



## 2020 Model NATO Press Corps Program

Norfolk NATO Festival (formerly Norfolk's International Azalea Festival) is a non-profit organization founded in 1953, just one year after the establishment of NATO's Allied Command Atlantic (now called Allied Command Transformation) in Norfolk, Virginia. In that year, the citizens of Norfolk organized a salute to these allied forces in order to create new friendships, provide a basis for cultural exchange, pursue new lines of trade between Norfolk and the world, and to recognize NATO's role in maintaining peace and stability in the world.

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 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 be provided with info regarding 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 10, 2020 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

# Model NATO Press Corps Application

**Please include the following with your application:**

- An original essay - See formatting and rubric (Pages 5 – 6) for details
- A letter of recommendation from school guidance counselor or teacher

*Please provide your best email address, which you check frequently.*

Student Name:	High School:	Graduation Year:
Address:	Student Email Address:	
City:                      Zip Code:	Student Phone:	
Use of Laptop or Tablet for the Challenge? YES ____                  NO ____	Grade Point Average:	
Parent or Guardian:	Relationship to Applicant:	
Address:	Parent or Guardian Email Address & Phone:	
Teacher Sponsor Name:	Teacher Sponsor Email Address & Phone:	

**As an applicant for Norfolk NATO Festival’s Model NATO Press Corps opportunity, I have read and understand the requirements. On my honor, I have neither given nor received aid on the essay submitted in this application, and I will abide by the rules of the program.**

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Signature of Student Applicant

Date

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Signature of Parent or Guardian

Date

**I give my student \_\_\_\_\_ permission to use social media and websites via assigned Model NATO accounts to participate in the Press Corps Program.**

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Signature of Parent or Guardian

Date

**Postmark Deadline: Friday, January 10, 2020. Send completed application to: Norfolk NATO Festival, Attention: Education Manager, 440 Bank Street, Norfolk, VA 23510 or via email to [education@vafest.org](mailto:education@vafest.org).** The Norfolk NATO Festival reserves the right to amend this application without notice; however, any amendments shall not prejudice current applicants based on the criteria given in this announcement. Email [education@vafest.org](mailto:education@vafest.org) with questions.



## ***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 and 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 account info will be provided 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 10, 2020	Application Deadline (must include essay)
Friday, January 17, 2020	Student Notification of Acceptance
Thursday, February 6, 2020*	Program Orientation – Virginia Arts Festival 440 Bank St, Norfolk, VA 23510
Thursday, February 13, 2020	Field Trip to NATO – ACT
Wednesday, March 4, 2020*	Communications Workshop at Virginia Wesleyan University
Wednesday, March 18, 2020*	Model NATO Challenge – Virginia Wesleyan University
<b>Friday, March 20, 2020</b>	<b>Article Deadline</b>
Friday, March 27, 2020	Feature Article Author(s) Notification
Thursday, April 30, 2020	Norfolk NATO Festival's Flag Raising Ceremony & Introduction of Student Diplomats/Press Corps at the Virginia International Tattoo
Saturday, May 2, 2020	Participation in Norfolk NATO Festival's Parade of Nations & International Village

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

## Model NATO Press Corps Essay Requirements

### Essay

Applicants must submit an original essay by **Friday, January 10, 2020** 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 society.

- 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 – 2020 Model NATO Challenge Press Corps Program**

**Maximum 25 Points**

	<b>Limited Proficiency 0-1 Points</b>	<b>Some Proficiency 2-3 Points</b>	<b>Proficiency 4-5 Points</b>	<b>Final Score 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 and 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; complies with minimum/maximum 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.