



## Model NATO Press Corps Program 2018

The Norfolk NATO Festival (formerly Norfolk's International Azalea Festival) is a non-profit organization founded in 1953 to honor and promote the North Atlantic Treaty Organization's Allied Command Transformation (NATO – ACT) in Norfolk, VA. Each year the Festival hosts the Model NATO Challenge Scholarship Program. The Challenge provides a unique opportunity for high school juniors and seniors to participate in a mock session of NATO's highest decision making body, the North Atlantic Council. Students who are selected to participate in the Challenge serve as Student Diplomats in a role-playing exercise (Challenge) which simulates real world issues faced by today's NATO Alliance.

Students selected to participate as Press Corps will cover the Model NATO Challenge Scholarship Program in a live media role, interviewing Student Diplomats, tweeting and posting from the Challenge and writing blogs covering all aspects of the program. Members of the Press Corps will have the opportunity to work with NATO – ACT's Public Affairs Office and Virginia Wesleyan University's Communications Department. Press Corps articles will be scored by a panel of judges and the winning article will be featured in selected publications. A maximum of 10 students will be chosen for the Press Corps.

**Eligibility:** Press Corps Applicants must:

- 1) be enrolled Hampton Roads high school sophomores, juniors or seniors in good academic standing as a full-time student;
- 2) have technological ability to use social media accounts including Facebook, Twitter, and Instagram; (*Students will use assigned social media accounts and will not use personal accounts.*)
- 3) have a laptop or tablet for blogging and live updates from the Challenge;
- 4) have parental consent; and
- 5) not have been a previous scholarship winner.

**Applicants must submit an Essay and a Letter of Recommendation along with the completed application by Friday, January 12, 2018 in order to be considered for a place in the Press Corps.** Materials received after the deadline will not be considered.

**Criteria:** Students will be selected to participate based on the following:

- 1) Meet all eligibility requirements
- 2) Application – ability to follow instructions and complete application
- 3) Essay – scored based on the attached rubric





## ***Preparation***

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The Model NATO Challenge is an exciting simulation modeled on NATO's North Atlantic Council. The Press Corps will follow & document the program activity of the Model NATO Challenge by:

- Independently researching NATO and its member countries to understand context
- Working alongside NATO – ACT's Public Affairs Officers
- Attending Program Field Trip, Communications Workshop, and the Model NATO Challenge recording notes and observations
- Keep an updated blog & social media accounts\*\*
- Submitting a feature article to be adjudicated for publication

**\*\*Social Media and Website accounts will be assigned at Program Orientation. Students will not use personal social media accounts\*\***

## ***Important Dates and Required Events – subject to change***

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|                               |  |
|-------------------------------|--|
| Friday, January 12, 2018      | Application Deadline (must include essay)  |
| Friday, January 19, 2018      | Student Notification of Acceptance   |
| Thursday, February 8, 2018*   | Program Orientation – Virginia Arts Festival<br>440 Bank St, Norfolk, VA 23510                 |
| Thursday, February 22, 2018   | Field Trip to NATO – ACT   |
| Wednesday, March 14, 2018*    | Communications Workshop at Virginia Wesleyan University  |
| Wednesday, March 28, 2018*    | Model NATO Challenge – Virginia Wesleyan University  |
| <b>Friday, March 30, 2018</b> | <b>Article Deadline</b>  |
| Friday, April 6, 2018         | Feature Article Author(s) Notification   |
| April 26 – 28, 2018           | Norfolk NATO Festival Weekend  |
| Thursday, April 26, 2018      | Flag Raising Ceremony & Introduction of Student Diplomats at the Virginia International Tattoo |
| Saturday, April 28, 2018      | Presentation of Student Diplomats at the Parade of Nations/Norfolk NATO Fest                   |

***\*Denotes required events to be attended by Press Corps - Details will be provided at the Program Orientation.***

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## Model NATO Press Corps Essay Requirements

### Essay

Applicants must submit an original essay by **Friday, January 12, 2018** along with the completed application in order to be considered for a position in the Press Corps. Materials received after the deadline will not be considered. The following formatting and content requirements must be followed in order for applications to be considered.

### Essay Topic

Modern journalists use many forms of written communication to deliver news. Choose three different forms of written communication used to convey information in today's civilization.

- Discuss the Pros and Cons of each format
- Identify the demographics (particular sectors of the population as in age groups, etc.) which use each format

Examples of various formats of written communication which may be used are below. You are encouraged to identify at least one format not listed.

- Newspaper Article
- Interview
- Blog/Vlog
- Video Clip
- Radio Broadcast Script
- Infographics
- Twitter Post

### Formatting

- 500-700 words
- Grammatically correct
- Please DO NOT include your name or school on your essay; you will be assigned a number to use instead.

**Rubric for Essay – 2018 Model NATO Challenge Press Corps Program**

***Maximum 25 Points***

|                                 | <b>Limited Proficiency<br/>0-1 Points</b>  | <b>Some Proficiency<br/>2-3 Points</b>  | <b>Proficiency<br/>4-5 Points</b>  | <b>Final<br/>Score<br/>0-5</b> |
|---------------------------------|--|---|--|--------------------------------|
| <b>Topic &amp; Organization</b> | Does not address or weakly addresses the provided topic; Major organizational flaws such as major diversions from the topic and “stream of consciousness” writing.             | Contains topic stated early but is somewhat vague, slightly disjointed including some diversions from the topic | Clearly addresses the given topic and does not divert; essay is well-organized around describing the topic |                                |
| <b>Clarity &amp; Wording</b>    | Very confusing language with incorrect word usage  | Some confusing language and/or incorrect or vague word usage  | Clearly written using effective & precise language   |                                |
| <b>Proofreading</b>             | Major errors in spelling, punctuation, and/or grammar; shows little or no effort in editing  | Minor errors in spelling, punctuation and/or grammar  | Free of errors in spelling, punctuation and/or grammar   |                                |
| <b>Length and Formatting</b>    | Significant formatting errors; clear evidence of “length padding” (large font, excess spacing, over-wide margins) fails to follow common formatting rules and word requirement | Minor errors in formatting; barely follows common formatting rules or meets word requirement                    | Follows common formatting rules; meets or exceeds minimum word requirements                                |                                |
| <b>Examples</b>                 | Little or no specific examples to support topic  | Some specific examples given, but also a slight tendency to make broad statements without clear examples        | Excellent use of specific examples to illustrate and support topic   |                                |

**Total Score:** \_\_\_\_\_  
*Maximum 25 Pts.*