece challenging its readership and showing excellent analysis on a cultural level.

Beaverwood School's Chislehurst Express entered a brilliant feature by 12 year old Cerys Steenhius 'Is Technology Killing our Childhood?' This was seen as a very clever choice of subject matter, very current and controversial. This feature included a wonderful list of things young people should be doing e.g. 'skim a stone' 'fly a kite'.

From Blackpool Sixth Form College in Sixth Sense, the article 'Getting It Up: Going Up. Misogyny and Sex' by Andy Doughty was described as funny, and topical with a range of useful information well targeted at the readership.

Noel-Baker School's entry was from its website The Martlet. The feature article written by Katie Desmond about two retiring teachers was described as 'well-written with some delightful phrasing'.





City of London School team

### **Highly Commended**

Beaverwood School for Girls Noel-Baker School The Blackpool Sixth Form College







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### Best Overall Editorial Content

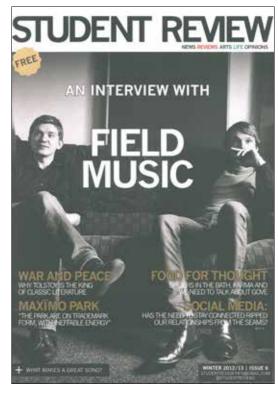
# The King Edward VI School

This was one of the most enjoyable and time-consuming awards to judge! The judges had 11 entries to read from cover to cover. They were unanimous in selecting **King Edward VI's**Student Review as the winning entry. This was seen as a very mature magazine. They liked the overall theme of music with its balance of content and interesting layout encouraging you to read. 'Very close to something we would expect to see as a commercial product - a great entry.'

Bablake's Stretch was thematically very consistent with a strong standard of writing and illustrations, articles thoroughly subbed, an enjoyable reading experience. This magazine is strong on editorial layout with great illustrations. 'A quality product.'

Ballakermeen's on-line entry *The Lookout* was clearly written with its audience in mind, with well-designed spreads and good change of typeface relevant to the topic. This works well as an online magazine with good navigational tools on each page.

**City of London's** *The Citizen* contained some heavy weight articles, well-balanced content with an excellent standard of writing.



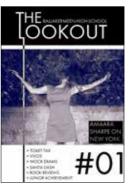


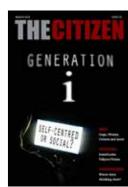
The King Edward VI School team

### **Highly Commended**

Bablake School Ballakermeen High School City of London School









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# **Best Business Strategy** Ovingham Middle School

We would like to see more schools entering this category! However the schools that did enter showed a good understanding of the commercial aspects of their publication.

The **Ovingham Middle School** were clear winners having drafted a business plan that would work very well commercially. There are a lot of budding entrepreneurs here.

Warwick School were a close second with a clear idea of what they wanted to achieve and they had set themselves strict timelines to adhere to.

Oundle School made the biggest overall profit and contributed significantly to the local community.

**Bodmin's** entry showed a clear understanding of the key components of a business plan. The judges were impressed by the advertising revenue raised and the plans to donate any profit to Greenpeace.

We are confident that entries for this category will continue to grow in future years as additional information is provided to schools on what the judges are looking for and teachers appreciate the potential benefits of students being able to understand and write a comprehensive business plan.





Ovingham Middle School team

### **Highly Commended**

Bodmin College Oundle School Warwick School













### The Stationers' Foundation

he Worshipful Company of Stationers' and Newspaper Makers' (The Stationers' Company) is one of London's older Livery Companies with its origins in the fourteenth century. In 1403, a guild was formed whose members included text-writers and illuminators, booksellers, bookbinders and suppliers of parchment, pens and paper. They set up fixed-position stalls in St Paul's Churchyard and were therefore referred to as 'Stationers', as opposed to itinerant vendors.

A Royal Charter was awarded in 1557 giving the guild power to control printing in all its aspects. Its involvement in training and education began when printing houses presented their apprentices at Stationers' Hall for a fee of sixpence. In 1861, the first Stationers' School opened just off Fleet Street and then, with an expanding school roll, a larger school was opened in Hornsey in 1894. The school established a high reputation as an excellent grammar school, but closed in 1984. The sale of the land on which it stood created a capital fund, the income from which now supports charitable objectives in education.

The Stationers' Foundation is now responsible for overseeing the Company's charities, one of the most important aspects being to encourage training and education in graphic arts, now including the wider digital media world. Young people can benefit from the work of The Stationers' Foundation from scholarships, bursaries, grants, equipment supply and opportunities to undertake further education and travel in order to prepare them for entry into a profession, trade, craft or occupation in the media or related graphic arts industry.









### The Stationers' Foundation

Stationers' Hall | Ave Maria Lane | London EC4M 7DD

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Websites: www.stationers.org

www.shine-schoolawards.org

# **Best Community Initiative**

# The Right Choice Independent Special School

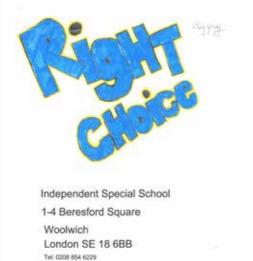
This award is now sponsored by members of the Stationers Company and it is hoped that more schools will recognize the community initiatives that can be developed through their magazines and newspapers.

The Right Choice School was the clear winner of this award. The judges commented that it was 'absolutely spot on, ticks all the boxes'. It was seen as a great idea to engage the students with the sensitive subject matter to produce a magazine that showed clear evidence of hard work.

Oundle School's newspaper, *The Oundle Chronicle*, was judged as a fantastic local newspaper with obvious links with the community, providing a real service for its readership. The judges also liked the fact that the profits are donated to a local charity.

Thomas Cowley's *The Cowley Chronicle* was considered to be an excellent, well-produced newspaper dealing with a range of sensitive issues.

**Kingsbridge's** *Abridged* was judged to demonstrate good initiative with clear links to its local community.



Banjo Aromolaran (Headteacher)

Ursula Grant (Operations)

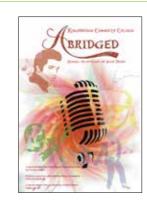


Directors:

The Right Choice Independent Special School team

### **Highly Commended**

Kingsbridge Community College Oundle School The Thomas Cowley High School

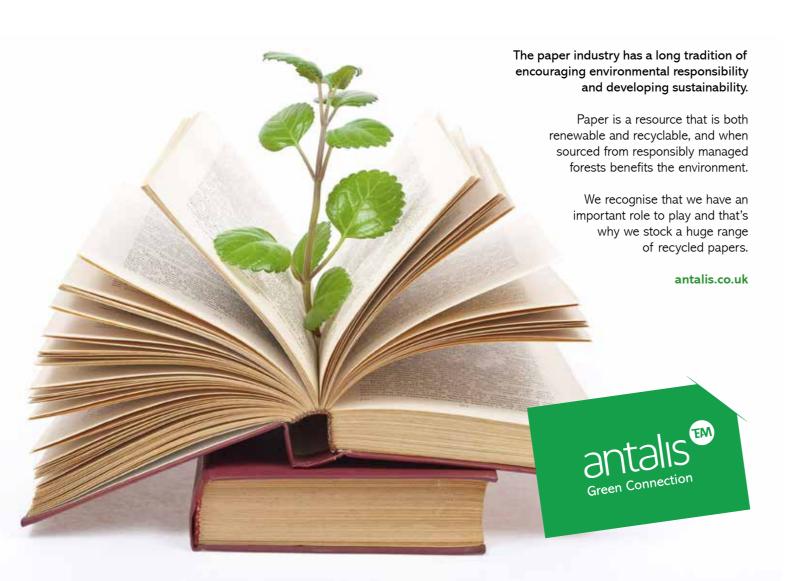






# 100% Inspiring

# 100% Recycled



### Best Environmental Strategy

# Thomas Bennett Community College

The Shine website provides some excellent materials to help schools consider the environmental issues involved in the production of a magazine or a newspaper. In particular the **Two Sides** publication *Print and Paper Myths and Facts* is available as a prime resource. Currently only a minority of schools enter this very important category.

Thomas Bennett Community College is the clear winner in this category. Their magazine, Booggle, devoted two pages to this important topic. This school is a champion of recycling.

Ovingham Middle School, a school that did not formally register for this category, were identified as having a great care for the environment. They also considered the paper stock and printing. The judges decided to give Ovingham a Highly Commended.

**Durham School** also considered the paper being used in their publication and had a clear focus on recycling.

**Brookfield Community School's** approach to paper use and recycling was commendable.





Thomas Bennett Community College team

#### **Highly Commended**

Brookfield Community School Durham School Ovingham Middle School



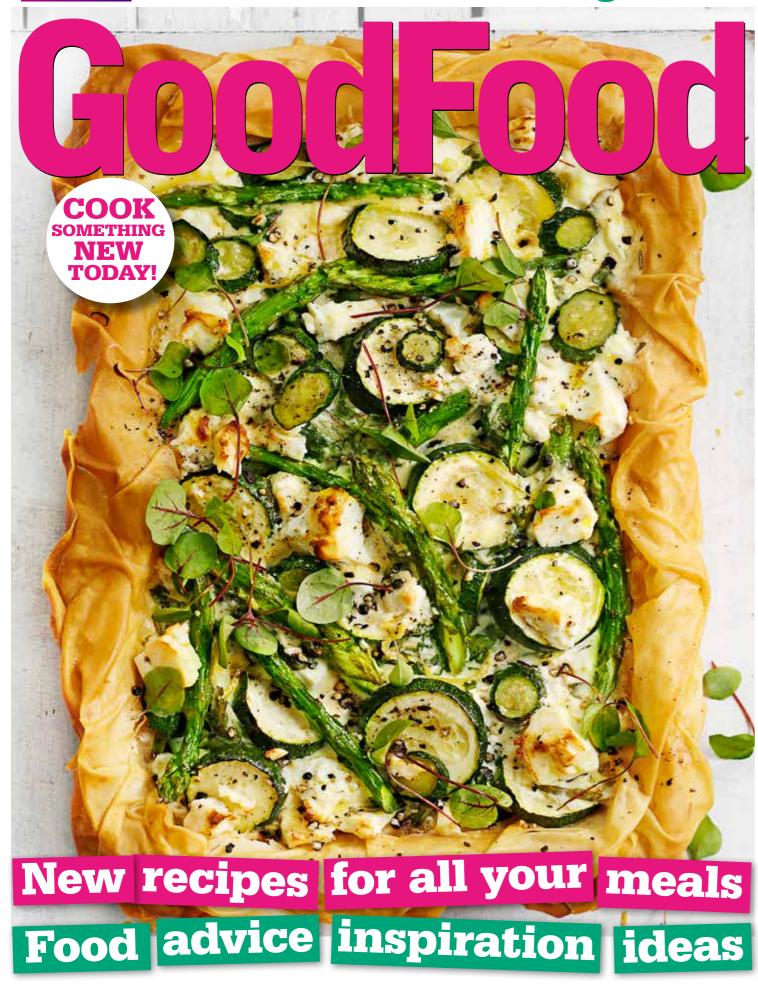








# BBC Britain's no 1 food magazine



### Most Inspirational Teacher

# Rebecca Stott Bodmin College

It is lovely to read the nominations submitted by the pupils for this award. They write such glowing entries about their teachers.

The pupils from **Bodmin College** write of their teacher Rebecca Stott's drive and commitment, how hard she has worked, pushing the students to the best of their abilities. Her ability to encourage and inspire her students is highlighted as well as her technical skills to advise the editorial team.

Mark Woodward from Bablake School, has once more been Highly Commended for this award. The editorial team are very proud of their publication, Stretch, that Mr Woodward helps to produce through his professional support and advice. He allows the editors to cover the issues they want to - sexism, racism and homophobia, that some teachers might have shied away from.

Martin Burley from Noel-Baker School has been nominated for his patience and inspired leadership of the team to achieve a professional publication with The Martlet. As an ex-journalist he was able to offer his experience to help improve the pupils' skills.

The NewsKnight team from The Knights Templar School have nominated Ben McDermott for his ability to encourage creativity and empower the students to develop new skills. Mr McDermott makes working on the publication both fun and rewarding, he has trained generations of students to lead the editorial teams.

#### **Highly Commended**

Mark Woodward, Bablake School Martin Burley, Noel-Baker School Ben McDermott, The Knights Templar School













### **Most Outstanding Pupil** Charlotte Loasby Bablake School

This was a hard award to judge with a large number of excellent recommendations. The judges eventually chose Charlotte Loasby, age 18, from Bablake School as the overall winner. Charlotte's teacher, Mark Woodward, described her as 'talented in so many areas but an immaculate, creative, team leader'. Charlotte is Stretch's editor and was also a keen contributor to the magazine.

Luke O'Sullivan, age 17, from Berkhamsted Schoool was praised for his technical expertise and graphic design skills by his teacher Jacob Savill. He is described as having been instrumental to every aspect of the success of their school's on-line magazine, Ink. Luke runs the technical side entirely without teacher input, he is a good team leader and is currently developing his technical team for the future.

Nicole Hatherall, age 18, from Bodmin College is editor of Skive. Nicole was praised by her teacher, Rebecca Stint as well as her editorial team for the amazing way she has performed her role as editor while keeping up her academic studies. Nicole's long term goal is to pursue a career in publishing.

Annie May, age 17, from Caistor Grammar **School** is praised for her news reporting skills. Annie has been involved in Caistor Focus since joining the school both as a contributor and an editor. She has also mentored and supported younger pupils.



### **Highly Commended**

Luke O'Sullivan, Berkhamsted School Nicole Hatherall, Bodmin College Annie May, Caistor Grammar School







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# Best Online Ballakermeen High School

Ballakermeen High School's The Lookout felt like a well thought out magazine. The judges liked the sound of the pages turning and each page was easy to navigate, the articles being attractive to read, having a strong design with good signposting and powerful visuals. This online magazine was immediately the judges' favourite.

The online edition of **Berkhamsted School's** *INK* is a very professional offering, with strong typography and a clear layout. However, it was very hard to judge – was it a website or was it a magazine? This was a brave move from a school that had previous success with its paper-based publication.

The Noel-Baker School's online publication, The Martlet, shows clever ideas and is a great community initiative. There is also a good, strongly written piece about two leaving teachers.

The judges were initially confused by the **Dartford Grammar School** website as it appeared to be cloned from the BBC News website. However, they soon discovered that the BBC provides the template and Dartford provides the content. The editorial team have compiled high quality news content. The interview with Len Goodman from 'Strictly' through to the report on the excavation of a wartime shelter at the school and the future development of electric cars were all handled well and are to be commended.

# THE BALLAKERMEEN HIGH SCHOOL OKOUT





+ MOCK EXAMS + SANTA DASH

+ BOOK REVIEWS

JUNIOR ACHIEVEMENT

Ballerkermeen High School team

### **Highly Commended**

Berkhamsted School Dartford Grammar School Noel-Baker School











# TINDLE NEWSPAPERS



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ckhowell Express ouch End Advertiser	1889 1979	Meon Valley News	1985 1994	West Devon Admart & Diary	
rtmouth Chronicle	1854	Mid-Cornwall Advertiser & Diary	1994	West Somerset Free Press	
wlish Gazette	1897	Midsomer Norton & Radstock Journal	1980	West Somerset News Trader	
wlish Post	1897 1981	Minehead News Trader	1988	Weymouth View From	
ptford & New Cross & South London	1701	Minehead & West Somerset Free Press	1860	Wharf Review & Diary	
SS Cross & South London	1865	Mitcham Post	1908	Wimbledon & South London Press	
von Diary	1865 1985	Monmouthshire Beacon	1837	Winchmore Hill Advertiser & Herald	
von Independent	1808	Narberth & Whitland Observer	1906		
rchester View From	1808 2007	Newent Forester	1874	Wiveliscombe Messenger	
rchester & Weymouth Diary lwich & South London Press	1999 1865	Newton Abbot & Mid-Devon Advertiser	1863	Y Cymro	
	1865	North Cornwall Advertiser & Diary	1986	Y Dydd	
llwich & South London Press st Barnet Press & Advertiser	2010	North Cornwall Post & Diary	2003	Yeovil Independent & Clarion	

### Best Newspaper St Paul's Girls' School

This year's newspaper entries were of a professional standard, all would be worthy of a place on any high street newsstand. The judges commend the teams of all of the entrant schools in having produced publications with excellent content, good editorial and high standards of journalism and photography.

St. Paul's Girls' School's, *The Marble*, was very professionally written and put together, with clean and consistent design throughout. There was a good, broad range of content - making it overall a great newspaper and a worthy winner.

Caistor Grammar School's, *The Caistor Focus*, had excellent school-focused content and maintains its very high standard of presentation from previous years.

The Oundle Chronicle is a 'real newspaper' that is read throughout the community. The judges loved the back page especially. The newspaper carries 'loads' of local content.

The Alnwickist from The Duchess's Community High School, caught the eye of the judges for its pleasing appearance, high standard of journalism, interesting feature articles and involvement with the local community.

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**The Struggle Continues** 

St Paul's Girls' School team

### **Highly Commended**

Caistor Grammar School The Duchess's Community High School Oundle School







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# Best Magazine The King Edward VI School

The panel of judges were again spoilt for choice with this year's plethora of fine entries. Whilst the presentation of the glossy and finely printed magazines won the day, it was gratifying to see the improving standards of those magazines that have been entirely produced in-house at schools that have significantly reduced resources and budgets.

King Edward VI School's, Student Review, is a really cohesive and well thought out publication. The magazine has a strong focus on its themes, showing consistency and flair in its design. This magazine makes an interesting read for both an adult and a sixth form audience. Student Review is very well rounded and coupled with the paper selected for the publication makes it a tactile and pleasing magazine. This magazine is the worthy winner.

Stretch from **Bablake School** is a very attractive magazine with a modern cover and excellent content. The judges did take into account the input to the magazine design by external professionals but this did not distract from the excellence of the magazine overall.

The voice of the kids has really been captured by **Bodmin School's** *Skive*. It expresses and reflects very accurately the young community that put it together, with stories that mean a lot to them. It felt honest as a publication. Parents could learn a lot from reading this. 'I really felt that I was 17 again when reading this magazine', commented one of the judges.

The Citizen from City of London School is a very professional publication with extremely mature content. The editorial team have taken a very serious theme and made sure that it is displayed in a very professional way. As always, this school delivers consistently high standards.





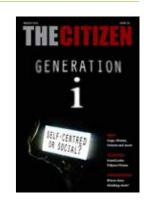
The King Edward VI School team

#### **Highly Commended**

Bablake School Bodmin School City of London School













### Meet the Judges



### Shine Judges 2014, left to right

Sarah Lonsdale, City University London Molly Taylor James Matthews-Paul, Output Magazine Richard Chapman, Richard Chapman Studio Chris Hobbs, Hobbs the Printers Jonathan Tame, TwoSides Tim Webb, Picon Limited Joel Midgley, Copyright Licensing Agency Eloise Millard Cressida Ryan, Merton College Oxford
David Marley, *Times Educational Supplement*Terry Mansfield, Hearst Publications
Paul Farrell, PaperlinX
Julie Hadwin
Susan Wright, Earth Island Publishing
Stuart Selner, *Cosmopolitan*Suzy Cox, *Cosmopolitan*Jenny Potter, BBC Worldwide



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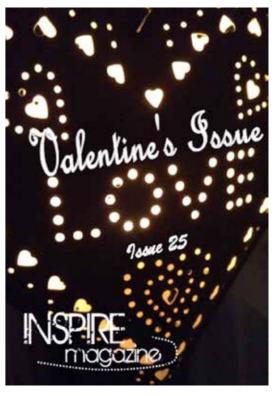
### Harrison Cup Brookfield Community School

The judges were delighted at the high standard of entries across all of the categories. The enthusiasm, motivation, abilities and skills shown by so many teams of young people from such diverse schools, coupled in many instances with a desire to support charitable groups and involve local communities, left the judges with a difficult decision that was very closely scored.

Brookfield Community School's *Inspire* magazine did just that! The judges enjoyed the Valentine Edition that was produced by a very young group and they particularly liked the editor's letter and the content appeared to have been put together with great enthusiasm. This magazine should be 'required reading' for parents, according to the judges! *Inspire* is an excellent winner of the Harrison Cup for this year.

Warwick School's entry, *Generation Rising* was such a close runner up that there had to be a recount. This publication was so different, had a pleasing A5 format, was based upon Shakespeare and had the objective of raising money for charity. The magazine has very clever content – it just took a theme and ran with it. The production team took a risk but it really worked well.

The Right Choice Independent Special School are again remarkable with their *Right Choice* Magazine. The team have written some impressive articles that are very engaging for the challenges that they face. The judges feel that the magazine has some very imaginative content. Well done once again.





Brookfield Community School team

### **Highly Commended**

The Right Choice Independent Special School Warwick School





