

Call for entries to School media awards

Final Call for Creative Pupils to 'Impress'

Broadcaster Jonathan Sutherland named as this year's host

Cabinet Secretary for Education and Lifelong Learning Mike Russell to present 'outstanding pupil' award

With just one month to go until the entry deadline closes for the imPRESS Scottish School Media Awards, Menzies Distribution has announced broadcaster and presenter Jonathan Sutherland as this year's host.

Jonathan, who is best known for presenting BBC Scotland's flagship football highlights programme SportsScene, will be in attendance at the awards ceremony on Friday 13 June at Edinburgh's Our Dynamic Earth.

As host for the event, Jonathan's role includes presenting prizes to the winners at the ceremony. He said: "I'm thrilled that Menzies Distribution has asked me to host the imPRESS Awards. It's great to be part of something that encourages new people into the industry, and I'm really looking forward to meeting the media stars of the future. There should be more opportunities like this to give young media hopefuls the chance to show what they can do."

Leading publishing and media organisations have shown support for the awards, with prizes including the chance to be a sports reporter, work experience at the home of Dennis the Menace, a digital camera, and experience at one of the country's leading design agencies.

Jonathan will be joined on stage by Mike Russell MSP, Cabinet Secretary for Education and Lifelong Learning, who will be

presenting the final award of the event for 'outstanding pupil'.

Mr Russell said: "Curriculum for Excellence promotes literacy, critical thinking and creativity as key skills for learning, life and work. I would encourage any pupil with an interest in all forms of journalism and photography to enter through their school. The awards presentation is an exciting day, bringing the finalists together, and the prizes on offer are opportunities not to be missed that could be the first step to a successful media career."

The imPRESS Scottish School Media Awards are aimed at encouraging young people into careers in publishing and the creative industries and recognise the very best work from high school pupils across the country. Awards will be allocated across a range of categories, from outstanding feature to the most exceptional finished newspaper or magazine.

Some of the prizes now confirmed for this year's entrants include:

- A chance to become a sports reporter for the Scottish Professional Football League (SPFL) at a football game, plus a day of work experience with the digital team at SPFL's Hampden Park office
- Work experience at DC Thomson in Dundee, home of national treasure Dennis the Menace
- A top of the range digital camera
- An opportunity to learn about publishing at one of country's best loved regional newspapers, The Oban Times
- The opportunity to gain design experience at leading Scottish design agency CMYK

Pupils have until Wednesday, 30 April to submit their entries, with the imPRESS judging panel looking for pupil-led projects that have evidence of strong content and commercial thinking.

Peter Martin of Menzies Distribution, said: “The awards are a chance to encourage young people into roles in the creative and publishing industries as designers, writers, photographers and publishers. We are honoured to have Mike Russell MSP and broadcaster Jonathan Sutherland available to join us to celebrate the talents of our young people.”

The awards include 14 different categories:

1. Magazine
2. Newspaper
3. Newsletter
4. Online presence/publication
5. Commercial strategy
6. Design and layout
7. Distribution and logistics
8. Editorial content
9. Feature article
10. Front cover
11. Original photography that enhances a cover, feature or article
12. Sports columnist
13. Inspirational teacher
14. Outstanding pupil

For more information and to register, visit www.impressscotland.co.uk.