

Infographics

2014 KSPA STATE CONTEST

Assignment

Using the information provided in the story on the following page, design an infographic that is 5 inches wide by any depth. The graphic may be submitted in color or black and white, and should be printed on 8.5 x 11-inch paper.

Designs should be computer generated and must be the original work of the student. Students may **not** use copyrighted or non-copyrighted art or other graphics taken from the Internet or other non-original sources.

Description

You are a member of Sunflower High School's journalism staff. Your editor has asked you to create an infographic based on the attached news article.

School Info

Name: Sunflower High School
Location: Clinton, Kansas
Mascot: Mighty Buffalo
Enrollment: 800 (grades 9-12)
School colors: yellow and brown
Yearbook: The Sunflower
Newspaper: Sunflower News

Contest Info

This is a carry-in contest

In ink, please write your assigned contest number to the upper right-hand corner on the back of your entry.

Designs should be computer generated. All artwork and images used in the ad must be the original work of the student. Students may **not** use copyrighted or non-copyrighted art or other graphics taken from the Internet or other non-original sources.

Do not put your name on the entry. If you do, your entry will be disqualified.

Students must not request help or advice from any person other than the KSPA Executive Director. All work must be solely that of the contestant.



As gum sales lag, companies search for ways to get people chewing again

Gum seems as appealing as that sticky wad on the bottom of a shoe these days.

It's not that Americans and Sunflower High School students still don't ever enjoy a stick of Trident or Orbit, the two most popular brands. They just aren't as crazy about chomping away on the stuff as they once were, with U.S. sales tumbling 11 percent over the past four years.

Since peaking in 2009, U.S. gum sales have fallen 11 percent to \$3.71 billion last year, according to market researcher Euromonitor International. Over the next five years, Euromonitor projects gum sales will drop another 4 percent to \$3.56 billion.

No one in the industry can pinpoint a single factor that's causing the decline - the theories include an unwillingness to shell out \$2 or more for a pack in the bad economy or that advertising veered too far from underlining gum's cavity-fighting benefits. But the biggest reason may be that people simply have more to chew on.

Of the 175 students surveyed, 62 percent said they chewed gum at least once per day. Another 23 percent said they chewed gum once per week, while 15 percent said they did not chew gum at all.

"Gum keeps my breath fresh and keeps me awake in a boring class," junior Seth Chomper said.

Of the 15 percent who did not chew gum, most students (51 percent) reported cost as a reason for kicking the gum habit.

"I just don't have the cash to shell

out \$3-\$4 a pack each week for gum. Plus, my friends always try to mooch the gum off me, so I just don't carry it around anymore," sophomore Gary Bubble said.

Thirteen percent of students who don't chew gum said they didn't like how most gum loses its flavor after a short period of time.

"The flavor runs out too fast," said junior Ryan Nelson, who has stopped chewing gum in favor of chewy candies and chocolates.

Other reasons for not chewing gum were that too many teachers don't allow it in class (14 percent) and that they prefer something else to chew on like mints or fruit snacks (6 percent). Sixteen percent indicated that having braces prevented them from chewing gum.

Of the students who said they did chew gum either every day or once per week, they chose Orbit as the most popular brand of gum with 32 percent of the vote, followed by Trident at 24 percent, Eclipse at 16 percent, Superbubble at 5 percent and Big League Chew at 4 percent. Nine percent chose another, unspecified brand as their favorite.

Despite efforts by gummakers to increase sales, they are not optimistic of a turnaround soon.

"We're not expecting any dramatic recovery in the category anytime soon," Mars CEO Irene Rosenfeld said in a phone call last month.