



About “The Archies”

Who:

Any school within the Archdiocese of New York can participate in the 2019 Arch Media Awards. One winning group from each of our nine regions will be invited to the Arch Media Awards Show where their group’s video will be screened, and they will be presented with an Archie on stage by an esteemed media professional.

There are two age groups (6th - 8th grade and high school) so that there can be a total of 18 groups invited to the award show. Each group can have a maximum of three people. Each group will have one moderator.

What:

The Arch Media Awards are about bringing the former News & Views award show, known as “The Eddys” into the 21st Century. Students will create short multimedia journalism pieces with their moderator that will answer the following question: **What Makes My School Catholic?** Students will think beyond the physical attributes of their school, such as crucifixes and attending mass to show the following in a meaningful way.

- a. Demonstration of **values** of our Faith;
- b. Demonstrations of **Servant Leadership** within the school community;
- c. The **actions** that reflect our Catholic Faith and the mission of our school;

Each piece can be no longer than 90 seconds for the 6th-8th grade group and no longer than 60 seconds for the high school group. They will be created by students with their moderator in a six-week after-school club.

In addition to presenting each of the clips at the award show, the entire show will be broadcasted nationally by Catholic Faith Network.

Where: The Sheen Center for Thought & Culture
18 Bleecker Street, New York, NY 10012
The Loretto Theatre

When: **Thursday, May 7th** at 10:00 AM

Additional Important Dates:

- **January 17th, 2020:** Participating schools will send an email to MediaAwards@ArchNY.org with the following information: Name of Moderator(s), Name of Participating Students (organized by group if there is more than one group)



- **January 21st, 2020:** Participating schools receive an introductory video from Monsignor, which will also have some pointers regarding how to go about creating a video
- **February 18th, 2020:** Videos are due.

Why:

The multimedia journalism pieces that the students create help students learn the value of creating quick, clear and thoughtful content. Our students are using social media every day, and we want them to think about content creation and how they can begin to use social media in a more responsible way. In addition, each piece can be used as promotional content for each school, which can be added websites and/or social media in a way that attracts prospective families.