

National Student Video Network Recognition Program

Get your message out to our readers via our Student Video Network!

Up to four Sponsors (\$39,000 net each)

eSN will make general announcements of the program via banners on our web site, text ads in our eNewsletters, and house ads in the newspaper.

Casting Call & Candidate Gallery

eSN will recruit schools from coast to coast to become "Featured Student Newscasters" of eSN's Student Video Network. Audition newscasts will be posted and voted on by eSN visitors. Sponsors will be featured in banners on the right-hand side of the gallery page and adjacent to each student video segment as it's played.

Featured Student Newscasters

eSN will select five monthly winners, those five will become the "Featured Student Newscasters of the Month." The month's five video crews will be recognized in a story in **eSN Today** once per month. Sponsors banners will be embedded within the story and displayed in rotation.

SVN Newscasters of the Month

eSN will select one "SVN Team of the Month" from among the month's five Featured Student Newscasters, based on segment viewership. The video newscasts of the month's winning school will be posted in a Monthly Winner's Circle. The SVN Newscasters of the Month will be profiled in **eSN This Week** once per month. Sponsors banners will be embedded within the write-up and will appear in rotation.

SVN Newscasters of the Quarter

Every three months, an "SVN Newscasters of the Quarter" winner will be named based on viewership in the monthly Winners' Circle. Sponsors banners will appear adjacent to the segment produced by the "SVN Team of the Quarter." The quarterly winner will be profiled in the print newspaper. Sponsors will receive a tab-page ad in the same issue as the quarterly winner's write-up.



SVN National Awards Ceremony

eSN will mount a national awards ceremony at a first-class hotel during a high-profile national conference (such as the NECC show in DC in July 2009). One student and one school representative from each quarterly winner will be brought, expenses-paid, to the ceremony. All quarterly winners will receive recognition, a plaque and prizes commemorating their accomplishments, contributed by eSN and SVN sponsors. Sponsors will be recognized with an ad in the program book and with signage hanging in the ceremony venue. Annual sponsors will bring brief greetings to the assembly and will be interviewed for coverage of the awards ceremony to be published in the September 2009 issue of eSchool News. Each sponsor will receive a tab-page ad in the issue in which award-ceremony coverage appears.

SVN National Newscaster of the Year

A prestigious panel of judges will select the "SVN National Newscasters of the Year," the national winner will be announced at the awards ceremony. The winner will receive the SVN Trophy for 2009, and be recognized in a press campaign at national and local levels. Sponsors will be interviewed as part of an SVN highlight reel that will be promulgated via eSN's several newsletters and posted at **eSchoolNews.TV**.

FOR MORE INFORMATION

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