

# The Frederick News-Post



*The Frederick News-Post* is now accepting registrations for our annual Design-an-Ad contest. We will be offering the 2010 Design-an-Ad as a program for middle school students only (grades 6-8). The contest provides your students the opportunity to apply their studies in Language Arts and Visual Arts, while challenging them to use creativity, logic and critical thinking skills as they create ads for an advertiser in *The Frederick News-Post*. The Design-an-Ad competition augments Frederick County Language Arts and Visual Arts curriculum.

All middle school classes are welcome to participate in accordance with the following guidelines. As part of this program we will provide a classroom presentation for your students with one of our representatives to discuss the importance of advertisements and how to design a winning entry. Classroom presentations will be scheduled February 9<sup>th</sup>-19<sup>th</sup>. Note: Classroom presentation is a required element of participation in this program. Classroom ad assignments will be received during the classroom presentation. We will provide all required logos, specific artwork requests and information needed to create the advertisement. Your students will then apply their curriculum studies and use their imagination to create the requested ad. Students will have at least three weeks to complete their entries. Each student in your class will work on their own individual advertisement for the assigned advertiser. You will return the completed ads to us on or before March 12, 2010 and we will deliver them to the advertiser.

In the event that we have more classrooms participating than advertisers for our publication, your students may be competing for the winning ad with students from another classroom. If this occurs advertisers will review all ads and select a winner from each classroom with one overall winner and one runner-up. Winners and any runners-up will have their photos published in our special Design-An-Ad tabloid, which will be included in our newspaper on May 4, 2010. Only the winning ad for each advertiser will be published in the tabloid. Please be aware that in order to publish the selected ads and student names we require parent authorization. We will provide you with the necessary parental authorization forms to be collected and returned to us with the student submissions.

All classes must be registered to participate. To register your class simply log on to [www.FNPnie.com/programs.htm](http://www.FNPnie.com/programs.htm), click on the Register Now link under the Design-an-Ad section and provide the requested information.

**Registration deadline is January 22, 2010.** To ensure your students can participate in this exciting hands-on learning project **REGISTER NOW!!!**

**By registering for this contest you commit to ensuring that each student in your classroom creates an ad, that all students create ads that fulfill the outlined requirements and that all deadlines are met.**

Please call or e-mail me with any questions or concerns. We look forward to working with you on this exciting project.

Sincerely,

A handwritten signature in cursive script that reads "Jessica Frizen".

Jessica Frizen  
Newspaper in Education Coordinator  
The Frederick News-Post  
[jfrizen@newspost.com](mailto:jfrizen@newspost.com)  
240-215-8681

Although Frederick County Public Schools is not a sponsor of the contest, student participation is encouraged to complement their academic growth and endeavors.