

## **BREAKING NEWS: WAR IS OVER!**

### **2018 Learning Competition**

### **Information Pack**



To mark the centenary of the end of the First World War, Poppyscotland and STV News have joined forces for **BREAKING NEWS: WAR IS OVER! 2018 Learning Competition**.

**What do I have to do? BREAKING NEWS: WAR IS OVER! 2018 Learning Competition** is your chance to imagine how you would report the end of the First World War if it happened in 2018. For our exciting competition **we'd like you to produce your own news report** announcing the end of the First World War. You might want to record a video, write a press article or online news piece, produce a blog or compile a series of social media posts.

**What do I win? STV News** is offering an exclusive prize for the winners of each category – a special visit to its news studios, where they will be able to share their report with STV News anchors, and learn professional tips on how to make and present the news.

**Who can enter?** Our competition is open to P4-S3 pupils and will be judged across two categories: Primary (P4-P7) and Secondary (S1-S3). You can enter as an **individual** or as a **group (of no more than 10**

**pupils**). A winning entry will be chosen from each of the two categories by an online public vote.

**How to enter:** This year there are **two ways** you can enter:

- You can fill in and print your completed competition entry form and **post it** to us along with your pupils' competition entry/entries, using our Poppyscotland Freepost address: **Freepost POPPYSCOTLAND EDUCATION**

**Or**

- You can fill in and save your completed competition entry form as a Word document or PDF file and submit it to us with your pupils' digital competition entry/entries **online** via the upload button on our Poppyscotland Learning [competition page](#)

Whether you're entering by post or online, please be sure to include both your **competition entry/entries** and a **completed entry form**.

Please note that there is **no cost** for submitting your competition entry/entries to Poppyscotland Learning, either by post or online.

**Tips on how to produce a winning news report from John MacKay, STV News anchor**



**John MacKay** is the news anchor on STV News at Six and the presenter of STV's Scotland Tonight, Scotland's most-watched current affairs programme. He has been the **face of STV News** for many years, presenting both from the studio and directly from the scenes of major stories across Scotland and Europe.

A highly-respected journalist with 30 years' experience, John has covered many of the **biggest news stories in Scotland** in recent times, including the creation of the Scottish Parliament, the Dunblane shootings, the Lockerbie bombing and the Scottish independence referendum. Before joining STV, John was with BBC Scotland where he worked across news, current affairs and sport on both radio and television. He joined BBC Scotland from D.C. Thomson newspapers so his career has spanned the leap from the hot-metal printing presses of old to today's instantaneous social media and online channels.

John's quick tips on how to produce a **winning news report** are:

-  What is your **best image**? Start with that.
-  Pictures sometimes say more than words. **Don't overwrite.**
-  Keep it **simple.**
-  Do you **understand** the story? If you don't, nobody else will.
-  Stories appear differently in papers, on radio, on TV and online. **Change your approach** for each outlet.
-  Use every tool you can to **grab attention** – words, pictures, videos, graphics, headlines.

### **Further guidance and ideas to consider when creating your news report**

-  Talk to your friends and family about the ways in which you all **access and absorb the news** every day. Do you watch news reports on TV or check apps on your smartphone? Or do you scroll

through age appropriate social media for the biggest stories trending? Maybe you prefer to read newspapers? Thinking about the **different media platforms** that you, and those closest to you, use regularly will help you decide which one you'll produce your news report for – such as a video report, a blog or social media post or written press article. Then you'll be able to structure that so that its length and style suit the format you've chosen.



**Research** your topic well to ensure your report is accurate. Think about the key details that are essential to include so that the news is communicated clearly to viewers or readers of your report. Consider what additional details you could add in to hold their interest, capture their imagination and **make the story come to life** – such as fascinating facts or quotes from eye-witnesses. Maybe you can find some details to add in to help make the story more relevant to your audience, such as something linking it to their local area?



**Search the internet** to find original newspaper articles, photos and eye-witness accounts from 11<sup>th</sup> November 1918 - the day the First World War ended. Read as much as you can to get a good understanding of what happened, why this was such a momentous date in history, and what the signing of the Armistice and the end of the conflict meant. **Plan your report** to decide how you can get this across in your news report and how today's media would announce this major world news.



Come up with an **eye-catching headline** or find a powerful picture to attract people's interest and make them want to read your report. Similarly, if you are producing a video or social media post, think about how you can use **striking images** and words which will have an impact and make your story stand out. Look at today's media and examples of stories you find interesting to inspire you - but try to be as original as you can and use your own ideas.



Think about **how to start** your report – are you going to start at the beginning and tell the story in the order that things happened or should you start off by telling them how it ends. In addition, consider how to end your report so that you leave a lasting impression. Think about **what sort of tone** your piece should have overall. Decide if you want to include accounts of what happened from a first or third person perspective (i.e. I or he/she/it). Look at examples of both in news articles to find out which style you prefer and which would work best for your report. Including details from the perspective of a personal experience can help a piece become more evocative, enabling you to **highlight feelings and views** about events and encourage readers to imagine how they might feel in the same situation.



Please remember that **you can't plagiarise** (copy) a headline or existing article which has been published or appears online – this is against the rules of the competition.

### **The prizes**

A shortlist of entries from both the Primary School category (P4-P7) and Secondary school category (S1-S3) will be selected by a panel including STV News and a winner from each category will be chosen from an **online public vote**. STV News is offering an **exclusive prize** for the winners of each category – a special visit to its news studios, where they will be able to share their report with STV News anchors, and learn professional tips on how to make and present the news. Reasonable travel expenses will be covered.

### **Background**

Our Poppyscotland **BREAKING NEWS: WAR IS OVER! 2018 Learning Competition** is part of Poppyscotland's 2018 commemorations to mark the end of the First World War. Through this competition we are inviting pupils and students from all over Scotland to consider or reassess how the news of the end of the war might be re-represented or re-remembered in contemporary Scotland. Pupils and students can enter the competition in a variety of ways which reflects the multiplicity of ways in which the nation is commemorating the centenary of the conflict 2014-2018.

## **Poppyscotland Learning Website**

The Poppyscotland website offers a wealth of engaging, downloadable, learning resources, including lesson plans, assemblies, films and images developed in conjunction with Education Scotland, Lady Haig's Poppy Factory and Legion Scotland, that highlight the importance of remembrance, veterans, and the poppy. You can visit our site at <http://www.poppyscotland.org.uk/learning>

## **We are here to help**

Please get in touch if you have any questions or ideas to discuss.

**Theresa Merricks**

**Learning & Volunteer Coordinator**

07823 419017

[learning@poppyscotland.org.uk](mailto:learning@poppyscotland.org.uk)

**Closing date:** Friday 7<sup>th</sup> December 2018

**Winners announced in May 2019**

## **Terms & Conditions**

Entries should be submitted by class teachers and must include a completed entry form. This year there are two ways for teachers to submit competition entries. You can print your entry form and post it to us along with your entries by using our Poppyscotland Freepost address – **Freepost POPPYSCOTLAND EDUCATION** – or you can submit a completed entry form with your digital entries online via the WeTransfer upload link on the competition website.

Poppyscotland cannot individually acknowledge or return entries submitted for the BREAKING NEWS: WAR IS OVER! 2018 Learning Competition.

Entries by email will not be accepted. Proof of sending is not proof of receipt.

Friends and family members of employees at Poppyscotland and STV News are not eligible to compete in the competition.

Entries sent through agents or third parties will be disqualified. Late, incomplete or otherwise ineligible entries will be disqualified. For the purposes of this competition the entrants' teacher is not considered a third party.

The competition opens on Monday **17<sup>th</sup> September 2018** and closes on Friday **7<sup>th</sup> December 2018**. Entries will not be considered if they arrive after the closing date.

Shortlisted entries from each category will be announced in February 2019. The teachers of shortlisted students will be notified their preferred method of communication no later than 8<sup>th</sup> March 2019.

The copyright for all entries entered into the competition will be owned by Poppyscotland.

### **Prizes**

There is no cash alternative to the prize offered.

Except in the case of death or personal injury arising from its negligence or in respect of fraud and so far as is permitted by the law, Poppyscotland and its associated companies and agents exclude responsibility and all liabilities arising from any postponement, cancellation, delay or changes to the prize details beyond their control and for any act or default of any third party supplier.

The terms and conditions of any other third party supplier will also apply to the prize where applicable. If there is any conflict between third party terms and conditions and these terms and conditions, these shall take precedence.

If the winners (through their teacher) cannot be contacted within a reasonable period or is not able or available to accept the prize for any reason which is beyond Poppyscotland's reasonable control, then Poppyscotland and STV News reserve the right to award the prize to another entrant.

Poppyscotland will refuse or disqualify any entry (including winning entries) if the entrant concerned or anyone authorised by the entrant to deal with their entry, acts in a way towards Poppyscotland or STV News staff which is reasonably considered to be inappropriate, unlawful or

offensive. If the winning entry is disqualified Poppyscotland and STV News reserve the right to award the prize to another entrant.

Details of the prize winners' class and school will be available for one month after the close of this competition by writing to Poppyscotland at the address below, enclosing a stamped addressed envelope and stating the name of the competition.

This competition, and any dispute or claim arising out of or in connection with it, shall be governed and construed in accordance with Scottish law. Entrants and teachers irrevocably agree that the court of Scotland shall have exclusive jurisdiction to settle any dispute or claim that arises out of or in connection with this competition.

### **Judging**

Entries will be submitted to Poppyscotland Learning to be shortlisted by a judging panel made up of a panel from the STV News Team and Poppyscotland. The Judges' decision is final and binding in all respects on all entrants. Entries that do not comply in full with these entry terms and conditions will be disqualified.

Entries will be shortlisted by a judging panel. The shortlisted entries will feature on Poppyscotland's learning website, and the overall winner chosen by an online public vote.

### **Teacher specific Terms & Conditions**

Teachers sending entries into the competition should ensure that the pupils, on whose behalf they are sending it in, are made fully aware of all key terms and conditions of this competition and has any necessary relevant information passed onto them.

Teachers will ensure that all work is original and copyright free. Teachers agree to work with Poppyscotland and its partners should any parental consent be needed in respect of the display of entries at the winners' school or for the display of entries in an associated exhibition.

With regards to data protection, Poppyscotland will use each teacher's personal details for the purpose of administering this competition or related activities.

## **Children Specific Terms and Conditions (Entrants)**

Some entries may, post competition closing date, be placed up on the official Poppyscotland Learning website for viewing only or form part of an exhibition. Entrants are deemed to have agreed to these by entering the competition.

The name, city, town or village, and photograph of the winners and shortlisted entries may be used by Poppyscotland and its partners for post-event publicity purposes. The winners agree to allow the Promoter to use their names and likenesses for advertising and publicity purposes without additional remuneration.

With regards to data protection, in addition to the use specified above, the Promoter will use the winners', and each school's details for the purpose of administering this competition or setting up any activities associated with this competition.

## **BREAKING NEWS: WAR IS OVER! 2018 Learning Competition – suggested resources**

### **Poppyscotland Learning**

[www.poppyscotland.org.uk/learning](http://www.poppyscotland.org.uk/learning)

### **WW100 Scotland**

<http://www.ww100scotland.com>

### **Imperial War Museum**

<https://www.iwm.org.uk/>

### **BBC Media Centre – Marking the Centenary of World War One**

<http://www.bbc.co.uk/mediacentre/mediapacks/ww1/comm>

### **The British Library**

<https://www.bl.uk/world-war-one>

### **Scottish National War Museum**

<https://www.nms.ac.uk/national-war-museum>

### **The Royal British Legion**

<https://www.britishlegion.org.uk/remembrance/schools-learning/>