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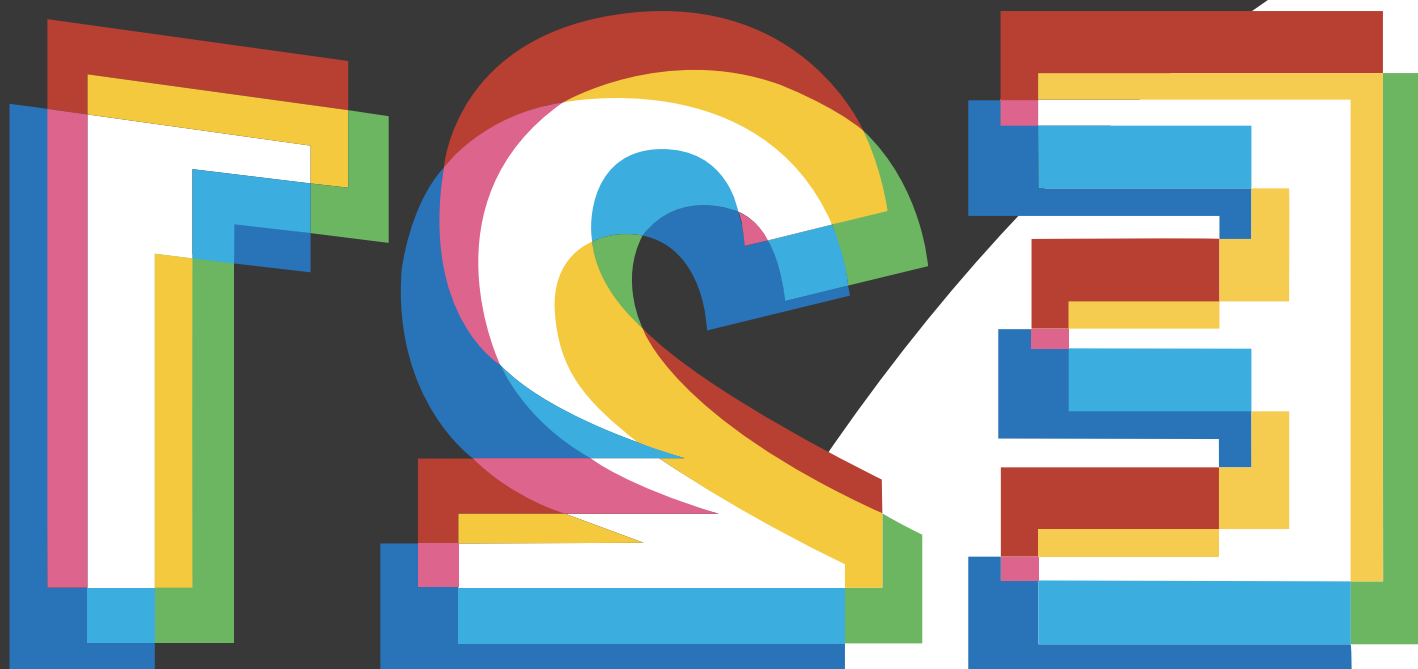
SCHOOL  
MEDIA  
AWARDS

E21

# SHINE SCHOOL MEDIA AWARDS 2021

Rising Stars 2021  
 Best Magazine Cover  
 Best Newspaper Front Page  
 Best Illustration and Artwork  
 Best Print and Design  
 Best Cartoon  
 Best Photograph  
 Writer of the Year  
 Editor of the Year  
 Best Audio  
 Best Overall Content  
 Best Marketing Strategy  
 Using Social Media  
 Best Sustainable Initiative  
 Leading to a Greener Future  
 Best Piece on a Designated Topic  
 Most Inspirational Teacher  
 Shine Scholar  
 Best Newspaper  
 Best Magazine  
 Best Online  
 Harrison Cup  
 Tomorrow's Talent

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## FROM THE CHAIR



“Congratulations to all our Shine winners this year! This winners’ book is a record of your achievements and along with your Shine certificates, will be something for you and your school to keep for posterity.

This year we weren’t sure until the 11th hour what sort of 2021 competition there would be. Multiple lockdowns and strict bubble groups, disruption to the curriculum and the cancellation of exams – the challenges to pupils and teachers were huge. Despite this we had the most inspiring and exciting cache of entries, 38% of which were new to Shine, and I would like to congratulate all the students who not only pulled together to enter, but who created such amazingly good magazines, newspapers and broadcasts.

The Worshipful Company of Stationers and Newspapermakers represents all aspects of the communications industries, and our esteemed judges

declared that the future of those industries are in safe hands given the calibre of talent showcased in these winning entries.

This year we have a special new award, the ‘Terry Mansfield Award for Tomorrow’s Talent’, which is given to someone we feel especially embodies the talent of effective and inspirational communication. You will find out more about this and the wonderful man who inspired it, at the end of the winners’ book.

We already look forward to next year’s entries, but for now, a resounding ‘well done’ to all our winners, highly commended and rising stars, and to the teachers and schools who enabled them to enter.

This is your time to Shine.

**Alison Strachan,  
Chair of Shine**

## FROM THE MASTER



“Congratulations to all the winners and finalists of this year’s Shine School Media Awards. As a past Chairman of the Stationers’ Foundation I have been close to the Shine Awards for many years and have always been impressed with the number and quality of the entries. This year is no exception.

If the challenge of design and production of a media product has inspired you, then I hope that some of you will investigate a career in our exciting and ever-changing industry.

As someone who has spent a lifetime in industry, I also hope that curiosity about how your designs on the page can become reality through putting ink on paper and binding the product will

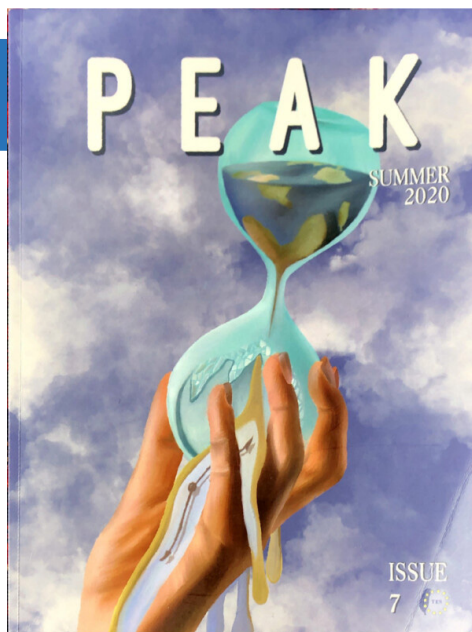
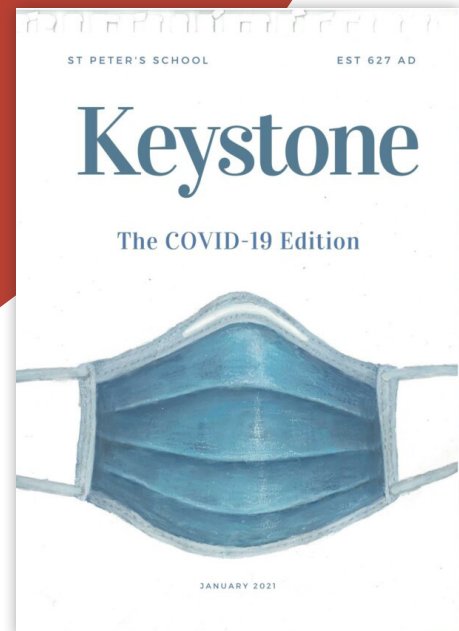
also inspire some of you to look at the manufacturing side of our trade.

Well done to all of you, whether an award winner or not.

**Robert Flather,  
Master, The Stationers’ Company**

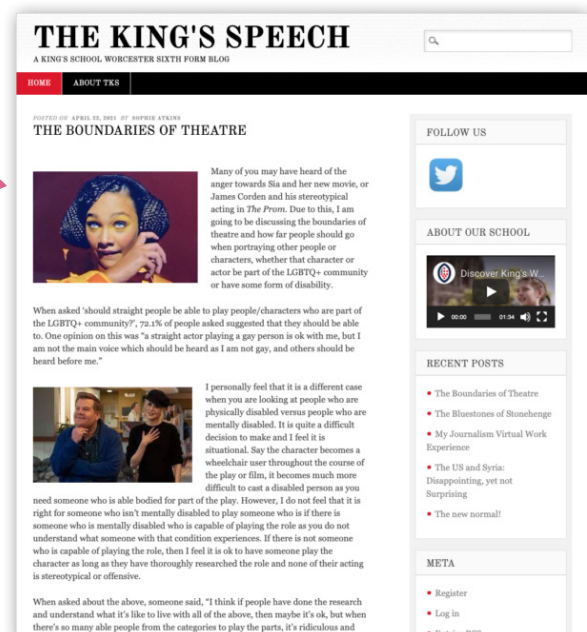
# Rising Stars 2021

St Peter's School, York  
*Keystone 2020-2021*  
*COVID-19 Edition*



Taipei European School  
*PEAK magazine*

The King's School,  
Worcester  
*The King's Speech*



# Best Magazine Cover

Judged by:  
Richard Chapman, Shine Deputy Chair  
Doug Wills, Editor Emeritus, *The Evening Standard*

## The John Roan School *Proud*

The judges said this was 'A powerful front cover with the mask that says it all'.

## Highly Commended

Ibstock Place School  
*The Wall*

Queen Mary's College  
*cats*

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# Best Newspaper Front Page

Judged by:  
Charles Garside, Former Managing Editor, *The Daily Mail*  
and former Editor, *The European*  
Andrew Gregory, Joint Night Editor, *The Daily Mail*  
Doug Wills, Editor Emeritus, *The Evening Standard*

## Abingdon School *The Martlet*

A unanimous choice for its 'clarity, simplicity of presentation and accessibility'.

## Highly Commended

Ermysted's Grammar School  
*The Reason*

St Paul's Girls' School  
*The Marble*

Sponsored by  
**DMGT**





# Best Illustration and Artwork

Judged by:

Stephanie Alexander-Jinks, Director, The Artworks Illustration Agency  
Chloe Douglas, Freelance Illustrator

## Liza Vasilyeva, Bromgrove School

*'At Freedom's Gates'*

The judges said this had 'a strong illustrator's voice'. This is Liza's second win for Best Illustration and Artwork, so congratulations to her.

## Highly Commended

Charles Blagburn, Ibstock Place School

*'The Second Pandemic'*

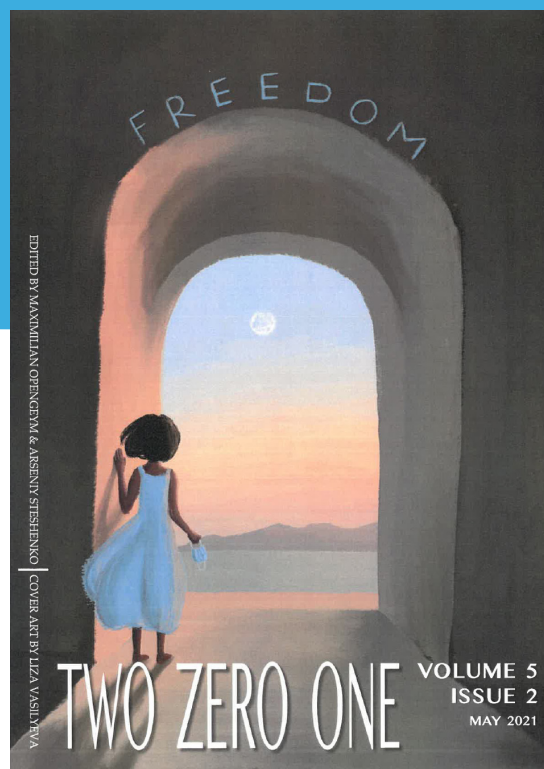
## Runner up

Wendy Smith, Royal Russell School

*Podcast teapot graphic*

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# Best Print and Design

Judged by:

Richard Chapman, Shine Deputy Chair

Gary Giles, The Printing Charity

Julie Way, The Printing Charity

## Yarm School

*The Dovecote - Edition 1: Aurora*

*Design by Katie Hunt & Evie Severn*

The judges said: 'Very visually appealing with a calm colour palette. We wanted to turn the page and discover what else was in store'.

## Highly Commended

King's High School, Warwick

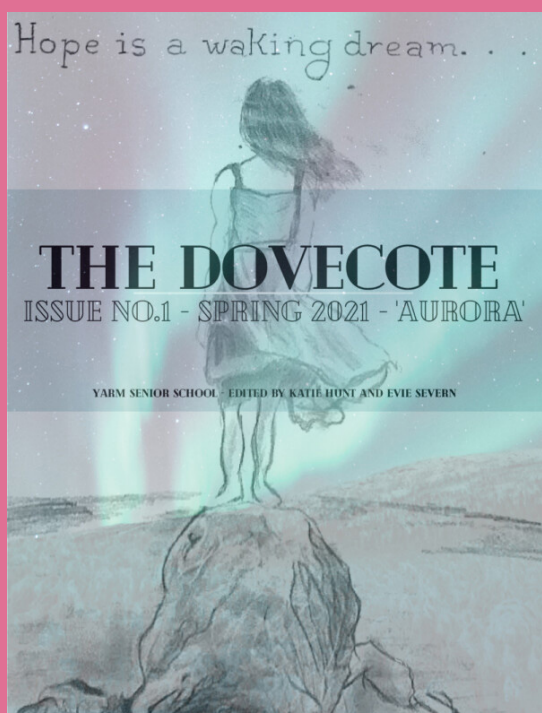
*410: An Exploration of Fear*

Ibstock Place School

*The Wall*

Sponsored by

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## Best Cartoon

Judged by:  
Steve Marchant, The Cartoon Museum  
Matt Pritchett, *The Daily Telegraph*

### King's High School, Warwick *Trump on a Wrecking Ball* by Ruby Webster

The judges said it was 'such a powerful image and Trump has an excellent expression on his face'.



## Highly Commended

**Queen Mary's College**  
*'Creativity During Covid'* by Lu Minte

**Whitgift School**  
*'Battle for the White House'* by Ben Naylor

Sponsored by  
**Cartoon Museum**

## Best Photograph

Judged by:  
Matt Davis, Shine Alumnus and Photographic Assistant at Camera Eye Ltd.  
Lucy Young, Freelance Photographer

### Tarporley High School & Sixth Form College *Artificial Self-Reflection* by Beth Slattery

The judges said this photograph was 'intriguing, making us pause to wonder what the story was behind the image'.

## Highly Commended

**Putney High School**  
*Abi* by Eloise Scambler

**Queen Mary's College**  
*Portrait of my sister* by Grace Duerden

Sponsored by  
**Lucy Young, Freelance Photographer**



# Writer of the Year

Judged by:

Glenda Cooper, Senior Lecturer in Journalism at City, University of London  
Professor Simon Heffer, Columnist, *Daily* and *Sunday Telegraph*  
and Professor of Modern British History at the University of Buckingham  
Liz Hunt, Assistant Editor (Features & Comment), *The Daily Mail*



## Highly Commended

**King's High School, Warwick**  
*Morbid Curiosity*  
by Madeleine Critchlow

**Jai Elangovan, Merchant Taylors' School**  
*The Adyar River Flood*  
by Jai Elangovan

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**Cavendish Care**

**Taipei European School**  
*'On Government - Is it Time for Democracy to Retire?'* by Enzo Wu

The judges said that Enzo's piece was 'superbly written, intelligently argued, thoughtful and an original idea'.

**The Ecclesbourne School**  
*'Skin Deep'* by Hannah Copley

Of Hannah's piece the judges said, 'an imaginative and compelling piece of fiction which plays with our idea of what humanity is.'

# Editor of the Year

Judged by:

Kevin Maguire, Associate Editor, *The Daily Mirror*  
Camilla Swift, Supplements Editor, *The Spectator*  
Katherine Whitbourn, Contributing Literary Editor, *The Mail on Sunday*  
Doug Wills, Editor Emeritus, *The Evening Standard*

**The John Roan School**  
*Benjamin Douglas-Freeman*

The judges said, 'Ben's personal voice and vision shine through, while the publication cleverly and stylishly assesses the effect of global events on school life'.

## Highly Commended

**Ibstock Place School**  
*Alex Mortimer*

**Yarm School**  
*Katie Hunt & Evie Severn*

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**BPiF**





# Best Audio

Judged by:  
Lewis McDonnell, Marketing Co-ordinator, Voodoo  
Peter Day, Broadcaster

## Global Academy Youths Choice

The judges said this was 'very professional, a great listen, broadcastable and the producer should be offered an immediate job in radio!'

global  
academy

## Highly Commended

Stationers' Crown Woods Academy  
*The Stationery Store*

Tarporley High School & Sixth Form College  
*Let's Talk Feminism*

Sponsored by  
**Voodoo**

# Best Overall Content

Judged by:  
Kevin Maguire, Associate Editor, *The Daily Mirror*  
Camilla Swift, Supplements Editor, *The Spectator*  
Katherine Whitbourn, Contributing Literary Editor, *The Mail on Sunday*  
Doug Wills, Editor Emeritus, *The Evening Standard*

## Abingdon School The Martlet

The judges said, 'whatever your interests, it would be impossible not to enjoy *The Martlet*. Although global subjects are thoughtfully explored, the editors keep in mind its role as a school magazine'.

## Highly Commended

Altrincham Grammar School for Boys  
*The Word*

Whitgift School  
*Whitonomics*

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# Best Marketing Strategy using Social Media

Judged by:

Luca Wetherby-Matthews, Social Media Assistant, Glamour UK at Condé Nast Britain  
Michael Harrison, Past Master, The Worshipful Company of Marketors

## Putney High School *A Study in Purple*

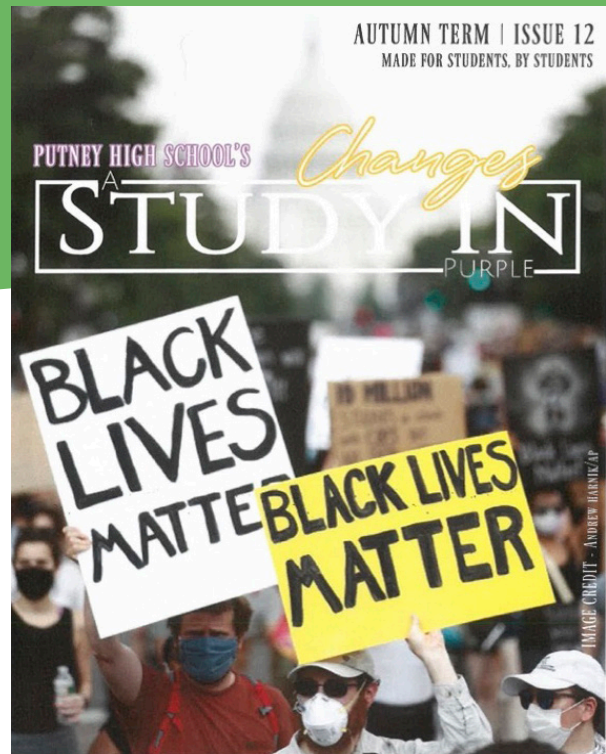
The judges said, 'social media channels are frequently and consistently updated, using a relevant tone of voice, informative and informal, appealing to a range of audiences.'

### Highly Commended

Ibstock Place School  
*The Wall*

Tarporley High School & Sixth Form College  
*Term*

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# Best Sustainable Initiative Leading to a Greener Future

Judged by:

Martyn Eustace, Chairman, TwoSides  
Nicki Moran, Technical Manager, Holmen Iggesund

## Ibstock Place School *The Wall*

The judges said this school showed, 'excellent community initiatives... and the use of recycled paper'.



### Highly Commended

Ermysted's Grammar School  
*The Reason*

Tarporley High School & Sixth Form College  
*Term*

Sponsored by  
**TwoSides**

# Best Piece on a Designated Topic

Judged by:  
Alison Strachan, Chair of Shine

## Bexhill Sixth Form College

*'The Persistence of Memory' by Ben Norris*

### The Persistence of Memory

Benjamin Norris

This was written on April 4th, eleven days after a national lockdown was announced.

The world is still. I suppose that would be the best way to describe it. Still, and silent. I believe we exist, now, in three different realms: at one end of the spectrum, we perpetuate the past, seeking to look back in longing at the times we failed to appreciate how fortunate we were. Of course, what reason would we have to suppose that things would ever be any different? Once, I cocooned myself in the chrysalis of youth, naively believing that this was the way things were, thus, this was the way things would always be. I began a brief, beautiful passing age of what I considered then to be the pinnacle of my adolescence. Those twelve months, terminating with morbid finality, I might designate as my own 'long Edwardian summer'. Naturally, who would have expected it to end in such a way? And now, I find myself divided into three, each residing within a different frame, each of whose essence is opposition to the central tenets of the other. I must stop myself from attempting to immortalise those languid July evenings spent sheltered under the groyne beside Hastings Pier when ignorance was, as they say, blissful, and I cared about nothing but whether, if I dared go swimming, I could safely leave my shoes on the rocks without them being carried by the tide, or whether, if I ran, I might make the last train home, which I very seldom did, so often waiting on empty platforms in sultry semi-darkness. In retrospect, it feels foolish: I oughtn't to fixate so witlessly on a fever-dream summer when my present exists as a Major Historical Event. Like my shoes on the rock, the trivialities of teenage idyll have all but been swept away.

The idea that once, not long ago, I lay contented and supine on beach blankets while Mac DeMarco played faintly from a portable speaker resting against a lemonade bottle, and swam with little inhibition in a millpond-sea with friends, is a world away from the continuum within which I currently find myself trapped. Thus, I divulge the second frame: that Time itself has withered into three further constraints - yesterday, today, and

tomorrow. There exists no life beyond them, beyond this stagnant present: we must simply wait in some incarnation of necessitated purgatory until life begins again, no doubt considerably different from any previous variant that preceded it. I see no point in naming days, or weeks, or looking forward or backward. Thirty-six hours ago, I cycled in blistering heat past the gabled Georgian cottages of Bexhill Old Town, along the High Street fronted by vacant stores, and stopped abruptly at the dual-carriageway. From there, I can see Bexhill in Surrealist completion: the A259, barren and liquidified, meandering into a pinprick: the Wesleyan chapel at the forefront, pallid and waxen in the heatwave; and beyond, a stunted spill of suburbia, languishing in a dulled lethargy, seeming almost to oscillate in waves of drowsy heat. I cannot quite describe it: the oppressive silence was almost narcotic in effect. Not a sound could be heard: not a person, nor vehicle, nor bird in sight. Nothing moved. I felt an intense and all-consuming awareness that I was forming a memory as I stood, observant and peripheral, beside the road. I can scarcely recall the day though: it might have been Tuesday, but there was a peculiar 'Thursdaysness' to it, so I cannot be quite certain.

Time has melted and coalesced like boiling wax into an unbroken stream of paused existence where the days are little discernible. Salvador Dali would be most impressed. Lastly, and I confess the better of the three, the ideal of the Future - capitalised, of course, for emphasis - and what it might bring. I'll admit with full fervour to being a creature of habit: the notion of Not Knowing is terrifying, but in desperate times like this, I ought to warp

This is a new award, and this year the designated topic was, for obvious reasons, 'coronavirus'.

The judge said, 'this is a lyrical snapshot of a day during the first lockdown, where the florid style evokes youth and its perception of time.'

## Highly Commended

West Bridgford School

*'The Cov-Ides of March' by Ethan Sosin & Kate Roadknight*

Whitgift School

*'Salesmen or Samaritans: How should countries distribute Covid-19 vaccines?' by Hasan Zaidi*

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## Most Inspirational Teacher

Judged by:

Lynsey Evans, Young Writers General Manager at Bonacia Ltd  
Bettine Pellant, CEO, Picon

## Ibstock Place School

*Christopher Anderson*

The students said, 'I don't think we could have asked for a more supportive or more inspirational teacher. We cannot thank Mr Anderson enough'.

## Highly Commended

Abingdon School

*Emma Williamson*

Ermysted's Grammar School

*George Barrett*

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# Shine Scholar

Judged by:

Bill Bowkett, Alumnus & Freelance Journalist  
Sharon Maxwell-Magnus, Head of Media Group,  
Principal Lecturer in Journalism, University of Hertfordshire

## Royal Russell School Sacha Jennings

The judges said, 'Sacha has done an outstanding job... covering all areas that a magazine editor needs, despite having no prior knowledge of what it involved.

A true leader admits what they do not know, but Sacha consulted experts and others in order to enhance his knowledge, and as a result has produced a beautiful piece of work.'

## Highly Commended

Runshaw College  
Amelia Thompson

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## Best Newspaper

Judged by:

The Shine Judging Committee

## Abingdon School The Martlet

The judges were unanimous in declaring this newspaper outstanding for its coverage, design and editorial clarity.

## Highly Commended

Ermysted's Grammar School  
The Reason

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**DMGT**





Judged by:  
The Shine Judging Committee

# Ibstock Place School

## *The Wall*

This superbly polished edition deals with 'Young Minds' and its theme of mental health has been expertly managed by the editor Alex Mortimer. It is both wide-ranging and personal and deserves the accolade of overall winner for its outstanding coverage, stylish design and honesty.

## Highly Commended

Queen Mary's College  
cats

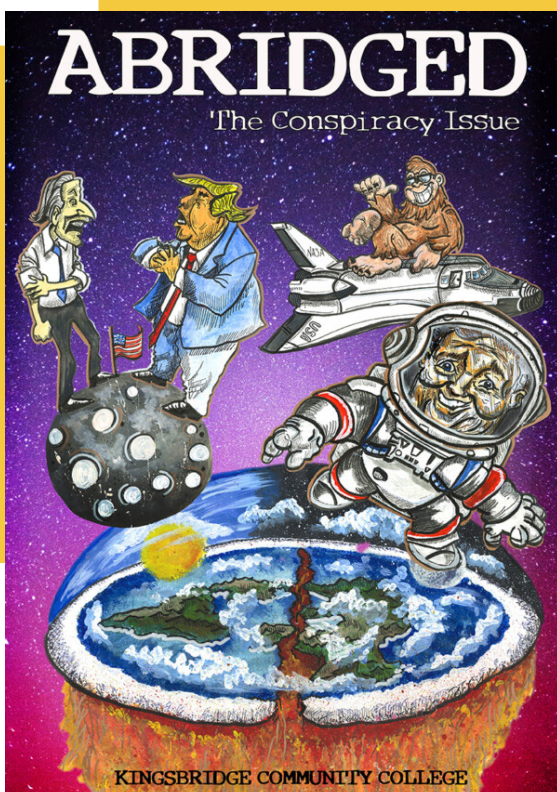
**Royal Russell School**  
*Russell's Teapot*

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## Best Online

**Kingsbridge  
Community College**  
*Abridged*



**Highly Commended**

**Tarporley High School & Sixth Form College**  
*Term*

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# Harrison Cup

Judged by: The Shine Judging Committee

## Kings Monkton School

*The Amazing Sharkman by Oliver Bishop*

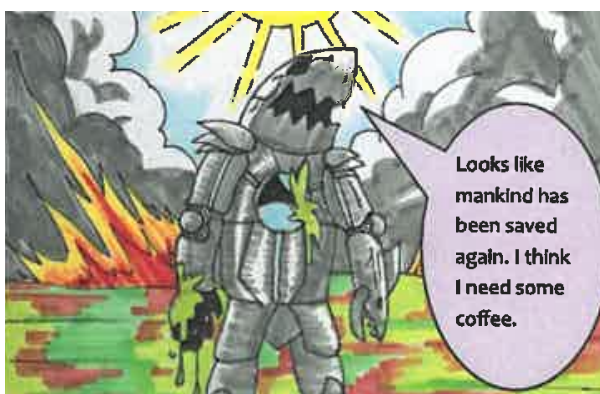
The Harrison Cup, donated by Stationer Richard Harrison, is a special award given each year to a school or student demonstrating especial flair, innovation or excellence, outside the boundaries of the other categories of the competition.

This year, for his extraordinary and fabulous graphic magazine *The Amazing Sharkman*, the Harrison Cup goes to Oliver Bishop, from Kings Monkton School.

Congratulations to Oliver! The judges were just delighted with your creativity and talent – well done.

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# The Terry Mansfield CBE Award for Tomorrow's Talent



**Alex Mortimer**  
*Ibstock Place School*

The very essence of a visionary is somebody who thinks beyond, looking at a project holistically, usually before it's even begun to properly take shape.

What Alex Mortimer has achieved here is such a rounded concept. All of us suffered during lockdown in differing ways, but the loss and disconnect that school-aged young people endured was vast.

To consider creating a longform publication covering every aspect of mental health among her contemporaries was inspired; the 2021 edition of *The Wall*, the end result is outstanding. Alex captures the very essence of 'tomorrow's talent'. We can't help feeling Terry Mansfield would warmly endorse her winning this inaugural award.

## About Terry

Terry Mansfield was one of our competition's founding members and a giant in the publishing industry – during an illustrious career spanning more than 65 years he rose to be President and CEO of the prestigious Hearst Magazines, whose publications include *ELLE*, *Harper's Bazaar* and *Cosmopolitan*.

Shine's most passionate supporter, Terry was a firm believer in tomorrow's talent (a phrase he coined) and worked tirelessly to find sponsorship and support for the competition to help young people achieve their maximum potential.

Tragically, Terry contracted coronavirus just before the first lockdown in 2020 and died a few weeks later. With the support of his family, we have set up this award in his name as an enduring tribute to a remarkable, generous-hearted and inspirational man.



Terry at the Shine awards in 2017

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