

# 7.2

# Engaging Young Readers

Young readers represent the future of the newspaper industry. This report describes what newspapers are doing and must do to capture the time and interest of the new generation, no matter what the channel

# Shaping the Future of the Newspaper



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# Executive summary

For newspapers around the world, reaching young audiences is the Holy Grail. However, newspapers that have developed young reader strategies have learned firsthand that the youth market is elusive. Youth are faced with a multitude of media choices and they are currently less likely to read newspapers than in previous generations. Media channels of choice for young people trend toward TV, mobile and the Internet.

The World Association of Newspapers is committed to assisting newspaper companies in reinvigorating young readers' appetite for newspapers.

WAN's Shaping the Future of the Newspaper project has developed the Engaging Young Readers report to explore the opportunities to reach the young reader, and to understand the content preferences and media usage patterns of the young.

In order to achieve those goals, this report will delve into three key areas of strategic development for capturing the elusive youth audience:

- 1. Research:** Identify myths about youth media consumption and execute research to identify truths; study publisher/editor attitudes and plans about young readers.
- 2. Strategy:** Create strategies to reach youth market.
- 3. Tactics:** Follow through on strategies by producing new products on a variety of channels.

The chapters in this report detail the three components of Young Reader strategic development.

## 1. Research

WAN has for two decades researched sundry aspects of the young readership field of study. In 2007, WAN has conducted two studies: The Shaping the Future of the Newspaper Young Readers survey of editors and publishers, and the WAN/DECODE 2007 Youth Media DNA Exploratory Study of young readers in 10 countries. Together, the two studies uncover important facts from the two essential stakeholders in the youth readership equation: newspaper publishers and their young readers.

The DECODE study, which was launched in 2006 and will continue into 2008, in this report explores a variety of hypotheses about young readers, and dispels myths by citing research study after research study. Some of the hypotheses that are explored include:

- Young people are getting news and information from many media sources, not just one.
- Young people spend less time with traditional media and more with new media.
- Although online usage is high among young people who have access to the Internet, use of newspaper Web sites is low.
- Young people do not have a clear news ritual.
- Being well-informed is a desirable quality for youth.
- The biggest competition for news and information in the future are young people themselves and their social networks.

The SFN survey asked editors and publishers about their attitudes toward young readers, their approaches to engage young readers, their objectives for young reader programmes and about who should be responsible for young reader programme development at their companies. The Web-based survey generated 227 responses, with a wide representation from around the world, and from a range of business sizes and job functions. Among the findings:

- Most responding newspaper companies are optimistic that newspapers can attract young readers. More than six out of ten respondents said young readers at primary school levels can be attracted by both the printed and electronic platforms, and another 20 percent think they can be reached by the printed version only.
- Half of the respondents think young people use mobile phones to access news and information more than any other medium, while TV news programmes, newspaper Web sites, other online news sites and blogs are also used quite often.
- Although printed newspapers are not the most-consumed medium for news and information among young readers, they are the most trusted – half of the respondents picked newspapers as “highly trusted,” and nearly nine out of 10 picked newspapers as at least “fairly trusted.”

## 2. Strategy

Strategies to reach young readers are executed in widely different ways around the globe. What works in one city may not work in another. The newspapers that get it right are those that know their audiences and understand what young readers want.

For some newspapers, the key to success is in giving schools low-cost learning materials based on newspaper content. Studies have shown that students who learn to read with newspapers are more likely to be loyal readers in the future. For other newspapers, connecting with young readers means creating a publication targeted to them, giving them a forum in print and online to find out about the day's events and important issues, while also entertaining them and allowing them to be a part of a dialogue with newspapers, rather than listen to a one-way monologue.

Each newspaper profiled in this chapter has found a way to give young readers in their areas of the world what they are looking for, many times before those readers even knew there was something missing.

## 3. Tactics

Newspaper companies can capture the imaginations and loyalty of youth readers with a variety of tactics, which are enumerated in this report, and complemented by examples of media companies that have executed these tactics:

- Avoid stereotypical portrayals of the young, such as youth as victims.
- Tightly focus youth supplements, and make content highly relevant to young people.
- Give young people the chance to contribute real journalism.
- Create and package news to reach young people in credible and relevant ways on media channels they prefer.
- Focus on parents and teachers to help encourage more newspaper readership.
- Be there for young readers' “firsts,” that is: First byline in the newspaper, first blog, first civic action, first job, first baby picture, etc.
- Take a multi-platform approach to publishing that matches the natural approach youth take to consuming media.

# Introduction

By Dr. Aralynn McMane

The World Association of Newspapers was founded in 1948, but has made engaging youth through newspapers a core concern for less than two decades. Like everyone else, we used to believe people naturally became newspaper readers when they became adults, an archaic concept by today's standards. But as time goes on, and newspaper readership patterns evolve in tandem with other media, we know that we don't have to let go of young readers. Newspapers around the globe can take charge of future readership by reaching young readers today.

The basic mission of promoting a newspaper-reading culture called for establishing and

## What is “young”?

WAN defines readers as “young” from the time they can hold a newspaper to when they are likely to use it to look for a first job, roughly ages three to 25. WAN Young Readers programme also focuses on the parents of the youngest of those readers.



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developing newspapers in education activities worldwide. We still do that, but the mandate is much broader now.

It has been clear for some time that newspaper companies cannot expect everyone to naturally become newspaper readers as they graduate from universities, marry, start a family, etc., as had once been the common assumption. Bluntly put, we realised that if we did not reach potential newspaper readers when they were young, we probably never would.

We have seen evidence that the decision to read newspapers regularly is made as early as age 13.<sup>[1]</sup>

The increasing plethora of media choices shows all the signs of making this tendency more acute, not only for print, but also for all other platforms a newspaper company may have in its portfolio.

However, newspapers have a growing opportunity to build on traditional strengths to make a lasting connection to this generation. That means being there from an early point in someone's life with a credible message and on multiple platforms in ways that are relevant to the youth audience.



## The Core Effort

Our literacy efforts encourage newspapers to work with those who are influencing the young at that early stage, to concentrate on parents and teachers. For example, to celebrate International Literacy Day last year, we offered a free, 17-part serial story, *The Monkey King*, to any newspaper in the world that wanted to print it. The story provided compelling, fun content for parents to read with children as well as for classes to use.

WAN also supports work that helps adults just learning to read their own or a new language. For example, educators in Argentina have helped us create a workbook for adults who do not read well, and a Norwegian team is preparing a similar workbook to use the newspaper to help immigrants learn a new language and culture.



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The core of this work has been newspapers in education (NIE) programmes that call for using adult newspapers in classrooms as supplemental texts to teach just about anything, even reading itself. At our last World Young Reader Conference, we heard of Recklinghauer Zeitung's work with German pre-school teachers who were delighted to use the newspaper to teach letters, weather symbols, numbers and much more. At all levels of school, NIE does good things for all involved. Teachers from Liberia, to Lebanon to Los Angeles embrace the newspaper as a fresh, fun tool and, in some cases, the only resource they have. Children clearly benefit, as do newspapers themselves. Several studies highlight the significant effect using newspapers has on academic achievement, such as students receiving higher test scores, and on the development of civic values.<sup>[2]</sup> As you'll read in Chapter 1, research has found a strong link between a child using a newspaper in the classroom and that child becoming a lifelong newspaper reader.

<sup>[1]</sup> Newspaper Association of America Foundation, *Growing Lifelong Readers: A study of the impact of Student Involvement with Newspapers on Adult Readership*, (2004). For a discussion of longitudinal cohort readership decline, see the 2003 SFN report, *Young Readers*.

<sup>[2]</sup> Steven Chaffee, Roxana Morduchowicz, & Herman Galperin, *Education for Democracy in Argentina: Effects of a Newspaper-in-School Program*. *International Journal of Public Opinion Research* 9(4): 313-335 (1997); Pirjo Linnakylä, "Does reading newspapers support learning?" *University of Jyväskylä's Institute for Educational Research* (2004); Newspaper Association of America Foundation, "Measuring Success! The Positive Impact of Newspaper in Education Programs on Student Achievement" (2003)



Since 2003, Norske Skog, the Norway-based paper producer, has supported the NIE Development Project of WAN to expand this work in emerging democracies throughout the world and has sponsored our World Young Reader Prize that encourages excellence not only in NIE but also in all young reader strategies. (The cases chosen for Chapter 3 were some of this year's entries in that competition).

## Moving toward “Total Youth Think”

In the last decade, WAN added to its young reader mandate a focus on helping newspapers determine what else they must do to assure a future audience: create a print-digital content strategy, directly engage both young people and those who influence their media loyalties and try to work toward a “Total Youth Think” approach in the company itself, that does all of that.

For a newspaper that achieves “Total Youth Think,” many of the other basic strategies are likely to come more naturally. What is it? A top-to-bottom rethinking of staff and approach to news that places young people at the centre. When done right, the result is a newspaper that young people know is theirs but one that does not alienate older readers.

*Zero Hora* in Brazil, Editpress in Luxembourg, *Göteborgs-Posten* in Sweden and *El Correo* in Spain are among the companies that have had success with such an approach.

Editpress, which publishes two dailies and two weeklies, decided several years ago to go after new younger readers. It launched special youth pages, a supplement and other specialised products – and they didn't work.

“We soon realised that we were ghettoizing young people, providing them with poor news,” explains Danièle Fonck, deputy chief executive. “The few readers we won from such actions were disloyal readers who turned away as soon as they didn't find the news they were looking for.”

Editpress launched a new strategy in 2004 in which young reader interests were incorporated into every section of the paper,

complemented by content on other platforms. In just a year, the percentage of readers between the ages of 15 and 24 rose by three points.

They did it with a simple goal. Ideally every single one of the paper's 48 to 96 pages should contain something likely to attract young people with extras available on other platforms, such as contests for event tickets and a news service via mobile telephone.

“Youngsters are more interested in serious matters than we tend to think,” Fonck says, describing them as generous, socially committed and “revolted by misery, poverty and injustice.” She aims to highlight such issues and also give more attention to young people's personal concerns about education, professional future and quality of life.

*Zero Hora* in Brazil (circ. 177,484) has long made sure the under-30 audience is visible and heard. The result is an enviable reach among the young. In 2005, 41 percent of its readership was between 10 and 29 years old.

“Altogether we have 180 journalists; 60 of them under age 30,” says Marcelo Rech, the paper's editor, who acknowledges that when he became editor at age 33 the newsroom was too full of other young people. “Now it's more balanced.” He also keeps a youthful environment by hiring journalism students to do all the support functions in the newsroom. They also “advise us, correct us and suggest stories and points of view that could interest young readers,” he says.

The staff of *Zero Hora*'s main youth supplement *Patrola* (which is slang for “steamroller”) often provide branded content for the main paper.



© Zero Hora

*Patrola* also connects to its audience with a television programme that features two columnists as hosts.

This, like all sections of *Zero Hora*, has a reader council. “Behaviour in this period of life changes at such a pace that we are always haunted by talking about something that is already old-fashioned,” Rech explains. “So, the council is our radar and beeps us every time we take a wrong turn.”

The paper’s latest addition has been short summaries of major stories designed to explain those stories to children, an idea from Rech’s nine-year-old son.

Sweden’s *Göteborgs-Posten* (circ. 250,600) faces an especially challenging youth audience. Nine of 10 children between nine and 17-years-old have Internet access at home, and 80 percent of those over 13 are already on a nationwide social networking site.

Anders Goliger, assistant news editor, emphasizes that the youth perspective should not be limited to the youth section online or in print, and that the rest of the newspaper must follow, routinely making young people part of stories that are published.

“We have four youth editors and they recruit and train more than 20 youth reporters every year,” he says. “The basic principle is to let young people write with professional coaches backing them up.”

The paper also provides online resources for three different age groups.

Graffiti (for 10- to 14-year-olds) provides print content and a website with advice and self tests. The decade-old Attityd (Attitude) site (for 15- to 19-year-olds) recently added more interactivity. Aveny (Avenue) offers young adults nightlife guides and, Anders hopes, a final step into the newspaper.

Goliger says that while putting content online is popular, young people particularly value getting into print. The strategy is working: Forty-five percent of circulation-area 15- to 24-year-olds read *Göteborgs-Posten* frequently.

At *El Correo* in Spain (circ. 120,000), a five-person team created the “enlaCe” approach that opened up to readers and embraced citizen journalism “to save and to complement” traditional newspaper content, according to



Montserrat Lluís, deputy editorial director of the parent, Vocento Group.

The team not only began accepting reader-generated stories,

reviews and photos via SMS, phone, e-mail and post for most everything except political coverage, but also makes it a point to actively help and engage the paper’s audience in many ways:

- No reader question goes unanswered, even if it has nothing to do with the newspaper. “It is better not to open the door to readers than to do so and then close it in their faces,” Lluís says.
- One feature follows families of all kinds (single parents, gay parents, mothers-to-be) for a month, tracking how they manage financially.
- The paper aims to make people’s dreams come true, such as for a little girl who wanted to swim with dolphins, and also gives readers a chance to do something they’ve never tried, such as model in a fashion show.
- Readers can send in all kinds of photos that tell a story: pictures of celebrations, such as children’s birthdays or weddings, or simply good photojournalism.

### Some basic youth strategies

A “Total Youth Think” metamorphosis is not easy, but newspapers can start with some basics. None of them may be sufficient in themselves, but each is necessary.

### CHECK YOUR PORTRAYAL OF THE YOUNG

Young people are rarely interviewed as sources other than for “youth” stories, and their portrayal generally remains highly stereotyped. Repeatedly, studies have found teenagers and young adults are most often portrayed as wrong-doers. A 2003 WAN inquiry in 24 countries found newspaper coverage of children under age 12 most often, by far, portrayed them as victims.<sup>[3]</sup>

<sup>[3]</sup> World Association of Newspapers (Magne Raundalen and Jan Vincens Steen), *Children in Newspapers: – a global content study* (2003). <http://www.wan-press.org/nie/articles.php?id=139>

WAN will repeat the exercise in 2008 as part of preparation for a Young Readership Development workshop on that topic.

The Readership Institute of the U.S.-based Media Management Center created a tool to help newspaper executives find out how well they are doing in portraying and including young adults in the newspaper by doing an audit of content. The analysis instrument can be adapted for any age group, and WAN makes it available in German, French, Spanish, Portuguese and English at this address: <http://www.wan-press.org/nie/articles.php?id=464>.

### **IF YOU MUST CREATE A SUPPLEMENT, MAKE SURE IT ACCOMPLISHES SOMETHING**

The best youth sections and pages offer much more than stories written by or for young people. The 757 “teen” section of *The Virginian Pilot* (USA) earned a 2006 World Young Reader prize because it introduced the rest of the paper to things like podcasts and myspace.com, and became the catalyst for getting a youth voice on the main paper’s editorial page. The “nerd world” effort by the *Newcastle Chronicle & Journal* had British young people report on career opportunities in the region, offering their peers a real service. (Full descriptions of these cases are in Chapter 3 and other examples are available at [www.wan-press.org/youngreader](http://www.wan-press.org/youngreader)).

### **GIVE YOUNG PEOPLE A CHANCE TO DO REAL JOURNALISM**

There is no research yet that proves this strategy, but we are absolutely persuaded that one of the most powerful ways for a newspaper to connect with young people is to offer them their first chance to become a reporter, if only for a day. Blogs are great, but there’s still nothing like the thrill of seeing your story or photograph in a real newspaper for the first time. EnlaCe project managers report that readers young and old clamour for their pictures to appear in the paper, with a web presence a distant second place.

The experience can be high tech. Several Nordic newspapers have created centres at which classes start with a powerful photojournalism lesson, followed by a digital reporting simulation and finish by covering a breaking story.

In Buenos Aires, school teams compete in a city-wide journalism contest run jointly by the

nine highly competitive dailies. Each publishes one of the nine winning stories.

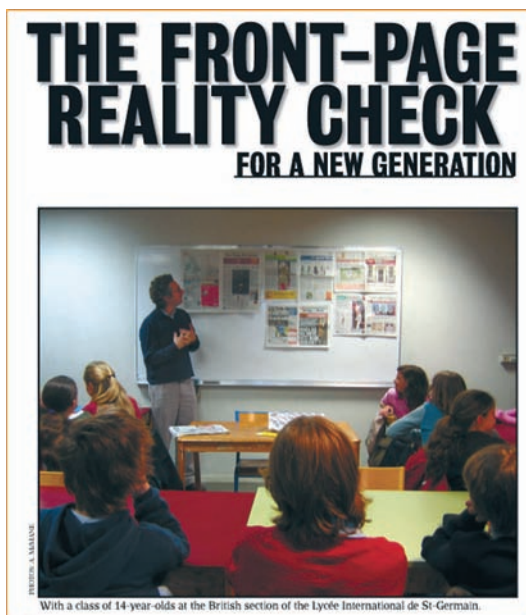
Another variation is letting children create their own newspapers using newspaper facilities. At PlayBac Presse, the home of three dailies for children in Paris, nine-year-olds finish a three-hour workshop with a four-page compact paper to call their own. In London, The Guardian’s “Newsroom” education centre helps students create front pages or Web sites based on current or historical events using the paper’s archives.

The WAN young readers pages at [www.wan-press.org/youngreader](http://www.wan-press.org/youngreader) provide descriptions of these and other journalistic experiences newspapers offer the young.

Such an approach also applies to advertising, with students competing to design real advertisements for real businesses, with the best work being remunerated and printed.

### **LET THEM MEET YOU WITH MORE THAN THE NEWSROOM TOUR**

One of the most eye-opening first exercises a newspaper executive can do is the “The Front Page Reality-Check” activity WAN developed with François Dufour, WAN board member for the French national press and editor of three decade-old dailies for children. The idea is simple. An editor takes the days’ front pages from competing newspapers (or five day’s worth of front pages from one title) and, with a class of 14-year-olds, creates a new front page from news on those pages that most interests



them. WAN will offer editors the chance to examine that strategy in person during a Young Readership Development – World Editors Forum study tour set for Paris and London in February 2008.

### FACILITATE ENGAGEMENT IN THE IMPORTANT MATTERS OF THE DAY

The upcoming generation has a scary shared life experience: Sept. 11, still more war and climate change, to name a few. To connect, newspapers need to deal with those issues in credible, authentic and relevant ways. WAN gave its 2007 World Young Reader Prize for Public Service to *Gazeta Wyborcza* of Poland for its multi-media, multi-faceted campaign to save a river valley from destruction by a new highway. The campaign appealed to the young through citizen reporting, special editions, blogs, mobile messages, protests and even a benefit rock festival.

France's largest circulation newspaper, *Ouest-France*, decided to make young people's own civic activities better known and supported.

"While many companies target the young as consumers, we wanted to connect with them as



*Ouest-France* plans to continue its "Initiatives Solidaires (Solidarity Initiatives)" project.



Finland used an effective, simple format to send the message that pupils who use newspapers know more of the answers.

young citizens," explains Jean-Emmanuel Gapsys-Hutin, a *Ouest-France* journalist close to the project. A special team of young journalists sought out initiatives, a prize rewarded the best ideas for new actions, and journalists followed the best of those actions through fruition. Chapter 3 describes two more cases, from the Philippines and Brazil, of newspapers working with the young on civic actions.

### PAY MORE ATTENTION TO PARENTS

Parents are still the best creators of newspaper readers, with teachers a close second. All the evidence we have points to the continuing primordial role of having the printed newspaper in the home as the strongest predictor of a child becoming a newspaper reader as an adult, followed by the use of the newspaper in the school.

Now, however, newspapers have even more ways to make the newspaper a trusted partner in the upbringing and education of a child, especially at the primary level.

First, thanks to studies in several countries since 2000, newspapers can say with authority to readers that the newspaper is good for their children as both students and citizens. Research in the United States found the positive effect of using newspapers in class translated to as high as 10 additional percentage points on standardised tests. WAN has begun to encourage the use of International Literacy Day to get this word out in the form of public service advertisements and special resources, and will expand the materials next year.

Making face-to-face contact with parents offers them a rare opportunity in a media world more and more characterised by virtual experience and automated help. *The Patriot News* (Pennsylvania, USA, a World Young Reader Prize winner) offers fun-filled

“Literacy Nights” when the whole family does newspaper activities and shares a meal.

Local print content is getting better at engaging parents. *Diario de Navarra* in Spain (a 2007 World Young Reader Prize winner) changed its daily children’s page into a daily set of games designed to guide young readers—and their parents – through the various sections of the paper in a fun and engaging way. The free Russian weekly *Mon Rayon* devotes its back page to the families in its community with news on local activities for them, a family-friendly cartoon they can read together and photos of one-year-olds (who are more interesting to look at than newborns, explains Gregori Kunis, the publisher).

### BE THERE FOR THE FIRSTS

Several of the strategies described in this report show newspapers playing a part in such life-stage “firsts” as first photo or byline in a newspaper, first blog, first civic action, first job, first picture of my one-year-old, etc.

Robert Barnard of the Canadian strategic youth research consultancy DECODE stresses that involvement in the first-time experience in an early life stage of someone can offer newspapers an important chance to build loyalty in an era of high mistrust of business and of merchandising.

“Those between 14- to 24-years-old are beginning to shape tastes, views and identities, and make decisions on their own,” he says.



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Thus, being first in line to offer a meaningful first-time experience offers an opportunity to build a lifetime relationship.

### TAKE A MULTI-PLATFORM APPROACH

One of the most telling results of the Shaping the Future of the Newspaper survey of newspaper executives (Chapter 2) is that while more than eight of 10 respondents expected that it will take a mix of print and electronic platforms to attract young people of any age, fewer than half had added electronic platforms to the mix of their youth strategies.

However, some local newspaper multi-platform approaches seem to hold promise in building on the natural advantage of the proximity that they enjoy.

The German regional paper *Mittelbayerische Zeitung* (circ. 125,000), has had a close, traditional attachment to its readership since its founding in 1946. It now counts a quarter of local 15- to 25-year-olds among the 9,300 registered members of its kult.de self-managed online community, according to Martin Wunnike, business manager of *Mittelbayerische Zeitung*. The emphasis is on entertainment and personal texts and photos, plus “latest developments” from the core news operation. The paper also offers a weekly kult.de page in the newspaper and has linked print and online features for younger age groups.

Even smaller newspapers are making brave multi-platform moves. *Le Quotidien de la Réunion* (circ. 35,000) offers a haven that parents can trust. It lets readers under age 15 create their own free blogs on [www.journaldesjeunes.com](http://www.journaldesjeunes.com), a site tied to the paper’s weekly youth supplement, “Le Journal des Jeunes.” The paper does both automated and peer monitoring and assigns one staff member to offer advice to the users. The base is very small, only 300 users so far, but is expected to grow, and the brand image as a newspaper that keeps its readers’ children safe on the Internet is hard to beat.

Newspaper multi-platform strategies are moving into local schools as well. As an enhancement for traditional print-based NIE strategies, U.S. teachers are getting advice about how to use local newspaper E-editions, digital replicas of the printed newspaper, as resources in the classroom.

The Newspaper Association of America Foundation has produced a report for newspaper executives that includes ideas for planning and promoting such an approach and for helping teachers with training and lesson plans (available at [www.naafoundation.org](http://www.naafoundation.org)).

In 2007, WAN's World Editors Forum produced a thorough analysis as part of its annual "Trends in Newsroom" publication of the potential for newspapers to use social media strategies to connect to the young.

"Social media sites provide a complimentary editorial function in that they establish a feeling of community among readers and a sense of being involved," the report concluded.

The report offers a concise portrait of the Web 2.0 world of interactive websites, and sections on specifics such as how newspapers could solicit social network participation and vice versa, and on what newspapers could do with the YouTube social video site.

The full report, which is based on the year's entries at [www.editorsweblog.org](http://www.editorsweblog.org), is available from [www.trends-in-newsrooms.org/home.php](http://www.trends-in-newsrooms.org/home.php)

Useful new insights also emerged earlier this year from research by the U.S.-based Media Management Center & Readership Institute in which 65 adolescents were observed using the Internet, then interviewed individually and in focus groups.

"We found that teen-agers are 'grazers,' they don't go anywhere for news, but if it catches their eye, they will look at it," says Michael Smith, the organization's executive director.

"They are placing enormous value on something newspapers hold dear -- the value of serendipity, of reading stories no one knows they're interested in until they see them," he explains. "Right now, the big portals are fulfilling this need, not newspapers." \_

Smith suggests that newspapers make the "catches my eye" phrase the center of any youth strategy. "Go wherever their eyes are, catch them and bring them home to you," he said.

### **Some next steps for WAN Young Readership Development**

The former lead anthropologist for Microsoft who has tracked many a young person's daily life and media usage patterns gave some basic

advice for newspapers at the last World Young Reader Conference.

"Innovation begins when we take off our blinders in our own businesses and think of the aspirations and motivations of people in their everyday, and not so everyday, lives," said Anne Kirah, now dean of the 180° Academy, a new innovation executive training centre in Denmark.

WAN will be doing that in two new Young Readership Development efforts. New international research, Youth Media DNA, will examine the news and information needs of the young, while a new "Beyond Convergence" youth project will result in some strategies newspapers can use to put young "digital natives" together with newspaper "digital immigrants" in new ways that teach both groups something new.

DECODE, the Toronto-based strategic research consultancy focused on youth, young adults and young families, will soon begin the first wave of Youth Media DNA studies that will combine quantitative and qualitative research to produce a new multi-national portrait of the young designed to help publishers better innovate. Chapter 1 provides a description of the preliminary phase of the research, in which DECODE examined previous research and conducted interviews in 10 countries to formulate the hypotheses for the new studies.

The Beyond Convergence project will help newspapers create effective and lasting interactivity with the young. The project will show step-by-step how some newspapers have imagined and implemented various multi-platform initiatives in cooperation with young people. Projects have differed in nature and size, but always in cooperation with young people, most often through schools, and with benefits for all partners. A three-part workbook "Beyond Convergence" will target newspapers, schools and students.

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# 1. Decoding youth media habits

**By Robert Barnard**

Over the past decade, publishers around the world have been concerned about declining rates of newspaper readership among young people. Among the newspaper community, there is much debate. Why is this happening? How does the newspaper community address the issue? Are young people interested in news and information? How does technology affect their daily media consumption? What rituals do young people associate with newspaper readership? Until this point, there has not been a consistent, global approach to answering these questions.

In early 2006, The World Association of Newspapers (WAN) enlisted DECODE, a strategic research consultancy focused on youth, young independents and young families, to outline the key issues facing youth newspaper readership. DECODE worked with WAN to develop strategies for researching young people's media use and motivations at both the local and global levels in work supported by Norske Skog, the Norwegian global paper manufacturer.

Initially, DECODE and WAN reviewed existing literature on young people's media usage and developed initial hypotheses on both their attitudes and behaviours regarding media. In order to ensure thoroughness, consistency and a global view of the youth media picture, DECODE set parameters on the literature review. No studies conducted prior to 2000 were used and all studies required some focus on young readers – those under age 30. International studies also took priority over national ones. In all, more than 60 studies, reports and academic papers covering all six continents were reviewed and summarised. DECODE then completed a global qualitative survey of 10 countries (the United States, the United Kingdom, Serbia, Sweden, Spain, Lebanon, South Africa, Colombia, the Philippines and Japan). In each country, DECODE recruited 10 young people to document their media habits and discuss their attitudes towards news and newspaper readership using the initial hypotheses as a guide. This was done through one-on-one long interviews, online discussions and media diaries.

The goal was to have young people from around the world confirm or challenge hypotheses in broad categories. Obviously, this research was not designed to draw firm conclusions about young readers globally as the survey sample of 100 was far too small to do that. It is enough, however to explore participant reactions to hypotheses. Six broad categories of hypotheses emerged from this work. These categories guide the initial conclusions drawn by DECODE and also will guide future global research to be done by DECODE and WAN. Each hypothesis is outlined below along with some of the questions which still need to be answered in future research.

## Global news consumption patterns and rituals

### MULTIPLE SOURCES

***Hypothesis: Young people are getting news and information from many media sources, not just one.***

“If you’re not really informed about different media, you can easily be swayed by the biases of different media companies.” (Youth Participant, Philippines – WAN/DECODE 2007 Youth Media DNA Exploratory Study)

The issue of how youth access news information is complicated and not well understood globally. Research in the United States indicates that young people, like most adults, rely on multiple resources for all of their information. The 2004 American study, *News for a New Generation*, shows that young people between ages 18 and 24 seek out numerous sources when looking for information.<sup>[1]</sup> An increased desire to attain different perspectives as well as varying preferences for versatile media forms are likely among many reasons youth have decreased their dependence on newspapers.

Being well-informed requires seeking out multiple sources across different formats, and discerning among a variety of news-gathering approaches. Whether this is driven by convenience or a sincere need to obtain multiple viewpoints remains to be seen. Many participants in the WAN/DECODE 2007 Youth Media DNA Exploratory Study said they feel uncomfortable trusting a single authoritative source, even sources they regularly rely on.

For others, the use of multiple sources and formats is a matter of convenience; online sources, for example, may be more easily accessible during the day, whereas newspapers are usually found in the morning and TV is more accessible at night. This use of multiple sources and formats is true not only for the formats they use, but also for the news brands they are loyal to.

Both European and Canadian research suggests young people may be losing trust in news media. *Attention to Media and Trust in Media Sources: Analysis of Data from the 2004 IEA Civic Education Study* (International Association for the Evaluation of Educational Achievement) shows that many European adolescents are becoming increasingly suspicious of news media in general, and tend to view newspapers as biased, believing that coverage decisions often depend on what those in power are trying to portray.<sup>[2]</sup> Similarly, the *Report Card on Canadian News Media 2004* shows the low levels of trust youth place in news media: 68 percent of youth believe that news media try to cover up mistakes, compared to 54 percent of the general Canadian population who feel that way.<sup>[3]</sup> While discussing the subject of trust and credibility, it is worth noting that respondents in the 2006 DECODE/Canadian Newspaper Association study, *Reading Between the Lines*, ranked trust and credibility as the most important criteria for any news or information source.<sup>[4]</sup> *The Report Card on Canadian News Media 2004* showed that many young people question the influence and agenda behind news stories.

<sup>[1]</sup> The Center for Information and Research on Civic Learning and Engagement, Working Paper 29, “News for a New Generation: Can it Be Fun and Functional?”, Susan Sherr, The State University of New Jersey, March 2005

<sup>[2]</sup> Jo-Ann Amadeo, Judith Torney-Purta, and Carolyn Henry Barber (January, 2004) CIRCLE, “Attention to Media and Trust in Media Sources: Analysis of Data from the IEA Civic Education Study”, [http://www.civicyouth.org/PopUps/FactSheets/FS\\_Attention\\_To\\_Media\\_Trust\\_Sources.pdf](http://www.civicyouth.org/PopUps/FactSheets/FS_Attention_To_Media_Trust_Sources.pdf)

<sup>[3]</sup> Canadian Media Research Consortium, “Report Card on Canadian News Media 2004”, The School of Journalism University of British Columbia. <http://www.cmrccrm.ca/english/reportcard2004/01.html>.

<sup>[4]</sup> DECODE/Canadian Newspaper Association, “Reading between the Lines”, 2006; [http://www.cna-acj.ca/Client/CNA/cna.nsf/object/d\\_Codereport/\\$file/DCODE-FINAL.pdf](http://www.cna-acj.ca/Client/CNA/cna.nsf/object/d_Codereport/$file/DCODE-FINAL.pdf)

That study found that 81 percent of 19–25 year-olds believe that powerful people or powerful organisations influence news organisations.<sup>[5]</sup> The cynicism Canadian and European youth display in these studies toward the motivations of news media demonstrates their need to be convinced of the independence or credibility of news organisations.

### PASSIVE VS. INTERACTIVE

***Hypothesis: Interest in passive forms of media (radio, TV, etc.) are waning. Young people want to interact with, and contribute content to, news media.***

“My first choice for news and info is the Net. It’s more of an active tool. TV is limited to what they’re providing you (you sit and it’s whatever the news program wants to give you in a limited time) whereas the Internet, you can pick whatever you want and find the information that you’re interested in instead of having the news dictate what’s important for you.” (Youth Participant, USA – WAN/DECODE 2007 Youth Media DNA Exploratory Study)

In the WAN/DECODE 2007 Youth Media DNA Exploratory Study, many participants said their interest in passive media (where the user does not select content) and newspapers is in some decline, even though some of its traditional forms (like TV and radio) still dominate their media diets. Almost all participants said their use of the Internet has increased over the past three years. Control over what information they receive, and the format it is in, is increasingly becoming desirable among young people, even in countries with lower Internet penetration rates.

Despite the stated preferences for the Internet as a news and information source and the growing interest in personal devices that facilitate citizen journalism (i.e. digital/ video cameras), most participants still value more traditional media sources and formats, perceiving them as more accurate, reliable and trustworthy. Participants’ experiences using the Internet as a source of information is fundamentally different. They often talk about being distracted because they can perform other activities while online, like chatting with friends. Younger participants in particular reported TV as their preferred news medium because it was the easiest to understand.

The 2004 *European Interactive Advertising Association (EIAA) Media Consumption Study* examines the strengths of the Internet versus television from the perspective of young people in Europe between the ages of 15 and 18. Analysis of this research shows European youth have a strong preference for the Internet as an information source. For example, almost 94 percent of young respondents in the study felt that the Internet is a better medium than television “to get what you want quickly.” Young respondents also believed that in comparison to television, the Internet is more likely to have “what you want when you want it.” Youth in the study were also more likely to view the Internet as a medium that “keeps you ahead of the game and is designed to best suit an active brain.” Illustrating their overall preference for the Internet as an information source, 60 percent of young respondents in this 10-country study cited the Internet as their favourite information source.<sup>[6]</sup>

Young people may be enthusiastic about the Internet because it enables them to establish contact with the outside world and freely seek information of almost any kind. *The 2005 World Youth Report* proposes that this freedom is especially important to youth who often turn to the web when they want to access information on taboo topics they feel uncomfortable discussing with adults.<sup>[7]</sup> Research presented in this report also indicates that youth value the amount of control surfing the net allows them in comparison to flipping through television channels or browsing through a magazine.<sup>[8]</sup>

<sup>[5]</sup> Canadian Media Research Consortium, “Report Card on Canadian News Media 2004”, The School of Journalism University of British Columbia. <http://www.cmrccrm.ca/english/reportcard2004/01.html>.

<sup>[6]</sup> Millward Brown, European Interactive Advertising Association (EIAA), “EIAA Media Consumption Study – Youth Online Results Europe 15-24 Age Group”, 2004. <http://fp.advertising.msn.com/wwdocs/user/es-mx/research/1>

<sup>[7]</sup> Susan Gigli, InterMedia Survey Institute (2004) “Children, Youth and Media around the World: An Overview of Issues and Trends”, prepared for UNICEF. [http://www.unicef.org/videoaudio/intermedia\\_revised.pdf](http://www.unicef.org/videoaudio/intermedia_revised.pdf)

<sup>[8]</sup> United Nations, “World Youth Report 2005.” <<http://www.un.org/esa/socdev/unyin/documents/wyr05book.pdf>>

## TRADITIONAL VS. NEW MEDIA

**Hypothesis: Young people spend less time with traditional media and more with new media. Television, newspapers and radio are waning compared to the Internet, mobile phone and personal music players.**

“TV (is my first choice medium for news and info) and I wish I had more time to watch it, as well as better technology so I can watch it whenever I want to; for example when I am walking.” (Youth Participant, Japan – WAN/DECODE 2007 Youth Media DNA Exploratory Study)

While difficult to quantify authoritatively at this point, young participants in the WAN/DECODE 2007 Youth Media DNA Exploratory Study said that usage of new media (i.e., computers, mobile phones, the Internet, and MP3 players) is increasingly taking up time participants would have spent with traditional media. This time is obviously restricted in countries where the digital divide remains a strong barrier, but even in countries with low penetration of communication technologies, these media remain highly desirable.

Despite this, many participants say they would like to spend more time with newspapers and other more traditional sources of information. Contrary to stereotypes, many young participants remain respectful of traditional information sources and few dismiss them as obsolete. Finnish research outlined in the study *The Internet and Newspapers among Finnish Young People*, conducted with youth 15 to 27-years-old, found that heavy Internet users tend to also be active in other traditional forms of media including newspapers. DECODE’s work for the Canadian Newspaper Association also saw a similar pattern in the respondent’s media usage. More work is needed to understand and quantify how digital and traditional media are competing with and can complement one another in the media diets of young people.

Many country-specific research studies explore the emergence of new media choices and how these impact overall media consumption. Research indicates that youth may be spending less time with individual media, especially traditional formats that require more time and attention. Seija Nurmi’s research in *The Plan of Work: The Effects of The Diffusion of Information Technology on Traditional Media*

*Use* explains that the adoption of new digital media can enhance communication and often save time, but it still decreases the amount of spare time youth have available for traditional media and leisure. Although traditional media usage has declined as a result of new media adoption, this study suggests that traditional media have not been completely supplanted.<sup>[9]</sup> This study notes the current knowledge gap on the impact of new media on the use of traditional print media.

The 2004 *European Interactive Advertising Association (EIAA) Media Consumption Study* found that, compared to adults, European youth spend considerably longer amounts of time using the Internet, while adults spend slightly more time on average watching TV or listening to the radio. In France, for example, some studies show that youth have significantly changed their media diet to reflect their growing preference for the Internet. Findings show that in 2004, 55 percent of youth, aged 15 to 25, spent more time on the Internet than they did the previous year, while 55 percent also spent less time watching television.<sup>[10]</sup> Canadian research in *Reading Between the Lines* shows a similar trend as the time youth spent online surpassed the time they spent watching television, listening to the radio or reading magazines and newspapers. According to this national report, the Canadian youth media diet on a typical day includes: 3.5 hours surfing the net, 3.1 hours watching television, 2.4 hours listening to the radio, 1.5 hours reading a book, 0.7 hours reading a newspaper, and 0.6 hours reading a magazine.<sup>[11]</sup> This finding is consistent with Canada Online, a national Internet report, which showed that 85 percent of Canadian youth report being “heavy” Internet users.<sup>[12]</sup>

<sup>[9]</sup> Seija Nurmi, *The Plan of Work ‘The Effects of the Diffusion of Information Technology on Traditional Media Use’*, September 2001.

<sup>[10]</sup> Millward Brown, European Interactive Advertising Association (EIAA), “EIAA Media Consumption Study – Youth Online Results Europe 15-24 Age Group”, 2004. <http://fp.advertising.msn.com/wwdocs/user/es-mx/research/1>

<sup>[11]</sup> DECODE/Canadian Newspaper Association, “Reading between the Lines”, 2006; [http://www.cna-acj.ca/Client/CNA/cna.nsf/object/d\\_Codereport/\\$file/DCODE-FINAL.pdf](http://www.cna-acj.ca/Client/CNA/cna.nsf/object/d_Codereport/$file/DCODE-FINAL.pdf)

<sup>[12]</sup> The Canadian Internet Project, “Canada Online!” October 2005

## LOW ONLINE NEWSPAPER USAGE

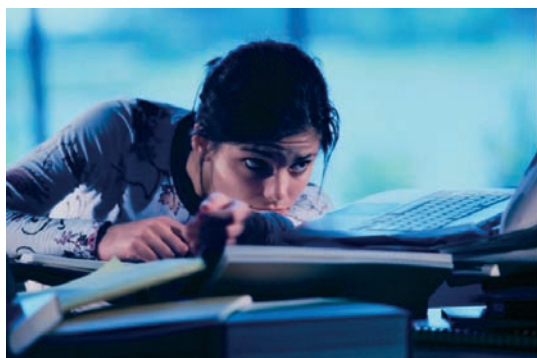
**Hypothesis: Although Internet usage is high among young people who can access the Internet, use of online newspaper sites is low.**

“I prefer the BBC news site because it’s much easier to navigate than The Guardian’s Web site and it’s got more resources.” (Youth Participant, UK – WAN/DECODE 2007 Youth Media DNA Exploratory Study)

Most participants in the WAN/DECODE 2007 Youth Media DNA Exploratory Study said the Internet was their first choice as a medium for news and information; a large portion, however, said they do not read (or do not realise they are reading) online versions of newspapers.

Detailed reading on a screen remains an issue for many of these participants and the rise of news aggregator services like Google News or MSN News may also be a factor. There is a sense among many that the printed version of newspaper content is preferable. Some, however, say they prefer reading online newspapers because they have more opportunities to interact through discussion boards, or find more information through clicking on hyperlinks. Some participants are completely indifferent to the distinction between online and printed news content.

The 2006 Canadian report, *Reading Between the Lines*, found that although the majority of youth (77 percent) had visited an online news site, a much smaller percentage (48 percent) had ever read the online version of a daily newspaper.<sup>[13]</sup> Likewise, an Austrian study of young newspaper readers, *Do Teenagers Read Newspapers? An evaluation of the ZiS-projects* indicates that only 16 percent of teens who have Internet access report they visit the Web site of a newspaper at least several times a week. Thirteen percent say they visit a newspaper Web site once a week, 42 percent less often and 28 percent have never visited a newspaper Web site.<sup>[14]</sup>



## MEDIA GRAZING VS. MEDIA MEAL

**Hypothesis: Young people do not have a clear news ritual.**

“We all know that the Internet is amazing... however, I still like to hold newspapers in my hands and read it every morning when I am drinking coffee.” (Youth Participant, Serbia – WAN/DECODE 2007 Youth Media DNA Exploratory Study)

Research is inconclusive about whether young people have patterned news consumption in their lives. Some research suggests the ritual of morning news consumption is a dying ritual that may only apply to older generations.<sup>[15]</sup> However, news and information is much more accessible than it once was, and information once solely contained in newspapers is no longer exclusive to this format. New media allows information seekers to be more flexible with the location, time and manner news consumption. Unlike past generations, youth today tend to seek news as they need it, as opposed to during dedicated time spent on this purpose.

For most participants in the WAN/DECODE 2007 Youth Media DNA Exploratory Study, the morning is the most common time to consume news, especially from newspapers. Many, however, said they check for news information multiple times throughout the day using a variety of sources, including newspapers. Respondents who reported consuming information in the evening usually were checking the news on TV. Most respondents say they may skip checking up on news information primarily due to lack of time. Interestingly though, the media study *Generation M: Media in the Lives of 8 to 18 Year Olds* found that respondents who spent the most time with media also reported spending more time with their parents, being physically active and pursuing other hobbies. DECODE also uncovered a similar finding in the *Reading between the Lines* study.

<sup>[13]</sup> DECODE/Canadian Newspaper Association, “Reading between the Lines”, 2006; [http://www.cna-acj.ca/Client/CNA/cna.nsf/object/d\\_Codereport/\\$file/DCODE-FINAL.pdf](http://www.cna-acj.ca/Client/CNA/cna.nsf/object/d_Codereport/$file/DCODE-FINAL.pdf)

<sup>[14]</sup> Dr. Margit Bock, “Do Teenagers Read Newspapers? An evaluation of the ZiS-projects” Salzburg, October 2005.

<sup>[15]</sup> [mediaincanada.com](http://mediaincanada.com)

Young people in this study who were daily newspaper readers were socially active and outgoing. These respondents were more than likely less frequent readers to visit shopping malls, restaurants, bars or night clubs. Still, time is not the only cited issue. Access also impacts regularity of news consumption.

The WAN/DECODE 2007 Youth Media DNA Exploratory Study also found that older respondents were more likely to have an established ritual around newspaper readership specifically (coffee in the morning) and younger participants are more likely to read whenever they can. *The 2005 Pew Research Centre Biennial News Consumption Survey* indicates that older Americans show a preference for getting the news at regular times, in contrast to 68 percent of young adults between the ages of 18 and 24 who say they check in on the news “from time to time”.<sup>[16]</sup> The study also found that checking the news on a more regular schedule was linked the level of one’s education, with university-educated people more likely to check the news regularly. Further research will help to uncover youth patterns of news consumption and the factors that influence the size and frequency of their news diet.

## Newspaper content

### LOCAL VS. GLOBAL NEWS

***Hypothesis: Youth are only interested in content that is relevant to their lives. As a result, they are only interested in local news.***

“I’m more interested in global than local. Local stuff is all about the government, I can’t really care. The war in Iraq and America is a more interesting topic.” (Youth Participant, South Africa – WAN/DECODE 2007 Youth Media DNA Exploratory Study)

Participants in the WAN/DECODE 2007 Youth Media DNA Exploratory Study strongly disputed the hypothesis that they care more about local issues than global issues, saying they were curious about local, regional, national and international news. There is a sense among many young people that local and international issues are increasingly linked, especially around environmental and global security issues. Young people do not treat these issues in isolation, and may be less inclined to view them as isolated. This research sheds light on the current interests of young people

but does not discount the notion that local news caters well to younger readers because they often seek out frames of reference that they can relate to.<sup>[17]</sup> DECODE’S earlier research with the Canadian Newspaper Association found that the top two newspaper sections/content areas read by young readers were the front section and local news, further suggesting that young people’s interest in current affairs includes both local and world news.

### GENDER

***Hypothesis: Gender impacts the content needs and desires of young people.***

“I aspire to be well informed... kind of cliché, but information is power. Not just competitive, but knowing more/being informed is just desirable.” (Youth Participant, USA – WAN/DECODE 2007 Youth Media DNA Exploratory Study)

Varied responses from this phase make this question difficult to answer, and perhaps worthy of more detailed study. Of the participants in the WAN/DECODE 2007 Youth Media DNA Exploratory Study, female participants were more likely to read the entertainment sections of newspapers and ignore the sports sections, while the reverse is true for males. There was no clear outcome in the area of gender split in newspaper readership and content needs. Other research that has included the topic of gender tends to focus on differences with regard to the particular media channels males and females prefer or frequency of use pointing to a gap in knowledge about the impact of gender on content choice.

## Newspaper format

### FREE DAILY NEWSPAPERS

***Hypothesis: Free newspapers drive curiosity in news and often inspire youth to dig deeper.***

“I read the free local newspaper on the bus going home, there’s just enough time for that.” (Youth Participant, Sweden – WAN/DECODE 2007 Youth Media DNA Exploratory Study)

<sup>[16]</sup> The Pew Research Center for the People & the Press, “Pew Research Center Biennial News Consumption Survey,” June 8, 2004.

<sup>[17]</sup> Karen Raeymaeckers, “Editorial Strategies to Reach Young Readers”, Excerpt from doctoral Dissertation, Belgium 2002.

Free commuter newspapers are common to most young participants in the WAN/DECODE 2007 Youth Media DNA Exploratory Study around the world and the consensus is that they drive curiosity in news and information. Overall, most participants said they read paid newspapers more frequently than free newspapers. Many respondents said that free commuter newspapers are well-suited for travel to and from school and work, while paid newspapers are more likely to be read at home. Research outlined in the Canadian study *Community Newspaper Readership: National and Provincial Overview* illustrated that young people between the ages of 18 and 24 are more likely to read their community newspaper instead of their daily newspaper. The research showed that 60 percent of youth in this age group had read the last weekday issue of their community newspaper compared with 37 percent who read their weekday daily newspaper. Of course, the popularity of free newspapers among youth within a specific region will vary depending on the selection of newspaper offerings within that area.

Most participants in the WAN/DECODE 2007 Youth Media DNA Exploratory Study recognise the trade-offs in quality, depth and credibility between free and paid newspaper content. For this reason, free newspapers generally do not replace paid newspapers; they merely fill a different role in their daily news ritual. For some participants, free papers can be credible sources of information, sometimes more credible than their paid alternatives. Some participants are therefore careful to note that they also assess the individual publications based on a series of criteria, including political viewpoint, the amount of advertising and quality of writing. Price, for these participants, is just part of the mix.

## Benefit and value of news and information

### YOUTH CURIOSITY ABOUT NEWS

***Hypothesis: Most young people are curious about the world, and an interest in news is key.***

“It is not true that young people only read news that affects their lives directly. While this might be true for some young people, most youth are interested in broad subjects such as international current events, culture and

politics because ultimately they are all affected by these themes in one way or another.” (Youth Participant, Spain – WAN/DECODE 2007 Youth Media DNA Exploratory Study)

This notion may run contrary to most stereotypes of young people. Many participants in the WAN/DECODE 2007 Youth Media DNA Exploratory Study expressed a strong desire to be informed about “news” information, and this appears to be an interest they continue to develop, especially as they make the transition between adolescence and adulthood.

A 2006 report on young newspaper readership in Canada, *Reading between the Lines*, found that roughly half of young people between the ages of 14 and 34 years old “agree” or “strongly agree” that reading the newspaper is valuable because it makes them more interesting people.<sup>[18]</sup> Like adults, youth are attracted to content that entertains them. This does not, however, eliminate their need and desire to obtain credible information on the most important news of the day. According to the 2006 Canadian report, *Reading Between the Lines*, the news-heavy front section of the newspaper is the most frequently read part of newspapers amongst youth. Young respondents in this study report reading the front page and national sections of newspapers more often than the entertainment, sports or movie listings section.<sup>[19]</sup>

### BEING WELL-INFORMED

***Hypothesis: Being well-informed is a desirable quality for youth.***

“In life, information is vital. Being informed makes the difference between one person and another, making the well informed person more interesting and valuable, more competitive.” (Youth Participant, Colombia – WAN/DECODE 2007 Youth Media DNA Exploratory Study)

Based on the feedback we received in the WAN/DECODE 2007 Youth Media DNA

<sup>[18]</sup> DECODE/Canadian Newspaper Association, “Reading between the Lines”, 2006; [http://www.cna-acj.ca/Client/CNA/cna.nsf/object/d\\_Codereport/\\$file/DCODE-FINAL.pdf](http://www.cna-acj.ca/Client/CNA/cna.nsf/object/d_Codereport/$file/DCODE-FINAL.pdf)

<sup>[19]</sup> DECODE/Canadian Newspaper Association, “Reading between the Lines”, 2006; [http://www.cna-acj.ca/Client/CNA/cna.nsf/object/d\\_Codereport/\\$file/DCODE-FINAL.pdf](http://www.cna-acj.ca/Client/CNA/cna.nsf/object/d_Codereport/$file/DCODE-FINAL.pdf)

Exploratory Study, the benefits of being informed translate to a variety of arenas. Many participants say they see a link between staying up-to-date on current events and being able to participate in conversations with their peers and family. This social ingredient is a key part of the personal news gathering process. In addition, many participants noted that “being well-informed” was beneficial to their school and work life, allowing them to participate in discussions and showcase their knowledge.

Many, however, say they struggle to feel truly well-informed about the world. Time remains the main barrier to more frequent newspaper readership, not lack of interest.

The 2006 Canadian report, *Reading Between the Lines*, shows that 61 percent of youth in Canada are reading newspapers for the purpose of learning information they can share with others.<sup>[20]</sup> A similar finding is presented in the 2005 study, *Do Teenagers Read Newspapers? An Evaluation of the ZiS Projects*, showing that almost two-thirds of teenagers believe reading newspapers makes them think and allows them to join in on conversations.<sup>[21]</sup> According to the 2004 Teengauger Study, contributing special perspectives to discussions in social circles has an important pay-off for teens, as it earns them respect from their peers.<sup>[22]</sup>

## Social networks / user-generated content

### SOCIAL NETWORKS



***Hypothesis: The biggest competition for news and information in the future are young people themselves and their social networks.***

“On the Internet I read the news when messaging with friends and I can chat with

them about it at the same time.” (Youth Participant, Lebanon – WAN/DECODE 2007 Youth Media DNA Exploratory Study)

The importance of the social network as a means of disseminating news and information is on the rise. Many participants in this phase listed “discussion with friends” as a top source for news and information, sometimes ranking higher than TV or newspapers.

The 2006 DECODE/Canadian Newspaper Association youth newspaper readership report, *Reading Between the Lines*, shows 77 percent of Canadians between the ages of 14 and 34-years-old read the newspaper in order to learn interesting things to share with others.<sup>[23]</sup>

In particular in the WAN/DECODE 2007 Youth Media DNA Exploratory Study, social networks appear to be key in spreading entertainment news for most young people.

Analysis of findings from the 2005 research paper, *Do Teenagers Read Newspapers? An Evaluation of the ZiS Projects* indicates, not surprisingly, that youth who are “Intensive Readers for Information” discuss news coverage twice as often with friends than “Sporadic Readers.” This research also showed that teens discuss news-related topics most often with parents, followed by friends and siblings.<sup>[24]</sup>

### USER-GENERATED CONTENT

***Hypothesis: While the popularity of blogs and sites like YouTube will continue to grow, young people do not believe they will replace newspapers as sources of information.***

This hypothesis was the subject of much debate among young participants in the

<sup>[20]</sup> DECODE/Canadian Newspaper Association, “Reading between the Lines”, 2006; [http://www.cna-acj.ca/Client/CNA/cna.nsf/object/d\\_Codereport/\\$file/DCODE-FINAL.pdf](http://www.cna-acj.ca/Client/CNA/cna.nsf/object/d_Codereport/$file/DCODE-FINAL.pdf)

<sup>[21]</sup> Dr. Margit Bock, “Do Teenagers Read Newspapers? An evaluation of the ZiS-projects” Salzburg, October 2005

<sup>[22]</sup> [http://www.naa.org/ReadershipPages/GrowingAudience/Report\\_TeenGauger\\_2004.aspx](http://www.naa.org/ReadershipPages/GrowingAudience/Report_TeenGauger_2004.aspx)

<sup>[23]</sup> DECODE/Canadian Newspaper Association, “Reading between the Lines”, 2006; [http://www.cna-acj.ca/Client/CNA/cna.nsf/object/d\\_Codereport/\\$file/DCODE-FINAL.pdf](http://www.cna-acj.ca/Client/CNA/cna.nsf/object/d_Codereport/$file/DCODE-FINAL.pdf)

<sup>[24]</sup> Dr. Margit Bock, “Do Teenagers Read Newspapers? An evaluation of the ZiS-projects” Salzburg, October 2005.

WAN/DECODE 2007 Youth Media DNA Exploratory Study. The Internet and various networking Web sites have enabled social networks to grow beyond the immediate circle, and many say they have cultivated online peers around the world for this purpose. In many cases, however, online interaction has become a platform for debate and discussion among peers living near each other. While most participants do not view blogs or video sharing sites like YouTube as credible first sources for news, many participants see them as channels for voicing opinions. In this sense, social networking and user-generated content sites can be seen as complements to their news and information experiences.

## Influencers

### PARENTS

***Hypothesis: Parents, more so than teachers or friends, still have the biggest influence on young people’s attitudes towards the importance of news and information consumption.***

“Since I was a kid I remember always having newspapers in the house, and that’s the reason I think that I am well informed...” (Youth Participant, Serbia – WAN/DECODE 2007 Youth Media DNA Exploratory Study)

Most respondents in the WAN/DECODE 2007 Youth Media DNA Exploratory Study said they had vivid memories of having a newspaper in the home when they were growing up; fathers, in particular, were most often cited in participants’ recollections of newspaper reading. Interestingly, many participants did not have any memories of having newspapers in their school, and almost all those who did said the newspapers were rarely read by students. Few mentioned that newspapers were incorporated into their learning in class, which is not surprising, as fewer than half the countries in this part of the research had substantial newspapers in education programmes. Of those who did recall seeing newspapers in school, the existence of a student-generated newspaper seems to be key to that memory.

Participants rarely mentioned teachers in the context of newspaper readership. This is not to say that teachers do not play a role in introducing young people to newspapers – rather it appears that this impression is not something that young people recall. Indeed,

research in the United States makes a very strong link between use of the newspaper in the class to retaining a newspaper reading habit into adulthood.<sup>[25]</sup>

Several past research studies have also indicated that parents are still the key to stimulating youth interest in news and the adoption of newspaper readership. There may be potential for avid young newspaper readers to positively impact the readership habits of their peers. Current research, however, confirms that parental interest in and use of newspapers remains the strongest indicator of future interest in newspaper reading by their children.<sup>[26]</sup> A close look at adult newspaper readers validates this correlation.

Several recent U.S. studies among young adults have found that the exposure to newspapers at home during childhood had the strongest impact on future newspaper readership, followed by exposure to newspapers in school. A 2003 Media Management Center report, *Global Views on Attracting Young Readers*, indicates that adults who report that their parents read the newspaper when they were children report higher levels of newspaper readership now than do their counterparts who did not grow up with a newspaper in their home.

Second in importance was exposure to newspapers at school.<sup>[27]</sup> The Newspaper Association of America Foundation found in 2005 that 62 percent of the 18 to 34-year-olds they surveyed who had a class in school where newspapers were distributed and used as part of the curriculum say they read a weekday newspaper regularly. Of those with no exposure to newspapers in school, only 38 percent say they are regular newspaper readers today.<sup>[28]</sup>

<sup>[25]</sup> Newspaper Association of America Foundation, *Growing Lifelong Readers: A study of the impact of Student Involvement with Newspapers on Adult Readership*, (2004)

<sup>[26]</sup> Earl Wilkinson, “Confronting the Newspaper Readership Puzzle”, *International Newspaper Marketing Association*, 2002.

<sup>[27]</sup> Michael P. Smith, “Global Views on Attracting Young Readers”, *Media Management Center, Northwestern University*, 2003.

<sup>[28]</sup> Newspaper Association of America Foundation, *Growing Lifelong Readers: A study of the impact of Student Involvement with Newspapers on Adult Readership*, (2004)

A study by Belden Associates presented in the 2002 report, *Confronting the Newspaper Youth Readership Puzzle*, on where and why American youth ages 12 to 18 read the newspaper showed that seven out of 10 adolescents who read a newspaper read their parents' newspaper. About 15 percent read a newspaper available to them at school, 10 percent read a newspaper at a public place or at a friend's house and only five percent purchased their own paper.

With the changing landscape of news media consumption, questions remain about the strength of influence of teachers, peers and family for digital and new media platforms versus traditional media choices.

## Conclusions

These first stages of research provide as many questions as answers. Some of these issues are ones DECODE hopes to answer in the next phases of the global WAN study. Others are questions that can only be answered for each specific country. Still others will only be answered with the benefit of hindsight. But it is vitally important to the future of newspaper readership that we continue to search for these answers wherever they may be found.

There are encouraging signs for the newspaper community. Young people have a strong affinity with the newspaper and its ability to carry in-depth news and information. They feel a resonance and a sense of historical connection to the newspaper's role within their family and understand how this family connection bonds them to the newspaper. But there are other signs that are not so encouraging: the growth of the Internet and its ability to both synthesise existing materials and create new voices, as well as other challenges that play against the strengths of today's newspapers. We must still find strategies to help us over these hurdles, and to do so effectively, we must understand more deeply the motivations of young people's media usage and habits. We need to ask the same questions to youth in different countries, with different exposure levels to all forms of media – newspapers, TV, radio and the Internet, in order to better understand what role the newspaper plays in young lives and what role it can, and should, play.

Through a worldwide quantitative study that asks questions that supersede borders and looks directly at the needs and wants of youth, a more effective and efficient set of strategies can be developed for the newspaper community as a whole. Within the study, however, specific country oriented questions will also be asked, which can both target strategies for that nation as well as give DECODE and WAN a basis to compare and contrast national successes and challenges in each country studied.

The greater the number of countries involved in this phase of research, the more thoroughly this crucial issue will be studied and understood. Past research shows how vital it is to engage readers while they are young – through home and school and through methods not yet fully explored. Understanding the best ways to do this is a goal that the entire global newspaper community shares and must be involved in helping to achieve.

## 2. SFN young reader survey analysis

**By Erina Lin**

The World Association of Newspapers surveyed newspaper companies during October 2007 on their attitudes toward young readers, their approaches to engage young readers, their objectives for young reader programmes, and about who should be responsible for young reader programme development.

The Web-based survey generated 227 responses, with a wide representation from around the world, and from a range of business sizes and job functions.

### **Respondent profile**

The largest group of respondents were from Europe, accounting for about 45 percent of total responses, while those answering from Asia and North America each contributed about 20 percent of the responses. Almost 13 percent of the responses came from Africa, while three percent came from South America and less than one percent came from Australasia.

The survey drew responses from a range of

newspaper companies, from media conglomerates on one end of the revenue spectrum to small newspapers on the other end. However, about half of the respondents declined to disclose the turnover of their companies.

The 227 respondents take on different roles in the newspaper industry – nearly 37 percent are from the editorial department, while 22 percent are executives or publishers and another 17 percent from the marketing area.

### **Newspaper companies' attitudes toward young readers**

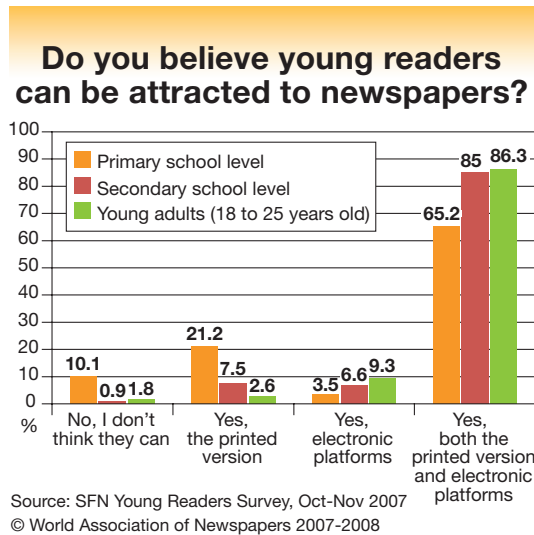
#### **Questions:**

1. Do you believe children at the primary school level can be attracted to newspapers?
2. Do you believe adolescents at the secondary school level can be attracted to newspapers?
3. Do you believe young adults (18- to 25-years-old) can be attracted to newspapers?

#### **Response analysis:**

Most of newspaper companies are optimistic that newspapers can attract young readers. More

than six out of 10 respondents stated young readers at primary school levels can be attracted by both the printed and electronic platforms, and another 20 percent think they can be reached by the printed version only. In addition, adolescents and young adults are thought more likely to be attracted to newspapers – more than 85 percent said these two age groups can be attracted either by printed version or online platforms, but less than 10 percent think the print only can lure them.



**Question:**

Who do you think influences the development of news and information consumption among young people (age 25 and under)?

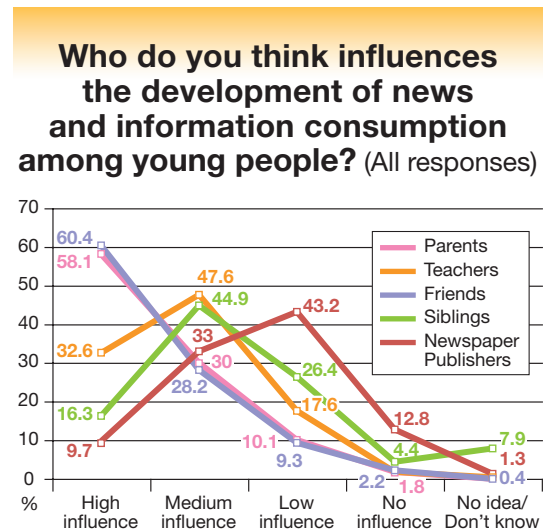
**Response Analysis:**

Parents and friends were chosen as being the most important influencers of young readers – 90 percent of the respondents think they have a medium or even high influence level on young people, while siblings and newspaper publishers have much less influence.

Conversely, if we focus on respondents in North America, Africa and Australasia, teachers become one of the most important influencers to young people, along with parents. Nearly 95 percent picked these two groups as having at least medium Influence on the decisions of potential young readers. The cause of this geographic distinctiveness is unknown, but may be worthy of further investigation.

There has not been much research focused directly on the influence friends have on young people's news consumption. As young people spend an increasing amount of time online on social networking sites, there is the possibility that friends may begin to have a

stronger influence in this area. Additional research will need to dig deeper into this question as well, to understand whether friends impact one another's news consumption, and if so, how.

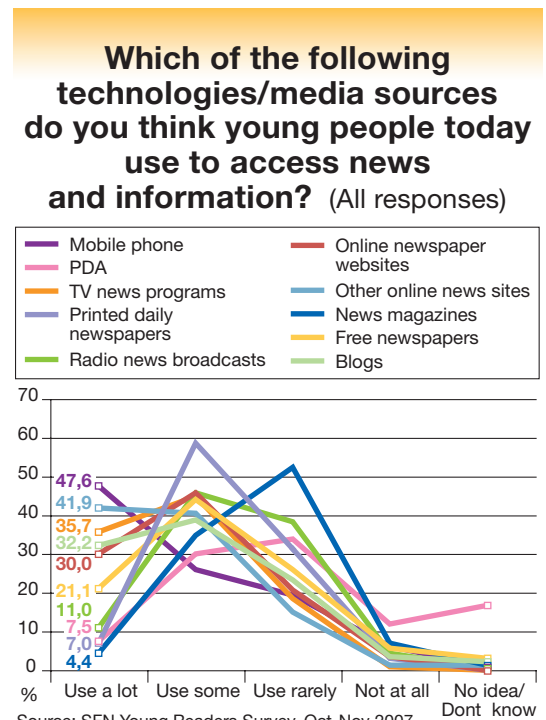


**Question:**

Which of the following technologies/media sources do you think young people today use to access news and information?

**Response Analysis:**

Half of the respondents think young people use mobile phones to access news and



information more than any other medium, while TV news programmes, online newspaper Web sites, other online news sites and blogs are also used quite often. News magazines are picked by half of respondents as “rarely used” or even “never used.”

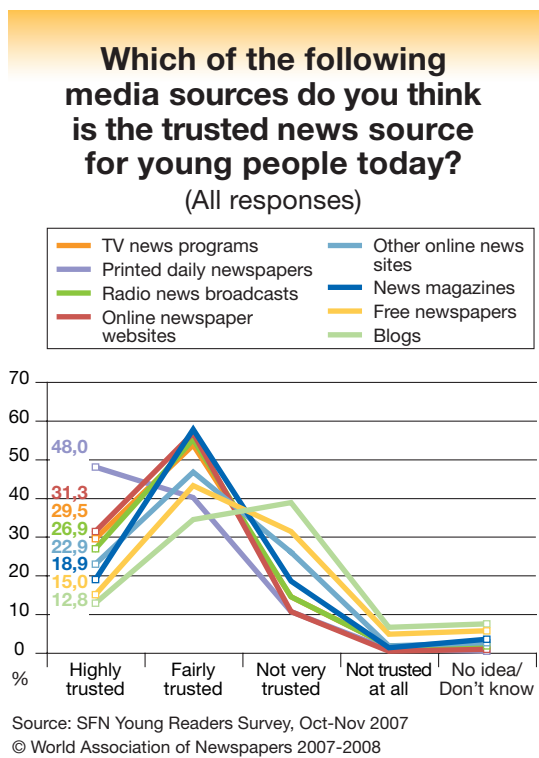
**Question:**

Which of the following media sources do you think is the trusted news source for young people today?

**Response analysis:**

Although printed newspapers are not the most used medium for news and information among young readers, it is the most trusted. Half of the respondents picked it as “highly trusted,” and nearly nine out of 10 picked it as at least “fairly trusted.” : It appears respondents believe that the credibility of a newspaper brand transfers online. Newspaper Web sites are considered as more trusted than other online news sites, with more than 80 percent and about 70 percent of respondents picking them as at least “fairly trusted,” respectively. Blogs, however, are thought to be less trusted.

Respondents ranked printed newspapers as the most trusted news media for young people. Secondary research is consistent with this response, although we have found that many studies point to a growing cynicism of the media in general amongst young people.



**Question:**

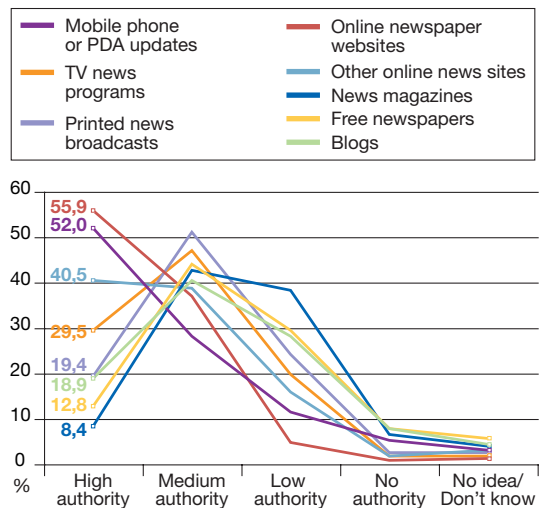
Looking to the future and thinking ahead 10 years, which of the following media sources do you think will be the authority on news information for young people?

**Response Analysis:**

Respondents predicted that mobile phone/PDA updates and online newspaper/non-newspaper news sites will beat others and become the authority – with more than four out of ten picking the three media sources as having “high authority.” News magazines, printed newspapers and TV news programmes, which are still popular today, will lose their authority in 10 years, while blogs, booming in recent years, will not be as highly authoritative as their online counterparts – online news sites and newspaper sites, according to those who took the survey.

Although mobile is picked as the media authority in 10 years, no newspapers currently seem to have appropriate strategies for mobile.

**Which of the following media sources do you think will be the authority on news information for young people after ten years?**  
(All responses)

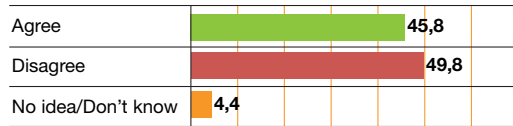


**Questions:**

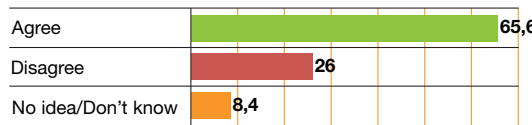
1. Most people pick up the habit of reading a newspaper (either online or in print) naturally as they get older. (Agree/Disagree)
2. Most young people today (25 and under) believe they receive a value/benefit from

## Newspaper companies' attitudes toward young readers vs. newspaper/news information

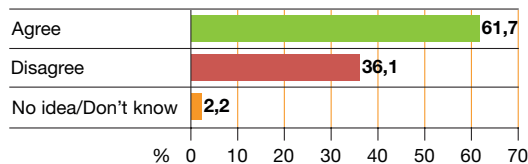
Young people consider newspapers to be a top news and information source.



Most young people today (25 and under) believe they receive a value/benefit from reading news information.



Most people pick up the habit of reading a newspaper (either online or in print) naturally as they get older.



Source: SFN Young Readers Survey, Oct-Nov 2007  
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reading news information. (Agree/Disagree)  
3. Young people consider newspapers to be a top news and information source. (Agree/Disagree)

### Response Analysis:

More than 60 percent of respondents agreed that “most people pick up the habit of reading a newspaper (either online or in print) naturally as they get older.” They also agree that “most young people today believe they receive a value/benefit from reading news information.” However, corroborating previous findings, respondents had a controversial opinion toward whether young people consider newspapers a top news and information source. Almost 50 percent said they disagreed, which was only four percent higher than those who agreed. This may indicate the fact that though young readers still appreciate the value of news information, newspapers are no longer the dominant outlet – young readers have a multitude of choices from which to get news and information.

## Newspaper companies' approaches to engage young readers

According to the survey, there are three strategies newspapers often use to engage young readers:

1. Facilitate connections among young readers (usually in schools or in families),
2. Design content and seek for best vehicles to reach young readers,
3. Talk or interact with young readers directly.

### 1. FACILITATE CONNECTIONS AMONG YOUNG READERS (USUALLY IN SCHOOLS OR IN FAMILIES)

Generally, about 80 percent of newspaper companies have been working on “facilitating connections among young readers” in the school or family environment, according to survey findings. Europe and Africa are the two areas lagging behind the global average, while companies in North America have made great efforts to facilitate connections for adolescents and children, and companies in Asia are making the same strides for young adults.

## Does your company launch any project to facilitate connections among young readers?

%	Yes, for 19 to 25	Yes, for 13 to 18	Yes, for 6 to 12	Yes, for 5 &<	No
<b>All responses</b>					
We facilitate connections among young people.	44.93	51.98	36.12	8.37	20.70
<b>Africa</b>					
We facilitate connections among young people.	37.93	51.72	34.48	10.34	24.14
<b>Asia</b>					
We facilitate connections among young people.	65.96	51.06	31.91	12.77	17.02
<b>Europe</b>					
We facilitate connections among young people.	37.86	44.66	31,07	4.85	25.24
<b>North America</b>					
We facilitate connections among young people.	35.90	61.54	46.15	10.26	15.38

Source: SFN Young Readers Survey, Oct-Nov 2007  
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## **NIE (Newspapers in Education) and school projects**

Generally speaking, NIE and school projects have been popular among newspaper companies. More than half of the respondents make their newspapers available in schools, provide training and papers for teachers to use in class and offer journalism training programmes directly to students. An area identified for possible improvement is to provide learning materials to students, as currently only four out of ten stated they create workbooks for students.

For younger readers in secondary and primary schools, newspaper companies are more likely to engage them by combining the content and curriculum, training teachers or providing teaching guides and student workbooks, while they tend to increase the involvement of college/university students by offering the chance to be journalists for their papers.

The region with notable accomplishment is North America – where about 80 percent of newspaper company respondents have made their papers available in schools, as well as provided papers as supporting materials to the curriculum in primary and secondary schools. Regarding offering online materials and support to students and teachers, North America also took the lead, with only 20 percent saying they have not yet done anything, much lower than the average of 50 percent for the remaining respondents around the world.

While examining other regions, the World Association of Newspapers found that offering online materials and support might be the weakest link in Europe, while Asia lacks in providing online materials, guides and training to teachers. In Africa, more than 60 percent did not provide any teaching guides, online materials or student workbooks. (see chart page 31)

### **Projects targeting parents**

Compared with what has been done for students and teachers, newspaper companies seem to ignore another important influencer – parents. About 40 percent of respondents globally did not offer content designed for them, and more than 60 percent did not provide any guides or events for parents.

Responding European companies seem to lag in terms of engaging parents, as more than half

did not offer content for parents nor provide guides and activities for them. Responding companies in North America, in contrast, are doing a good job in general – nearly nine out of 10 provide content for parents, especially for those with children in primary and secondary schools. (see chart page 32)

## **2. DESIGN CONTENT AND SEEK FOR BEST VEHICLES TO REACH YOUNG READERS**

Besides facilitating young readers' connections, designing content for young readers and communicating with a relevant vehicle is also a popular strategy. Nearly nine out of ten have created some special content for young readers. More than 65 percent have created content on both the printed version and the newspaper Web site, while nearly half of respondents have not yet explored content for mobile, blogs and other electronic platforms, despite their high consumption patterns among youth now and for the future, according to the majority of survey respondents.

Content was mostly designed for young readers above age six. Additionally, when creating content throughout print or online or quoting young readers in the stories, newspaper companies focus much more on people ages 19 to 25 and adolescents, those younger than 12.

Breaking down responses by regions, in Asia nearly 80 percent offer special content aimed at readers aged 19 to 25, which is significantly higher than responses from other continents. Respondents from North America said they made efforts concentrated on readers ages six to 18. (see chart page 33)

## **3. TALK OR INTERACT WITH YOUNG READERS DIRECTLY**

Besides facilitating connections and designing content in the newspapers or Web sites, newspaper companies also sometimes interact with young readers, for example, by sponsoring tours or activities and conducting research. More than 60 percent of the survey respondents offer tours and activities for young readers in different age groups. However, 40 percent said they have never done any research to understand young readers between 19- and 25-years-old or adolescents, while fewer than 40 percent of the respondents' companies have conducted research on them. That raises the

question: how can newspaper companies truly engage young readers if they do not talk to them to understand their needs first? (see chart page 34)

**The objective of efforts to engage young readers**

When asked about the objective(s) of efforts to engage young readers, newspaper companies can more easily identify their goals for older youth, readers ages 19 to 25 and ages 13 to 18, but for children in primary school or even under age five, newspaper companies seem somewhat unsure about the objectives of their young reader projects.

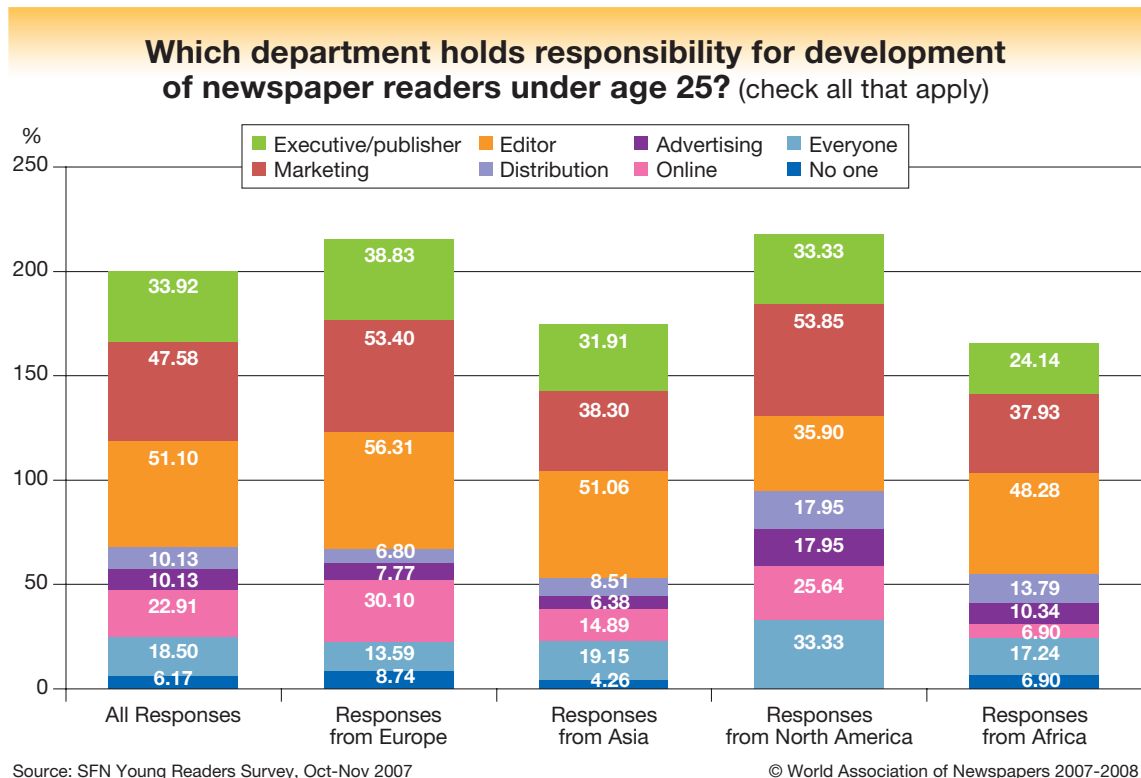
For young reader age groups of 13 to 18 and 19 to 25, more than half of the respondents stated their efforts are aimed to help young readers “get jobs” and “get an education,” which are more concrete than their “self-realisation” or “success-driven” objectives. However, respondents struggled with choosing objectives for young readers efforts targeted at children under 13, as one of the key responses was “have fun.”

Respondents from North America identified objectives across all age groups more clearly, compared with those from other regions, which may indicate that young reader projects in North America are better defined. (see chart page 35)

**Who should be responsible for development of newspaper readers under 25?**

Most of the respondents around the globe think editors and marketing staff should take charge of the young readers’ development. One-third think executives and publishers should be in charge, while one out of five think the online department should be responsible for young readers.

In Europe and America, more people think marketers and online staff should be in charge, compared with respondents from Asia and Africa. (see chart below)



## Does your company launch any Newspaper in Education (NIE) and other school-related project(s) to engage young readers? (Check all that apply)

Section A: INFLUENCERS (NIE & OTHER SCHOOL PROJECTS)					
	All responses	Yes, for colleges/ universities	Yes, for secondary schools	Yes, for primary schools	No
Availability	We make paid newspapers available.	48.90%	47.58%	35.68%	28.63%
	We make free newspapers available.	27.75%	40.53%	35.24%	44.05%
Teaching training, and studying materials	We train teachers on how to use the newspaper.	15.86%	47.58%	41.41%	43.17%
	Our objectives including helping teachers use the newspaper to support the curriculum.	19.38%	53.30%	45.81%	30.40%
	We create teaching guides.	11.45%	39.65%	35.68%	49.34%
	We create student workbooks.	7.93%	28.19%	27.75%	59.47%
	We offer online materials and support for students and teachers.	21.15%	39.65%	33.04%	50.22%
School visit	Our editors and journalists visit classes.	32.60%	48.02%	39.65%	32.16%
Journalism programme	We train and provide students with the chance to be journalists for our paper.	53.74%	48.46%	19.38%	20.26%
	We have programmes in place that are designed to help students create their own newspaper.	16.30%	36.12%	27.75%	47.14%
<b>Responses from Africa</b>					
Availability	We make paid newspapers available.	41.38%	44.83%	20.69%	37.93%
	We make free newspapers available.	24.14%	37.93%	37.93%	37.93%
Teaching training, and studying materials	We train teachers on how to use the newspaper.	6.90%	41.38%	44.83%	48.28%
	Our objectives including helping teachers use the newspaper to support the curriculum.	10.34%	31.03%	44.83%	44.83%
	We create teaching guides.	10.34%	20.69%	27.59%	62.07%
	We create student workbooks.	6.90%	20.69%	27.59%	65.52%
	We offer online materials and support for students and teachers.	13.79%	20.69%	17.24%	68.97%
School visit	Our editors and journalists visit classes.	20.69%	24.14%	31.03%	48.28%
Journalism programme	We train and provide students with the chance to be journalists for our paper.	44.83%	31.03%	17.24%	31.03%
	We have programmes in place that are designed to help students create their own newspaper.	17.24%	31.03%	31.03%	48.28%
<b>Responses from Asia</b>					
Availability	We make paid newspapers available.	55.32%	42.55%	21.28%	27.66%
	We make free newspapers available.	23.40%	29.79%	12.77%	61.70%
Teaching training, and studying materials	We train teachers on how to use the newspaper.	8.51%	29.79%	10.64%	65.96%
	Our objectives including helping teachers use the newspaper to support the curriculum.	23.40%	48.94%	17.02%	34.04%
	We create teaching guides.	10.64%	25.53%	10.64%	70.21%
	We create student workbooks.	8.51%	31.91%	17.02%	63.83%
	We offer online materials and support for students and teachers.	31.91%	31.91%	19.15%	57.45%
School visit	Our editors and journalists visit classes.	40.43%	40.43%	25.53%	40.43%
Journalism programme	We train and provide students with the chance to be journalists for our paper.	61.70%	48.94%	23.40%	14.89%
	We have programmes in place that are designed to help students create their own newspaper.	21.28%	31.91%	21.28%	44.68%
<b>Responses from Europe</b>					
Availability	We make paid newspapers available.	41.75%	42.72%	33.98%	29.13%
	We make free newspapers available.	27.18%	33.01%	28.16%	46.60%
Teaching training, and studying materials	We train teachers on how to use the newspaper.	16.50%	47.57%	39.81%	39.81%
	Our objectives including helping teachers use the newspaper to support the curriculum.	16.50%	49.51%	40.78%	33.01%
	We create teaching guides.	10.68%	39.81%	33.98%	46.60%
	We create student workbooks.	6.80%	24.27%	25.24%	62.14%
	We offer online materials and support for students and teachers.	14.56%	34.95%	29.13%	53.40%
School visit	Our editors and journalists visit classes.	27.18%	52.43%	39.81%	28.16%
Journalism programme	We train and provide students with the chance to be journalists for our paper.	50.49%	45.63%	17.48%	21.36%
	We have programmes in place that are designed to help students create their own newspaper.	13.59%	33.98%	23.30%	52.43%
<b>Responses from North America</b>					
Availability	We make paid newspapers available.	71.79%	71.79%	69.23%	12.82%
	We make free newspapers available.	38.46%	76.92%	76.92%	17.95%
Teaching training, and studying materials	We train teachers on how to use the newspaper.	25.64%	76.92%	79.49%	20.51%
	Our objectives including helping teachers use the newspaper to support the curriculum.	25.64%	87.18%	92.31%	7.69%
	We create teaching guides.	12.82%	74.36%	74.36%	23.08%
	We create student workbooks.	10.26%	43.59%	46.15%	46.15%
	We offer online materials and support for students and teachers.	25.64%	79.49%	71.79%	20.51%
School visit	Our editors and journalists visit classes.	41.03%	61.54%	58.97%	23.08%
Journalism programme	We train and provide students with the chance to be journalists for our paper.	58.97%	61.54%	17.95%	17.95%
	We have programmes in place that are designed to help students create their own newspaper.	15.38%	48.72%	38.46%	35.90%

Source: SFN Young Readers Survey, Oct-Nov 2007

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## Does your company launch any project(s) to engage parents of young readers? (Check all that apply)

Section A: INFLUENCERS (PARENTS)					
		Yes, for colleges/ universities	Yes, for secondary schools	Yes, for primary schools	No
<b>Content</b>	<b>All responses</b>				
	We offer content for parents to read to young people of this life stage.	11.45%	26.87%	38.33%	45.81%
	We offer content that helps parents of young people in this life stage.	24.67%	45.37%	45.37%	34.80%
<b>Tours &amp; events</b>	We offer newspaper tours to parents of young people in this life stage.	18.06%	27.31%	26.43%	61.23%
	We offer other activities at our newspaper for parents of young people in this life stage.	10.13%	20.26%	20.26%	65.20%
	We offer or participate in activities targeting parents of young people in this life stage at school.	10.13%	28.63%	29.07%	57.71%
	We offer or participate in activities targeting to parents of young people in this life stage elsewhere.	11.45%	29.96%	28.63%	55.51%
	We make a special effort to engage the parents of young people.	15.86%	30.40%	33.92%	52.86%
	We make a special effort to target the parents of young people.	19.82%	33.04%	36.12%	47.58%
<b>Responses from Africa</b>					
<b>Content</b>	We offer content for parents to read to young people of this life stage.	17.24%	41.38%	44.83%	41.38%
	We offer content that helps parents of young people in this life stage.	31.03%	58.62%	65.52%	20.69%
<b>Tours &amp; events</b>	We offer newspaper tours to parents of young people in this life stage.	27.59%	31.03%	27.59%	58.62%
	We offer other activities at our newspaper for parents of young people in this life stage.	20.69%	27.59%	24.14%	68.97%
	We offer or participate in activities targeting parents of young people in this life stage at school.	10.34%	41.38%	41.38%	48.28%
	We offer or participate in activities targeting to parents of young people in this life stage elsewhere.	6.90%	34.48%	27.59%	62.07%
	We make a special effort to engage the parents of young people.	10.34%	31.03%	41.38%	51.72%
	We make a special effort to target the parents of young people.	17.24%	41.38%	48.28%	41.38%
<b>Responses from Asia</b>					
<b>Content</b>	We offer content for parents to read to young people of this life stage.	17.02%	31.91%	29.79%	46.81%
	We offer content that helps parents of young people in this life stage.	29.79%	36.17%	31.91%	34.04%
<b>Tours &amp; events</b>	We offer newspaper tours to parents of young people in this life stage.	12.77%	14.89%	14.89%	72.34%
	We offer other activities at our newspaper for parents of young people in this life stage.	12.77%	23.40%	23.40%	59.57%
	We offer or participate in activities targeting parents of young people in this life stage at school.	10.64%	29.79%	17.02%	63.83%
	We offer or participate in activities targeting to parents of young people in this life stage elsewhere.	8.51%	19.15%	19.15%	63.83%
	We make a special effort to engage the parents of young people.	17.02%	29.79%	29.79%	55.32%
	We make a special effort to target the parents of young people.	27.66%	34.04%	29.79%	44.68%
<b>Responses from Europe</b>					
<b>Content</b>	We offer content for parents to read to young people of this life stage.	6.80%	16.50%	23.30%	59.22%
	We offer content that helps parents of young people in this life stage.	17.48%	35.92%	33.01%	47.57%
<b>Tours &amp; events</b>	We offer newspaper tours to parents of young people in this life stage.	8.74%	16.50%	13.59%	72.82%
	We offer other activities at our newspaper for parents of young people in this life stage.	8.74%	15.53%	14.56%	67.96%
	We offer or participate in activities targeting parents of young people in this life stage at school.	9.71%	18.45%	21.36%	66.02%
	We offer or participate in activities targeting to parents of young people in this life stage elsewhere.	11.65%	26.21%	21.36%	59.22%
	We make a special effort to engage the parents of young people.	17.48%	27.18%	25.24%	58.25%
	We make a special effort to target the parents of young people.	16.50%	25.24%	27.18%	54.37%
<b>Responses from North America</b>					
<b>Content</b>	We offer content for parents to read to young people of this life stage.	15.38%	38.46%	82.05%	12.82%
	We offer content that helps parents of young people in this life stage.	33.33%	71.79%	74.36%	12.82%
<b>Tours &amp; events</b>	We offer newspaper tours to parents of young people in this life stage.	41.03%	69.23%	69.23%	20.51%
	We offer other activities at our newspaper for parents of young people in this life stage.	5.13%	25.64%	25.64%	61.54%
	We offer or participate in activities targeting parents of young people in this life stage at school.	12.82%	46.15%	51.28%	35.90%
	We offer or participate in activities targeting to parents of young people in this life stage elsewhere.	20.51%	51.28%	56.41%	30.77%
	We make a special effort to engage the parents of young people.	15.38%	43.59%	53.85%	35.90%
	We make a special effort to target the parents of young people.	23.08%	48.72%	56.41%	35.90%

Source: SFN Young Readers Survey, Oct-Nov 2007

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## Does your company launch any following project(s) to create relevant content for young readers? (Check all that apply)

Section B: CONTENT						
		Yes (for 19 to 25)	Yes (for 13 to 18)	Yes (for 6 to 12)	Yes (for 5 and under)	No
<b>All responses</b>						
	We offer special content aimed at this level of reader.	58.59%	65.64%	52.86%	14.10%	11.89%
<b>Print</b>	We offer content in the print edition that targets these readers using special pages or supplements.	48.02%	61.67%	51.10%	12.33%	19.82%
	We offer content in the print edition that targets these readers throughout the paper.	45.81%	41.41%	26.87%	5.73%	35.24%
<b>Quotation</b>	We quote members of this age group in stories to do with specifically this age group.	51.98%	48.46%	30.84%	4.41%	26.87%
	We quote members of this age group in other stories.	45.37%	38.33%	18.50%	4.41%	33.48%
<b>Online</b>	We offer content on our Web site that targets these readers.	48.90%	46.26%	26.87%	3.96%	30.40%
	We facilitate blogs of readers in this age group.	31.28%	21.15%	8.37%	0.88%	55.95%
<b>Mobile</b>	We connect to this age group via mobile phone.	19.38%	8.81%	2.64%	1.32%	67.40%
	We connect to this age group via other electronic platforms.	29.07%	20.26%	11.01%	2.20%	54.63%
<b>Responses from Africa</b>						
	We offer special content aimed at this level of reader.	65.52%	65.52%	48.28%	17.24%	10.34%
<b>Print</b>	We offer content in the print edition that targets these readers using special pages or supplements.	55.17%	58.62%	51.72%	13.79%	24.14%
	We offer content in the print edition that targets these readers throughout the paper.	51.72%	31.03%	13.79%	3.45%	37.93%
<b>Quotation</b>	We quote members of this age group in stories to do with specifically this age group.	65.52%	51.72%	34.48%	6.90%	20.69%
	We quote members of this age group in other stories.	68.97%	55.17%	24.14%	3.45%	20.69%
<b>Online</b>	We offer content on our Web site that targets these readers.	51.72%	31.03%	24.14%	6.90%	37.93%
	We facilitate blogs of readers in this age group.	20.69%	17.24%	3.45%	0.00%	68.97%
<b>Mobile</b>	We connect to this age group via mobile phone.	31.03%	10.34%	6.90%	0.00%	55.17%
	We connect to this age group via other electronic platforms.	41.38%	24.14%	13.79%	6.90%	44.83%
<b>Responses from Asia</b>						
	We offer special content aimed at this level of reader.	78.72%	59.57%	51.06%	19.15%	12.77%
<b>Print</b>	We offer content in the print edition that targets these readers using special pages or supplements.	68.09%	53.19%	42.55%	19.15%	21.28%
	We offer content in the print edition that targets these readers throughout the paper.	53.19%	42.55%	31.91%	12.77%	36.17%
<b>Quotation</b>	We quote members of this age group in stories to do with specifically this age group.	57.45%	44.68%	21.28%	4.26%	29.79%
	We quote members of this age group in other stories.	40.43%	27.66%	8.51%	4.26%	42.55%
<b>Online</b>	We offer content on our Web site that targets these readers.	57.45%	36.17%	19.15%	4.26%	31.91%
	We facilitate blogs of readers in this age group.	34.04%	10.64%	2.13%	0.00%	57.45%
<b>Mobile</b>	We connect to this age group via mobile phone.	27.66%	10.64%	4.26%	4.26%	59.57%
	We connect to this age group via other electronic platforms.	36.17%	14.89%	4.26%	2.13%	53.19%
<b>Responses from Europe</b>						
	We offer special content aimed at this level of reader.	53.40%	61.17%	44.66%	6.80%	16.50%
<b>Print</b>	We offer content in the print edition that targets these readers using special pages or supplements.	40.78%	58.25%	42.72%	5.83%	23.30%
	We offer content in the print edition that targets these readers throughout the paper.	42.72%	35.92%	18.45%	2.91%	37.86%
<b>Quotation</b>	We quote members of this age group in stories to do with specifically this age group.	44.66%	43.69%	30.10%	3.88%	32.04%
	We quote members of this age group in other stories.	42.72%	35.92%	19.42%	4.85%	33.01%
<b>Online</b>	We offer content on our Web site that targets these readers.	48.54%	48.54%	29.13%	1.94%	29.13%
	We facilitate blogs of readers in this age group.	30.10%	24.27%	10.68%	0.97%	54.37%
<b>Mobile</b>	We connect to this age group via mobile phone.	14.56%	6.80%	0.97%	0.97%	73.79%
	We connect to this age group via other electronic platforms.	24.27%	22.33%	13.59%	1.94%	56.31%
<b>Responses from North America</b>						
	We offer special content aimed at this level of reader.	41.03%	82.05%	79.49%	28.21%	0.00%
<b>Print</b>	We offer content in the print edition that targets these readers using special pages or supplements.	30.77%	76.92%	79.49%	23.08%	7.69%
	We offer content in the print edition that targets these readers throughout the paper.	33.33%	51.28%	43.59%	7.69%	30.77%
<b>Quotation</b>	We quote members of this age group in stories to do with specifically this age group.	51.28%	58.97%	38.46%	2.56%	17.95%
	We quote members of this age group in other stories.	43.59%	46.15%	25.64%	2.56%	28.21%
<b>Online</b>	We offer content on our Web site that targets these readers.	41.03%	64.10%	35.90%	7.69%	20.51%
	We facilitate blogs of readers in this age group.	33.33%	23.08%	12.82%	2.56%	51.28%
<b>Mobile</b>	We connect to this age group via mobile phone.	12.82%	7.69%	0.00%	0.00%	66.67%
	We connect to this age group via other electronic platforms.	25.64%	17.95%	10.26%	0.00%	53.85%

Source: SFN Young Readers Survey, Oct-Nov 2007

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## Does your company launch any following project(s) to engage young readers? (Check all that apply)

ENGAGEMENT - B						
All responses		Yes (for 19 to 25)	Yes (for 13 to 18)	Yes (for 6 to 12)	Yes (for 5 and under)	No
Tour & event	We offer newspaper tours to this age group.	48.02%	56.39%	39.65%	7.05%	27.75%
	We offer other activities at our newspaper for this age group at our newspaper.	31.28%	40.09%	23.79%	5.73%	42.29%
	We offer or participate in activities targeting that age group in school.	27.75%	53.30%	38.33%	8.37%	33.92%
	We offer or participate in activities targeting that age group elsewhere.	33.92%	40.53%	32.60%	11.01%	37.89%
Research	We do focus groups or use other qualitative research methods to learn about people in this age group.	39.21%	33.92%	16.74%	1.76%	40.97%
<b>Responses from Africa</b>						
Tour & event	We offer newspaper tours to this age group.	55.17%	58.62%	37.93%	3.45%	27.59%
	We offer other activities at our newspaper for this age group at our newspaper.	37.93%	31.03%	20.69%	0.00%	41.38%
	We offer or participate in activities targeting that age group in school.	20.69%	48.28%	31.03%	0.00%	41.38%
	We offer or participate in activities targeting that age group elsewhere.	34.48%	41.38%	27.59%	6.90%	44.83%
Research	We do focus groups or use other qualitative research methods to learn about people in this age group.	48.28%	48.28%	24.14%	0.00%	34.48%
<b>Responses from Asia</b>						
Tour & event	We offer newspaper tours to this age group.	55.32%	51.06%	34.04%	10.64%	25.53%
	We offer other activities at our newspaper for this age group at our newspaper.	46.81%	38.30%	21.28%	12.77%	34.04%
	We offer or participate in activities targeting that age group in school.	38.30%	51.06%	25.53%	8.51%	27.66%
	We offer or participate in activities targeting that age group elsewhere.	44.68%	34.04%	21.28%	10.64%	38.30%
Research	We do focus groups or use other qualitative research methods to learn about people in this age group.	46.81%	40.43%	19.15%	0.00%	29.79%
<b>Responses from Europe</b>						
Tour & event	We offer newspaper tours to this age group.	37.86%	51.46%	29.13%	3.88%	32.04%
	We offer other activities at our newspaper for this age group at our newspaper.	27.18%	42.72%	25.24%	2.91%	40.78%
	We offer or participate in activities targeting that age group in school.	22.33%	47.57%	33.98%	4.85%	40.78%
	We offer or participate in activities targeting that age group elsewhere.	26.21%	34.95%	29.13%	6.80%	40.78%
Research	We do focus groups or use other qualitative research methods to learn about people in this age group.	37.86%	29.13%	14.56%	2.91%	43.69%
<b>Responses from North America</b>						
Tour & event	We offer newspaper tours to this age group.	61.54%	74.36%	69.23%	15.38%	17.95%
	We offer other activities at our newspaper for this age group at our newspaper.	17.95%	38.46%	17.95%	7.69%	58.97%
	We offer or participate in activities targeting that age group in school.	30.77%	66.67%	58.97%	25.64%	23.08%
	We offer or participate in activities targeting that age group elsewhere.	35.90%	53.85%	48.72%	28.21%	28.21%
Research	We do focus groups or use other qualitative research methods to learn about people in this age group.	28.21%	25.64%	12.82%	2.56%	48.72%

Source: SFN Young Readers Survey, Oct-Nov 2007

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## The objective(s) of your efforts to engage and attract young readers is/are trying to help them:

ENGAGEMENT - A					
All responses	Yes (for 19 to 25)	Yes (for 13 to 18)	Yes (for 6 to 12)	Yes (for 5 and under)	No
Learn how to read.	20.70%	33.04%	42.73%	15.42%	36.56%
Have fun.	53.30%	60.35%	48.90%	20.26%	14.10%
Get involved in the community.	58.15%	54.19%	26.43%	3.52%	18.94%
Help others.	44.49%	42.73%	25.55%	4.85%	30.84%
Get advice from us about their problems.	50.66%	44.49%	20.26%	2.20%	33.04%
<b>Self-realisation/ Success-driven</b> Get an education.	57.27%	54.63%	31.72%	7.93%	20.26%
Get jobs.	66.08%	25.99%	1.76%	0.00%	24.23%
<b>Responses from Africa</b>					
Learn how to read.	24.14%	34.48%	48.28%	13.79%	37.93%
Have fun.	58.62%	65.52%	51.72%	20.69%	10.34%
Get involved in the community.	55.17%	48.28%	24.14%	3.45%	27.59%
Help others.	51.72%	51.72%	31.03%	13.79%	27.59%
Get advice from us about their problems.	68.97%	62.07%	27.59%	3.45%	20.69%
<b>Self-realisation/ Success-driven</b> Get an education.	55.17%	65.52%	27.59%	6.90%	20.69%
Get jobs.	65.52%	31.03%	6.90%	0.00%	24.14%
<b>Responses from Asia</b>					
Learn how to read.	19.15%	33.04%	40.43%	14.89%	42.55%
Have fun.	59.57%	60.35%	46.81%	25.53%	14.89%
Get involved in the community.	61.70%	54.19%	21.28%	6.38%	14.89%
Help others.	44.68%	42.73%	19.15%	6.38%	27.66%
Get advice from us about their problems.	61.70%	44.49%	27.66%	4.26%	23.40%
<b>Self-realisation/ Success-driven</b> Get an education.	57.45%	54.63%	34.04%	12.77%	19.15%
Get jobs.	70.21%	25.99%	0.00%	0.00%	25.53%
<b>Responses from Europe</b>					
Learn how to read.	12.62%	23.30%	29.13%	5.83%	44.66%
Have fun.	45.63%	52.43%	40.78%	10.68%	18.45%
Get involved in the community.	50.49%	44.66%	22.33%	0.00%	22.33%
Help others.	33.98%	27.18%	17.48%	0.00%	39.81%
Get advice from us about their problems.	44.66%	41.75%	17.48%	0.97%	33.01%
<b>Self-realisation/ Success-driven</b> Get an education.	49.51%	43.69%	23.30%	1.94%	25.24%
Get jobs.	59.22%	22.33%	0.97%	0.00%	26.21%
<b>Responses from North America</b>					
Learn how to read.	38.46%	53.85%	71.79%	43.59%	12.82%
Have fun.	58.97%	74.36%	66.67%	41.03%	7.69%
Get involved in the community.	69.23%	84.62%	43.59%	10.26%	12.82%
Help others.	61.54%	71.79%	51.28%	10.26%	15.38%
Get advice from us about their problems.	33.33%	28.21%	10.26%	2.56%	56.41%
<b>Self-realisation/ Success-driven</b> Get an education.	76.92%	76.92%	48.72%	17.95%	7.69%
Get jobs.	79.49%	46.15%	0.00%	0.00%	17.95%

Source: SFN Young Readers Survey, Oct-Nov 2007

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### 3. Case studies: How some newspapers are engaging young readers

By Leah McBride Mensching & Erina Lin

It's no secret that newspaper audiences are ageing. It is a conundrum that has been compounded by the fact that newspapers are no longer young readers' top choice for news and information, due to the emergence of a vast array of new media choices. Strategies on how to reach young readers have become key items on newspapers' business agendas, now and for the future.

Strategies to reach young readers are executed in widely different ways across the globe. What works in one city may not work in another. The newspapers that get it right are those that know their audiences, and understand what young readers want. The newspapers that focus on their audiences are those that see increases in readership, and years down the road, enjoy an expanded audience and a more educated community.

For some newspapers, the key to success is in giving schools low-cost learning materials based on newspaper content. Studies have shown that students who learn to read with

newspapers are more likely to be loyal readers in the future. For other newspapers, connecting with young readers means creating a publication targeted to them, giving them a forum in print and online to find out about the day's events and important issues, while also entertaining them and allowing them to be a part of a dialogue with newspapers, rather than listen to a one-way monologue.

Each newspaper profiled in this chapter has found a way to give young readers in their areas of the world what they are looking for, many times before those readers even knew there was something missing. The innovative newspapers described here have won over young readers by becoming an important staple for young readers in their communities.

#### Editorial

##### TRAIN AND PROVIDE YOUNG READERS WITH OPPORTUNITIES IN JOURNALISM

Training the next generation of journalists is an important part of creating a culture of young readers who become newspaper readers

for life. While not every student who takes a journalism class becomes a journalist, this training helps ingrain in students an understanding of the importance of journalism, whether it comes in the form of a printed newspaper, online news or other digital media.

## Satakunnan Kansa

### “Kuninkaanhaan Koulu”

#### Students become online journalists

**Country:** Finland

**Publisher:** Alma Media Group

**Newspaper:** Satakunnan Kansa

**Youth Programme:** Kuninkaanhaan Koulu (Kuninkaanhaan Academy)



The Kuninkaanhaan Academy has partnered with Satakunnan Kansa, one of Finland's largest newspapers, to provide classes in journalism and publishing, in which students are the reporters.

The programme gives students hands-on journalism experience while helping them learn and improve upon their language and technology skills. Each year, students also visit universities and the Satakunnan Kansa's headquarters.

The course taken as elective, and each class taken for two years by about 30 students, between ages 14 and 16. The style of the publication also varies each year.

After the students have written their stories, they are edited by the Finnish language and literature teacher. Once the editing is finished, the students re-write the articles and code them to be put on the Internet. Finally, students post their articles and photos on the Satakunnan Kansa Web site. Examples of some stories written include “Pupils’ union celebrates new term,” “Terriers – perky and charming

companions,” and “Who was Chopin, anyway?”

The goals of the course include having professional journalists and photographers visit to give students insight into the world of journalism, help students improve their language skills and to teach students the following programmes: NotePad, HTML, photo editing and FTP.

The course's students also receive special perks: the ice hockey team Ässät gives them free entrance to their matches, pupils can go to film premiers shown by FinnKino in Pori, they are given free entrance to the Pori Theatre, they get to visit the largest newspaper in Finland, Helsingin Sanomat, and they carry press cards similar to those of professional journalists.

## Newcastle Chronicle and Journal

### “nerd world”

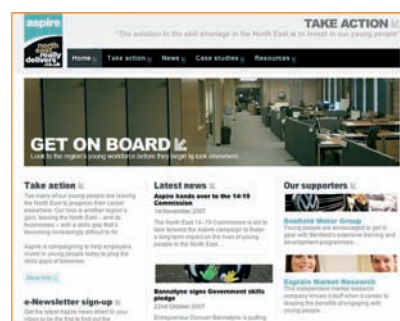
#### Students helping promote career opportunities in the community

**Country:** United Kingdom

**Publisher:** Gazette Media Company

**Newspaper:** Newcastle Chronicle and Journal

**Youth Programme:** nerd (north east really delivers) world



North east really delivers, more commonly known as nerd, is a major campaign by the Newcastle Chronicle and Journal and Gazette Media Company to encourage young people to achieve their career goals through finding the right jobs and training opportunities.

Launched in May 2005 with a series of television, cinema and bus adverts, nerd is a regional newspaper that is written, designed and marketed by 14- to 19-year-olds and distributed to more than 100,000 young readers, emphasising opportunities in the

North East region of England. The 12-page tabloid is printed three times per year over three years, and distributed to schools, colleges and popular meeting spots for young people.

The nerd campaign is backed by a cultural change programme called Aspire, which works to help young people achieve their goals. Aspire was launched in 2004 by former Prime Minister Tony Blair, and is led by two of the region's business groups, North East CBI and North East Chamber of Commerce.

### The Virginian-Pilot



**“757: Teens cover the code”**

**Teen journalists in the 21<sup>st</sup> Century**

**Country:** United States

**Publisher:** Pilot Media Companies

**Newspaper:** The Virginian-Pilot Youth

**Programme:** 757

The Virginian-Pilot's teen section was launched in 1991 as Teenology. The name was changed in the late 1990s to 757, the area code for the area, Hampton Roads, which is the geographical area the teen journalists are covering.

Before June 2002, 757 was available in the weekly print-only edition. It now available online, with podcasts and videos, the staff has increased to include teen photographers and a student editorial board and the section also has a MySpace profile.

The section has more than 90 teen writers, two photographers, a columnist, between five and eight editorial board members and between five and ten podcasters. In 2005, a group of seven teens became the Pilot's first student editorial board, supervised by the newspaper's editorial page editor. Teens meet monthly, and their editorials run periodically among staff-written work. Feedback from the community has been positive, and student editorials generate e-mails and letters from readers.



**How you can win a**

**World Young Reader Prize**

Newspapers doing innovative activity to attract the young can enter the 2008 World Young Reader Prize competition with a simple PowerPoint presentation. The prize honors excellence in four categories: Editorial Strategy, Brand, Public Service and Newspapers in Education. In addition, WAN names a Young Reader Newspaper of the Year.

Norske Skog, the Norway-based global paper producer, sponsors the prize as part of its support for WAN's young readership development work.

Details about the 2008 prize and about previous winners can be found at [www.wan-press.org/worldyoungreaderprize](http://www.wan-press.org/worldyoungreaderprize)



### DESIGN CONTENT RELEVANT TO YOUNG READERS

Young readers aren't interested in only celebrity gossip or sports, and are offended when publications try to pander to them, invariably getting it wrong. Publications that get it right know what topics young readers are looking for – career advice, world and local news, technology, fitness, style, film, book and music reviews and the opinions of their peers, parents, teachers and world leaders. And yes, celebrity gossip and sports – but in proper amounts. Young readers want up-to-the-minute news, and they want to know how it affects them and what they can do about it. The three newspapers in this section have filled that need in very different ways, showing young readers how to take charge of their future careers, informing them about issues and events around the world and teaching them about their own history through the experiences and stories of generations that have gone before.

**Vedomosti**



**“Vedomosti for Higher School”**

**A newspaper for the next generation of business leaders**

**Country:** Russia

**Publisher:**

Independent Media Sanoma Magazine, with The Financial Times and The Wall Street Journal

**Newspaper:** Vedomosti

**Circulation:** 70,000

**Youth Programme:** Vedomosti for Higher School

Vedomosti is a business daily published in partnership with The Financial Times and The Wall Street Journal. It is published in main regions of Russia: Moscow, St. Petersburg, Samara, Nizhny Novgorod, Novosibirsk and Krasnoyarsk, Yekaterinburg and Rostov-on-Don. Vedomosti for Higher School was launched in February 2006, as a

free business newspaper for students. It is fully financed by Vedomosti, as part of its marketing programme.

Prospective Vedomosti readers are people who will one day be leaders in business, managers and specialists, and who are currently students. Vedomosti wanted to provide these students with a business newspaper that specialises more in their needs, providing them with information for studies, practical career planning information, educational and entertaining information and listings of current vacancies and trainee programmes.

Vedomosti for Higher School is in a handier A-3 format, in colour and contains the most practical information on careers and job-seeking, the economy, managing finances, starting businesses, surviving and being successful in chosen career paths and contain job listings and training programmes for students and graduates. The paper is also free of charge, with circulation at 21,000 as of 2006. The paper is generally 16 to 24 pages and is distributed year-round, excluding the three summer months and in January.

**“Vedomosti for higher school”  
How does it work?**

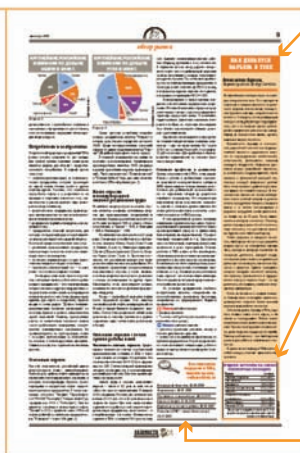
**Market Review** – series of articles on Russian economy, trends in different markets, key players, Russia’s place in the international system of labor division, and also a special column on career prospects in each of the industries described. The review is accompanied by the links to correspondent publications in “Vedomosti”, which contribute to the more detailed perception of the processes and tendencies in the industry.



**обзор рынка**

Article “Backbone of the Russian economy. The fuel recourses extraction”. The review of the energy industry was written in cooperation with the FBK analysts specially for the student edition of Vedomosti.

How to make a career in Oil/Gas/Energy sphere in Russia. Comment of the Recruitment-agency expert.



**СРЕДНИЕ ЗАРПЛАТЫ НА САМЫХ ПОПУЛЯРНЫХ ПОЗИЦИЯХ**

Позиция	в в месяц
Инженер по бурению	1500-2000
НСЕ инженер	1000-1500
Переводчик	900-1500
Инженер по строительству	1000-1500
Полковник	1000-2000
Специалист по связям с госорганами	1000-1800
Проектировщик	800-1500
Полковник ЗИЛ/В	1000-1800

Все данные по кандидатам с опытом до 3-4 лет, верхняя граница опыта кандидата для каждой соискателя из Москвы/Клима.

Average salaries at the most popular positions in this industry in Russia

**Как становятся лидерами в ТЭНе, читайте на [www.vedomostivuz.ru](http://www.vedomostivuz.ru)**

- Культурная близость 26.06.2006
- Энергоопасно 26.01.2006
- Управление с неизвестным 26.12.2005
- Хороший старт 21.04.2004
- Нефтяники удвоили прибыль 29.05.2003
- Российский ГИВ – самый динамичный 22.07.2002

Reference to the “Vedomosti”’s articles on careers in Oil/Gas/Energy sphere. Titles and dates of publication are mentioned as well as the web-site address [www.vedomostivuz.ru](http://www.vedomostivuz.ru), where the articles are available for free.

## The Times of India



### “The Times of India, Student Edition”

News for teens

**Country:** India  
**Publisher:** Bennett Coleman Company, The Times Group  
**Newspaper:** The Times of India  
**Circulation:** 445,000 (peak circulation of student edition)  
**Youth Programme:** Time NIE (Newspaper In Education) – India

The Times of India wanted to create and distribute a newspaper that would attract and engage young readers, with the objective of familiarising and ingraining regular newspaper readership habits among students. The Times NIE programme began in 1985, and with the Times group investing more than US\$3 million each year, the entire financing for the programme, which runs in nine of India's major cities (Delhi, Lucknow, Chandigarh, Jaipur, Mumbai, Pune, Calcutta, Bangalore and Hyderabad).

The Times NIE is aimed at nine- to 17-year-olds at both public and private schools, in a country where 52 percent of the population is under 25 years of age. The broadsheet is designed and edited for Indian teens, and features stories that reflect concerns of young readers, as well as their attitudes and interests. There is also a new emphasis on interactivity, with each page containing articles by students, teachers, young people and parents.

The paper includes sections such as News; Wassup @ School, two pages dedicated to local school events, news, achievements and education system issues; Kewl Quotient, unusual, cool, funky news that is usually tied in with Page 1 stories; Whaddya Think, an issue-based page with opinion polls; Career; Understanding 'em, a relationship page that

explores generational conflicts and peer pressure from both the adult and adolescent points of view; Style and Fitness; Fame and Fortune, dedicated to business and money news; The Lo-Down, with science and technology news; Gyan Galli, a “knowledge-is-fun” page; Edit, with teacher, student and guardian viewpoints; Life 2 the Max, with book, movie and music reviews, as well as puzzles, Sudoku and other games and feature articles; and Sports.

The Times NIE programme has grown from 300,000 members in 2004-05 to 445,000 members in 2005-06 after the introduction of The Times of India, Student Edition. The programme now covers more than 2,000 schools, and the 16 to 18-page newspaper is supplied five to six times a week.

## SME



### “Mozaika storočia denníka SME”

History through storytelling

**Country:** Slovak Republic  
**Publisher:** Petit Press  
**Newspaper:** SME  
**Circulation:** 100,000

**Youth Programme:** Mozaika storočia denníka SME (Mosaic of the Century of the daily SME)

SME's Mozaika storočia denníka SME project aims to collect the personal testimonies of ordinary people when they describe how they experienced great events in Slovak history, thus creating a Mosaic of the 20<sup>th</sup> Century. All the collected testimonies are published on the project's Web site, [www.mozaika.sme.sk](http://www.mozaika.sme.sk), and some are selected for SME's print version.

The project was created by a team from the innovation and new products department at the Petit Press publishing house in 2004. The team partnered with the National Memory Institute, the Slovak Film Institute and public Slovak Radio. The Film Institute, which archives professional and amateur films, provided publicity to collect more recordings for the archive, and will provide a selection of the films for release on the Mosaic's Web site.

Slovak Radio ran regular hour-long shows of interviews with the most interesting people contributing to the Mosaic and other archive material. Those shows are also on the Mosaic's Web site.

The project launched in August 2005, featuring the country's top five historic events of the 20<sup>th</sup> Century. Readers were asked to send their contributions via mail, e-mail, by answering an online form or calling an answering machine that records the story. The SME published the best contributions between August 2005 and February 2006.

Using both print and the Internet, the project was aimed at every age category of the Slovak population. One of the project's top priorities was to build bridges between generations, allowing older generations to share their experiences, while helping younger generations learn about the country's history in a new, more interesting way. Rather than reading a textbook in school, young readers could in basically sit at the feet of older generations and listen to their stories, accessing those stories via print, the Internet, radio or film.

The Mosaic project received wide support from the public and professional historians, provoking discussions and high levels of feedback from readers, who appreciated the cultural and educational quality of the project. More than 300 individual contributions were received, and all are available on the Web site. The Mosaic was published at least 100 times in the newspaper, and the Web site shows an average of 200 individual users per day.

### Achieving brand recognition through promotion

If young readers don't know about a publication, chances are they aren't going to read it, no matter how tailored to their wants and needs that publication is. Publishing group Styria Medien AG knew that letting readers know about their new publication, 24sata in Croatia, and making them eagerly await its launch, was half the battle of winning over young readers. The Daily Telegraph, an established newspaper in Great Britain, knew that if more young families were to become more regular readers, they needed to be reached with quality materials that found their way into family time, making the Telegraph a household name.

## Styria Medien AG

### "24sata"

**The ultimate publication for the digital age**

**Country:** Croatia

**Publisher:** Styria Medien AG

**Youth Publication:** 24sata

**Circulation:** 94,882

24sata was launched in March 2005 as "the ultimate publication for the digital age." The newspaper was designed to attract readers between ages 10 to 49, but target readers ages 10 to 25, by publishing intelligent, breakthrough editorial content. That means the paper aimed for the highest standards for news and entertainment, but kept a close eye to not mix the two – information and entertainment, not infotainment!

The publication also aims to relay information faster, by giving more information within a short period of time; keep it shorter, by communicating via e-mail and SMS, not letters; and be clearer, which means a photo doesn't always need an article attached to it. These changes to traditional newspapers allowed 24sata to hook readers. They could "receive" information just by glancing at the newspaper. Information is also concise and compact, it's as visual as television and as varied and colourful as the Internet.

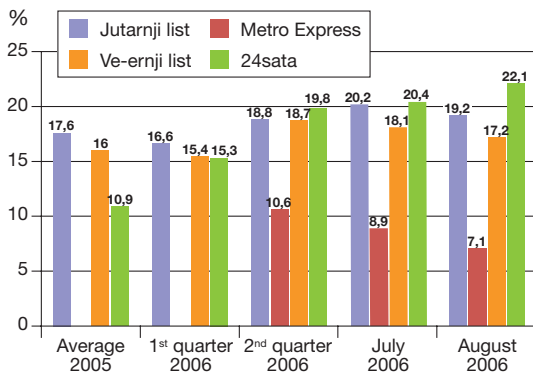
24sata was marketed just before its launch, through television, radio, outdoor, point-of-sale, guerilla marketing and on sandwich boards. The ads claimed "24 sata. Full truth. Half price."

Marketing for the newspaper continued after the launch, and include prize-winning games, special supplements, giveaways, radio and television announcements, posters. It also



24sata launch campaign teaser

### Constant readership growth: 24sata vs. main competitors (average daily issue readership)



Source: MEDIApuls  
© World Association of Newspapers 2007-2008

includes brand and image building through events such as the 24sata Party Boat, which sails along the Croatian coast, visiting 10 cities in 10 days and make people compete for VIP passes. The paper also co-brands media events, such as concerts, festivals and television shows.

A year after 24sata's launch, the Croatian dailies market changed. In 2004, 1,637,061 people, or 44.3 percent of Croatians 10 to 74 years old read a daily newspaper. By 2006, that number reached 54.9 percent, or 2,028,773. Young readership grew from 371,822 (42.6 percent) in 2004 to 528,930 (60.6 percent) in 2006. Circulation of dailies grew from 367,000 copies sold per day in 2004 to 431,000 in 2006.

### The Daily Telegraph

#### “Children's Favourite Authors”

Reaching families through quality children's literature

**Country:** Great Britain

**Publisher:** Telegraph Media Group

**Newspaper:** The Daily Telegraph

**Circulation:** 900,000

**Youth Publication:** Children's Favourite Authors

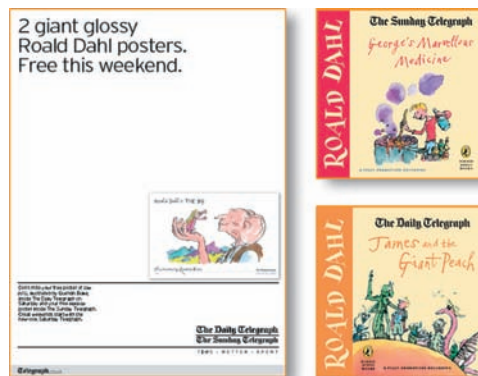
The Daily Telegraph wanted to reach out to families to increase circulation and reappraisal of the Telegraph brand. Because most families are busy during the week, and like to take weekends to relax and spend time together, the

Telegraph found that education and home entertainment are the best avenues to reach out through.

In an effort to be a part of quality weekend family time, the Telegraph worked with classic British authors to engage children and parents by giving away classic children's novels with the paper.

The marketing challenge had four basic layers, which required integrated brand, promotion and CRM plans. First was the trail to win market shares of newsstand sales through high value and exclusive added value. Second was loyalty, which drives frequency of purchase habits through token-collect pull-through mechanics. Marketers were also faced with improving the depth of engagement across all brand platforms, through cross promotion, and to drive profitability of subscribers. Finally, the difference of special Telegraph brand values needed to be communicated to drive brand reappraisal.

The Telegraph's strategy was to work with classic children's authors to deliver the integrated promotional campaigns that would build the newspaper's reputation as having the highest quality children's promotions, done in three waves between May and September.



### The Daily Telegraph Children 's Favourite Authors”

Reinforce Telegraph brand values: family, heritage, good-humour, engaging

Hand-picked classic children's authors: Famous Five, Secret Seven, Roald Dahl

Win market share of competitive news stands

Exclusive FREE audio CDs / posters Sat/Sun

Ensure full engagement – surprise and delight

Add value online – competitions, events

Heavy TV, radio, online and retail support to ensure maximum exposure

Drive frequency of purchase, create the Telegraph habit

collect the set weekly exclusives with WHSmith: free CD per day

The Roald Dahl campaign resulted in 260,000 extra sales, and 400,000 audio books were redeemed. The Famous Five campaign resulted in 205,911 extra sales, and 324,000 audio books were redeemed. The Secret Seven, which was redeemable at retail outlets only and was not bagged inside the newspaper, resulted in 28,000 extra sales, and 267,000 audio books were redeemed. The entire campaign's total budget was £1,388,000, and total combined uplift was 493,911.

## The Independent

### "Independent Wall Chart"

#### Full-colour wall charts as promotional tools that teach secondary school students

**Country:** United Kingdom

**Publisher:** Independent News & Media

**Newspaper:** The Independent

**Circulation:** 240,116 (as of August 2007)

The Independent has the highest percentage of readership in the 15 to 25 age group among all British national newspapers, according to National Readership Survey (NRS) figures. As higher education is an important area for the Independent, and keeping these readers is important, the Independent's circulation and marketing department created a promotional kit to "engage the younger reader (15-20) whilst being of interest to the core readership (21-44) and keeping true to the brand values of the Independent," the department stated in a presentation.

Research has indicated that when the Independent carried a map on the front page, sales increased. It has also discovered that wall charts were the best way to develop the newspaper's strengths while giving readers a value-added product that would enhance their knowledge.

Thus, the Independent Wall Chart project was launched. A full colour map, print or picture with accompanying text was the ideal vehicle to develop readers' knowledge of art, nature, geography and politics. Each chart was printed in the paper, and mainly used as a teaching tool, targeting secondary schools in the UK and Ireland.

Two examples are as follows:

#### • Modern Artists Series

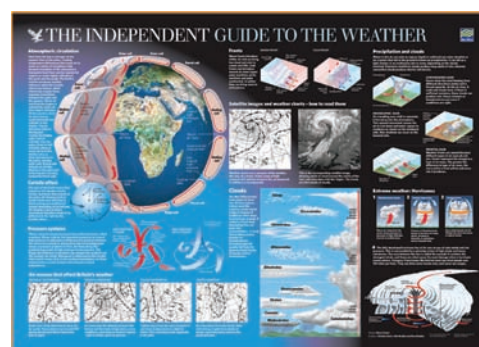
August 2006



Wall charts covered information on the works of artists such as Picasso, Matisse, Dalí, Klimt, Chagall, Bacon and Warhol, which gave readers some of the best 20<sup>th</sup> Century artwork and information.

#### • The Natural World Series

September 2006



Produced in association with edexcel, the largest education awarding company in the UK, this wall chart series covers the earth's seismic activity and weather systems, as well as the solar system, trees in the UK, and the human body.

The programme was quite successful and brought up both readership and circulation. Readership among 15- to 24-year-olds increased by 24 percent for the Independent, while during the same period readership in this category for other newspapers dropped by 3 percent. In addition, circulation also went up by more than 10 percent. The average daily increase for the wall charts was more than 15,000 copies.

<http://www.independent.co.uk/>

## Newspapers and education

### CONTESTS TO ENCOURAGE READING

Contests have been an effective way to engage young readers, the following two newspapers have learned. Having fun and winning prizes are incentives for young readers, and they give newspapers a better way to introduce content to younger generations, the potential readers of the future.

#### The Gold Coast Bulletin



#### “Beat the Bulletin Newsquiz”

**A quiz to incite student’s interest to read the whole newspaper**

**Country:** Australia  
**Publisher:** Gold Coast Publications Pty Ltd

**Newspaper:** The Gold Coast Bulletin  
**Youth Publication:** TXT4U, free supplement every Tuesday  
**Circulation:** Weekday 42,543, Weekend 76,802  
**Target Audience:** Students aged 8-16

The Gold Coast Bulletin, a Gold Coast regional daily newspaper, has a weekly youth supplement every Tuesday. The youth lift-out, TXT4U, is aimed at young readers between eight to 16-years-old, and is freely distributed along with the Bulletin once a week.

In order to encourage young readers to read the whole paper, the Gold Coast Bulletin launched the Beat the Bulletin Newsquiz programme in 2005. Originally inspired by television game shows, the Newsquiz tests the knowledge of current events and news covered in the paper, and allows students from different schools to compete against each other.

The Newsquiz is conducted during terms 3 and 4 during the Australian school year, and is promoted to schools in the Gold Coast region. Each school nominates a class and selects three representatives from that class every week to participate in the game.

During the contest season, promotions of the quiz are in TXT4U every Tuesday, and

promotional kits, including posters and e-mails, are distributed in participating schools, in order to generate buzz and student interest.

Participant students have to read through the Gold Coast Bulletin in order to answer questions in six categories. After each quiz, all students are given participation certificates, and the winning teams are awarded coupons and gift cards.

The Bulletin has received positive feedback from both students and teachers, and the size of the quiz has been expanded each year. In 2005, 256 students from eight schools participated, and in 2006, 10 schools registered and 348 students participated.

Since 2007, the Bulletin has launched an online version of the Newsquiz.

<http://txt4u.gcbulletin.com.au/>

#### The Sunday Times



#### “Learning in the Libraries”

**A competition that inculcates young readers to research, read and write through libraries**

**Country:** Sri Lanka  
**Publisher:** Wijeya Newspapers Ltd.  
**Newspaper:** The Sunday Times

**Youth Publication:** Funday Times, children’s section of Sunday Times  
**Circulation:** 80,000

The Sunday Times is the top-selling independent English Sunday paper in Sri Lanka. Its children’s section, the Funday Times, a 24-page magazine, is distributed free of charge with the Sunday Times every weekend.

To encourage young readers to read, make use of the libraries and practice their writing, the Funday Times launched a contest “Learning in the Libraries” in August 2005.

Designed for two age groups – children ages nine to 11, and youth ages 11 to 14, the competition designates a topic to each group every month, and participants must find relevant information in a library and write an essay on the topic.

Partnered with the National Library & Documentation Service Board, this programme lists all the major public libraries in Sri Lanka. Children participating in the competition must indicate the book being used as a reference, and get their work certified by a librarian.

The best three essays of each topic in the two age groups are selected and awarded prizes.

The Sunday Times received a high volume of positive feedback from participating children, parents, teachers and librarians. At the beginning, participants from suburban areas were rare, mostly due to a low rate of reading and library usage, but later the feedback from rural areas had increased remarkably. The programme also contributed to newspaper publicity in rural areas and in the young reader group.

<http://sundaytimes.lk/>

### COMBINING NEWSPAPER CONTENT WITH SCHOOL CURRICULA

Combining newspaper content with school curricula is a common practise in Newspapers in Education programmes around the world. The programmes help students go from just learning about a subject from a textbook or on the chalkboard to becoming more involved with and entertained by the subject matter. By making learning fun, with a timely newspaper resource, students learn to value newspapers as part of education and achievement, and are more likely to read newspapers as adults, as examples in this section will show.

#### The New Vision



#### “Pass Your Exams”

**Using newspapers as a resource to help students achieve academically**

**Country:** Uganda  
**Publisher:** The New Vision

Printing & Publishing Company Ltd.

**Newspaper:** The New Vision

**Youth Publication:** Pass Your Exams

**Target audience:** For children in primary schools through pre-university entry level



In early 2005, Uganda's daily New Vision recognised there was an acute shortage of academic materials in most schools. After holding a focus group with teachers and students on content and format for possible academic newspaper inserts, New Vision launched the first insert on June 23, 2005.

Now, the newspaper contains inserts every Tuesday, Wednesday and Thursday, a low-cost resource for students of all ages. The inserts are aimed to supplement the shortage of academic resources in most schools, bridge the urban-rural divide in national examinations, build a reading culture among students and establish loyalty to newspapers in students at an early age.

On Tuesdays, Pass PLE (Primary Leaving Examinations), targets the seven million primary school children nationwide, five to 12-years-old. On Wednesdays, Pass O'Level targets the country's 600,000 lower secondary students, ages 13 to 16. Every Thursday, Pass A'Level is aimed at the 200,000 pre-university entry students nationwide, ages 17 to 19.

As part of its corporate social responsibility programme, the New Vision Printing & Publishing Company Ltd. is the sole financier of the project. The company pays for all costs involved in printing the three inserts each week, including payment for teachers, extra production, newsprint, design and layout, distribution and administrative expenses.

The newspaper sees circulation jump 10 percent during periods of exam inserts, and New Vision has reported the democratisation of examinations, thanks to the cheap academic material all students can access.

## Gazeta Wyborcza



### “Education with Gazeta”

**Aiming for a better educational system, providing pupils with equal opportunities**

**Country:** Poland  
**Publisher:** Agora  
**Newspaper:** Gazeta Wyborcza

**Circulation:** 580,000 daily

**Youth Publication:** Education with Gazeta

**Target audience:** Teenagers, ages 12 to 19

Gazeta Wyborcza was founded by anti-communist opposition members in 1989, and was the first newspaper to be published legally outside the then-communist government's control. Times have changed in Poland since communism ended, and with those changes Gazeta's mission has evolved and extended, from monitoring labour conditions, to encouraging people to take part in elections, to quality education.

Gazeta Wyborcza's education programme, Education with Gazeta, is comprised of three projects that involve parents, teachers and students ages 12 to 19.

The first, Kujon Polski (Polish Nerd), is an occasional education magazine that is published as needed, and was first issued in September 2001. The second is a social project, Szkoła z klasą (a play on words meaning both a quality school and a school with a classroom). The third sells exclusive teaching aid collections, including books and encyclopaedia.

Students are targeted in three main categories by age group and school level: 12-to-13-year-olds preparing for their first major exam, 16-year-olds in the third and final year of gimnazjum who take a two-part exam and 19-year-olds who have taken three years of high school and must take final exams.

Gazeta reported programme information from the 2005-2006 school year.

During that year, Kujon Polski was published 60 times. Kujon Polski projects were designed for each of the three age groups. For example,

a sample test that included answers and aimed at 13-year-olds boosted Gazeta's sales by 24 percent on 14 December 2005. Another sample test, which included a CD-ROM with interactive tests enabling students to check their competence and shortcomings, boosted Gazeta's sales by 34 percent on 18 March 2006. On the day after the official test had been conducted at schools nationwide, a test prepared by the state commission was published for Kujon Polski, so students could assess whether they would pass. This boosted the newspaper's sales by 42 percent on 5 April 2006.

Szkoła z klasą was launched 20 May 2002, and is aimed at the three target school groups. About 6,000 schools currently take part in the programme. It was developed by Gazeta Wyborcza, the Centre for Civic Education and the Gazeta.pl Web site.

This project prepares 30 tasks for schools, which are posted on the Internet. After assessing weaknesses and strengths, schools can choose six tasks. More than 7,000 schools took the test, and teachers, pupils and parents could post on the projects' Web site how the tasks were carried out. Experts read the descriptions, gave advice and commented on participants' ideas. Journalists also visited schools to find who performed the best, the worst and to find where interesting things are happening. At the 2005-2006 project phase, 5,030 schools were awarded Szkoła z klasą, which means they were all able to accomplish each of their six goals in one school year.

For Gazeta's third project, focuses on selling long-term learning materials. It includes selling the 16-volume Family Illustrated Encyclopaedia, which is targeted at teen-agers attending elementary school, as well as junior high school students. It was promoted not only in Gazeta Wyborcza, but on the radio and



television as well. It can be bought anywhere the newspaper is for sale, and can also be ordered on the Internet or by phone.

The project also includes Lektury szkolne, which can be used as teaching aids for teachers. Each of the 25 volumes includes a discussion of different books, and also includes their film versions. It is targeted at teen-agers attending junior high and high school, as well as their parents and teachers. It was promoted in the newspaper, as well as on the radio, outdoor ads and TV. It can be purchased in the same manner as the encyclopaedias.

The final part of the third project is the Great Encyclopaedic World Atlas collection, targeted at teen-agers attending high schools and their parents. The collection includes 18 volumes of detailed maps of every country in the world and a combination of information on continents, regions and countries. It also contains information on each country, such as climate, economy, industry, fauna and flora and tourism, as well as demographic tables, political system information and lists of each country's sites. It is licensed from PWN Publishing house, and was promoted and available for purchase in the same way as the other two.

## Townsville Bulletin

### "Our Ancient Outback"

**An educational journey through the history and geography of the Queensland Outback**

**Country:** Australia

**Publisher:** News Limited

**Newspaper:** Townsville Bulletin

**Circulation:** 29,624

**Youth Publication:** Our Ancient Outback



Our Ancient Outback came about following another programme, Reef Beat. The general

manager at the Outback Queensland Tourism Authority, Barry Duncan, approached the Townsville Bulletin in mid-2004 about doing another educational series, this time based on the journey readers could take to the Outback by Overlander's Way, which links the Outback to the reef from Tennant Creek to Townsville.

It was determined that the Outback series would be in 10 parts, for students in the region, in partnership with the Outback Queensland Tourism Authority and funded jointly by the Bulletin, the tourism authority and by schools paying AU\$2 per student. The series was targeted at students in grades four through nine, or between 10- and 15-years-old.

Schools in the region were given an eight-page teaching and learning resources lift-out in March 2005, which contained a full page, colour advertisement that outlined a programme. Teachers were also invited to a cocktail party, also attended by Duncan, where the Bulletin rolled out the full 2005 programme, including the Outback series.

The series was published in a full-colour centre spread each week from 5 July through 6 September 2005. It was aimed at providing teachers with a list of selected material to use in the classroom, while also providing North Queensland students with a fun, educational programme.

During the 10-week programme, teachers were provided with a list of suggested activities, but they could supplement their own. Students were encouraged to complete "passports," on what they learned. The region's winning passport won a two-day trip for the entire class to Hughenden and Richmond to see and dig for fossils, and transport, accommodation and most meals were paid for. There was also a drawing that selected one teacher to take his or her family on an outback trip, including car hire, accommodation and entry to the sights.

The programme was delivered to more than 4,000 students in 28 schools across the Bulletin's circulation area.

### HOLDING SEMINARS, LECTURES AND EVENTS

Communicating face-to-face is always considered a more targeted, involving and interactive channel to relay information, while a newspaper is a medium with an abundant

amount of information and high audience reach. Thus, many of the Newspaper In Education (NIE) managers hold seminars, lectures or events relevant to the papers' content, to develop a connection with the audience first, and then transfer that connection to the print product. Maeil Business Newspaper in Korea and Schwäbisches Tagblatt in Germany are two examples of how NIE managers engage young readers with the help of a combination of events and newspapers.

### The Maeil Business Newspaper

#### Business school "CEO Special Lecture"

**A curriculum to help university students become familiar with business and the Korean economy**

**Country:** South Korea

**Newspaper:** Maeil Business Newspaper

**Circulation:** 1.5 million

**Target Audience:** University students, especially business school students

As one of the important business and economic dailies in Korea, Maeil Business Newspaper has identified university students, especially those in business schools, as potential future readers of an economic daily.

The Maeil Business Newspaper's Business school "CEO special lecture" programme is a collaborating curriculum, specialising in current economic issues, with celebrities and business professionals serving as guest lecturers.

Students are offered free newspapers during the lecture, and receive a 50 percent discount off the cost to subscribe to the paper. Maeil Business Newspaper also covers the special lectures in the NIE section every week.

The programme is aimed to increase future readers through this programme, raising students' interests in business and the Korean economy, as well as the newspaper. The programme also contributes to the increase in university subscriptions and boosts brand awareness.

When the programme launched in 2003, only one university participated. By 2006, that number had grown to eight, while an



increasing number of schools use the Maeil Business Newspaper as part of the class materials, and the number of students who subscribe the paper is growing.

According to a survey done by the University News Network, Maeil Business Newspaper has been the top economic daily choice for Korean university students since 2002.

Moreover, every year the gap between the first and the second economic daily is getting much wider – Maeil Business Newspaper was 69 percent while the second most favoured paper garnered a 15 percent preference over Maeil as of October 2005.

<http://english.mk.co.kr/>

### Schwäbisches Tagblatt

#### "Children's University"

**Lectures involving children and parents in newspapers and science**

**Country:** Germany

**Newspaper:** Schwäbisches Tagblatt

**Circulation:** 42,000

**Target Audience:** Youth between age 8 and 12

In order to attract young readers (between eight and 12-years-old) and their parents, German local newspaper Schwäbisches Tagblatt launched the "Children's University" programme, a series of lectures designed to excite children's interest in reading newspapers and studying science.

Why children ages eight to 12?

Schwäbisches Tagblatt believe children in this age group are open-minded and more interested in dealing with newspapers than adolescents.

Created by Ulla Steuernagel and Ulrich Janßen, two of the newspaper's editors, the



programme is sponsored by the newspaper and Eberhard Karls University in Tübingen.

Every year, eight lectures are provided to children in the target age group, with notable scientists invited to answer questions such as, “Why don’t the stars fall from the sky?” or “Why do volcanoes erupt?”

The best lectures were published in book format and on CD. Most are available as downloads, or even in game format.

After each lecture, pictures and a short article are published the next day, followed by a longer, more explanatory article. This makes the programme directly reach not only thousands of children, but it also grabs the attention of parents, relatives and friends of the children participating.

The programme also helped the newspaper establish excellent connections with the local university and its scientists, which reinforced brand awareness in the community. The model was proven successful and has inspired other newspapers and high schools. There are now 70 similar programmes across Germany and neighbouring countries.

In 2003, The “Children’s University“ won the PR-prize for German universities, and in 2004 the two authors of the Kinder-Uni books received the International Book Prize “Corine,” and later in 2005, the programme won the Descartes prize of the European Union.

<http://www.kinder-uni.com>

### INVOLVING READERS BY INTEGRATING WITH LOCAL ISSUES

The three newspapers in this section are located on three different continents, but are all striving to do the very same thing; to make a difference in their communities by involving

and motivating young readers. One is trying to bridge the gap between students, so that all children have equal learning materials and opportunities. The second is calling on young people to serve their communities by helping others. The last is calling on young people to help put an end to drunken driving. Each of these newspapers is reaching out to young readers through an important local issue, showing them they can make a difference in their own lives, and in the lives of those around them.

### The Sunday Times

#### “Every View Counts: My Story... Our Stories”

**A reading programme comprising 27 story books written and illustrated by children, for children**

**Country:** South Africa

**Publisher:** Johnnic Media

**Newspaper:** Townsville Bulletin

**Circulation:** 504,657

**Youth Publication:** “Every View Counts: My Story ... Our Stories”



Every View Counts: My Story ... Our Stories is a community mapping reading series that showcases stories written and illustrated by children in each of South Africa's nine provinces. Its aim is to provide an opportunity to explore different ideas and perspectives from children across South Africa to map a common future by celebrating diversity as the foundation of their unity.

The series is sponsored by the Parliamentary Millennium Project, a nation-building initiative of the South African Parliament.

The reading programme consists of 27, eight-page storybooks, each presented as “cut out

and keep” books in ReadRight and inserted in newspapers over 27 weeks. The programme is also designed as a tool to aid Intermediate Phase learners (10- to 12-year-olds) who are struggling with reading.

In addition to the 27 books, the programme also consists of a method of instruction based on the Linear Story Approach (LSA), aimed to help teachers and students develop personalised class readers, and a remedial programme for students having difficulty reading. Each week, teachers received an eight-page reader, teacher support notes explaining the LSA and remedial support notes, which were published weekly in ReadRight.

Goals of the programme include: Encouraging reluctant older learners to go from learning to read to using reading as a tool to learn; to equip non-remedial teachers with tools to help them identify reading problems; diagnose the underlying perceptual deficit causing the problem and develop appropriate intervention strategies; to encourage learners writing and reading their own stories; to print 550,000 copies of each of the 27 titles through the Sunday Times; to enable teachers and learners to build personalised, affordable libraries; and to increase Sunday Times circulation.

To assess the programme's success, the Sunday Times received teacher feedback; monitored public interest, educational publishing industry interest and competition response; an evaluation instrument was designed to gather data in 50 sponsored schools, with national coordinators available to assist teachers in completing the instruments and to submit the data to be analysed for a report upon the project's completion; and noted circulation increases.

The Sunday Times promoted the programme through in-paper promotional supplements, e-mails, a Web site, television and a book fair. Stories were generated through students at selected schools. The Every View Counts teachers visited 27 locations across the nine provinces selected for their geographical uniqueness, historical or spiritual significance. The team's author helped students write stories, and an artist helped them with their illustrations, and the stories were then submitted for the competition.

## Philippine Daily Inquirer

### “Change the World”

**Giving readers the tools to make a difference**

**Country:** Philippines

**Publisher:** Inquirer Company

**Newspaper:** Philippines Daily Inquirer

**Circulation:** 260,000

**Youth Publication:** 2bU!



2bU! is the Philippine Daily Inquirer's youth lifestyle section, covering topics from school life, to fashion, to technology. Change the World was officially re-launched by 2bU! in December 2005, with a special two-section issue titled Change the World in 100 Ways, aimed to encourage young people to do good deeds. The project aims to harness the power of young people and help motivate them to give back to their communities, help others and tell the country what they've been doing in hopes that their stories will inspire others to join the volunteer movement.

In the special re-launch section, Change the World listed 100 examples of what youth could do to help others. These ideas included gathering friends at a local orphanage and holding a Christmas party for the kids, donate blood and volunteer for Habitat for Humanity. Readers are encouraged to e-mail 2bU! with their stories.

Change the World targets 2bU! readers, those between ages 15 and 24, but reaches many people of other age groups as well, due to The Philippine Daily Inquirer's position as the most widely circulated broadsheet.

2bU! staffers reported to World Association of Newspapers that the best measure of the success of Change the World is the huge response it has received from readers. By aiding readers in showing them how to help others, and giving them a chance to be of service, Change the World has helped the Inquirer reaffirm its position not only as a news provider, but also as a tool of service to help others.

**O DIA**



**“Fique Vivo”**

**A campaign to save lives**

**Country:** Brazil  
**Publisher:** Grupo O Dia de Comunicação  
**Newspaper:** O DIA  
**Circulation:** Mon. – Sat.: 105,000/day  
 Sun.: 211,000  
**Youth Publication:** Fique Vivo (Stay Alive)

In September 2006, Rio de Janeiro was shocked when five young people, between ages 16 and 21, were killed in a traffic accident on Avenida Borges de Medeiros, an avenue surrounding the lagoon Lagoa Rodrigo de Freitas, a popular tourist attraction. According to crime scene investigators, the car had been speeding, none of the students were wearing seat belts and the driver was under the influence of alcohol.

O DIA followed the story, and in its Sunday edition following the tragedy, the newspaper published an eight-page special issue on the students who had been killed, as well as on the larger issue of drunken driving, the most dangerous sites in the area and when and where drunken driving accidents take place most often. The special issue, Fique Vivo (Stay Alive) also analysed other educational campaigns and studied the law and police work these cases involve. The campaign's goal was to warn people about the issue and reach those who put their lives in danger each night, leading young people change their behaviour.

The newspaper also hoped Fique Vivo would spark debate, new ideas, answers, real action and real changes in alcohol abuse and drunk driving.

O DIA encouraged school teachers to debate the subject in class, using the special section as a resource. The newspaper also took part in school events, including National Traffic Week, and recruited celebrities, such as pop music singers and actors, to take part in the campaign. Celebrities were photographed along with the campaign logo and gave personal testimonies.

Many nightclubs and bars began offering up to 25 percent discounts to drivers who chose not to drink, and displayed the campaign's logo. Firemen, who are the first to arrive at crime scenes, began adding traffic education topics to classes they already taught. People in the fashion industry were also invited to create special outfits for the campaign that incorporated the Fique Vivo symbol, and their creations were published along with a fashion editorial. The O DIA Web site also created a debate forum, [www.odia.com.br](http://www.odia.com.br), which added interactivity to citizen mobilisation.

Following the campaign, O DIA had a deeper connection with readers than ever before. Staff members involved in the campaign collected testimonies which revealed a very positive response, found the newspaper had been an effective tool to encourage young people to think and make changes, found the newspaper had been able to monitor the public authority's actions and budget spending relating to the issue, positioned the newspaper as a democratic arena for different social groups to gather around, introduced O DIA to brand scenarios, presented the Internet as an extension of the newspaper action, proved the newspaper could go beyond news coverage

and highlight social commitment, reinforced citizenship and social responsibility concepts to youngsters and reached youngsters in their own environments, rather than waiting for them to come to the newspaper.



## PROVIDING STUDY INFORMATION AND MATERIALS

With the capability of reaching a wide audience at low cost, newspapers are a great vehicle to offer official or general academic information to students in different sites. El Mercurio in Chile, The Junior Herald in South Korea and United Daily News in Taiwan all epitomise best practices on how newspapers provide study information and materials to engage student audiences.

### El Mercurio



### “PSU University Selection Test”

The official medium for the University Selection Test in Chile

**Country:** Chile

**Publisher:** El Mercurio S.A.P.

**Newspaper:** El Mercurio

**Target Audience:** 17 and 18-year-olds

El Mercurio, a daily Spanish-language broadsheet, is published in Valparaíso and Santiago, Chile.

With the motto “El Mercurio, educating on a daily basis,” the newspaper launched the PSU University Selection Test programme in 2004. El Mercurio had an agreement with Universidad de Chile, the official organisation of the Counsel of Rectors University Admission Process in Chile, which made the newspaper the official medium of the University Selection Test through 2007.

The programme is aimed at students between 17- and 18-years-old, who are taking the PSU to enter universities.

Between April and December, the season when the future applicants prepare for the test and submit their applications, El Mercurio publishes the official documents and stays up-to-date on all the latest PSU information.

Besides all the official documents and information, El Mercurio also developed “The great question-of-the-day PSU contest.” During the test season, the paper publishes a question related to PSU contents from Monday

to Sunday, and invites readers to submit their answers. El Mercurio also created a Web site where all the contestants can vote free-of-charge for the answer they think is correct.

After the PSU takes place in early January, the paper is also responsible for publishing results in mid-January.

The post evaluation showed the programme was very successful. Sales of El Mercurio were up between 13 percent and 21 percent during the test season in 2004. It also seems that the paper helped promote the PSU. In 2004, students registered for PSU numbered 176,680. That number grew to 182,761 in 2005, and to 239,462 in 2006.

### The Junior Herald



### “JENIE, The Junior Herald English Newspaper in Education”

An English newspaper as well as an English studying tools provider

**Country:** South Korea

**Publisher:** Herald Media

**Newspaper:** The Korea Herald

**Young Publication:** The Junior Herald

**Target Audience:** Young readers aged between 10 and 16

English education has been popular in South Korea for decades, and the English-language newspaper market in the country is saturated, especially dailies for adults and weeklies for students in their late teens. However, a market for youth (between 10 and 16) is still unmet, as existing publications are too difficult to understand, and the content is not relevant to most readers in this age group.

In order to enlarge the English newspaper market, Herald Media, one of the biggest English-language newspaper publishers in the country, launched the Junior Herald, designed to meet the demand of the youth.

Since 2004, Herald Media launched a NIE programme called JENIE, which stands for The Junior Herald English Newspaper in Education.

The JENIE page was tested beginning in March 2004, and was officially launched in May, distributed with the Junior Herald. In order to engage young readers more aggressively, Herald Media began a JENIE class, and dispatched teachers to several middle schools in Seoul, which promoted the Junior Herald as a studying tool for students.

In addition, Herald Media also collaborated with English Villages and other English education institutes, including TOEFL, all of which used the JENIE programme to strengthen their curriculum.

The Junior Herald also hosts some English-learning events, including English tests on current issues, English speech contests and JENIE seminars for teachers and parents. Online English classes are also available on the Junior Herald Web site.

As a result, the JENIE programme has brought in at least 20,000 young subscribers for the Junior Herald, with over half of them using the programme's online teaching class.

An increasing number of students realise that reading English newspapers not only give them English skills, but also useful information from a global perspective.

In 2006, about 8,500 students participated in the English test on current issues, a jump from the 6,300 students who participated in 2005.

The Junior Herald is now the leader in this young market sector, with over a 75 percent share and a circulation of about 20,000 copies.

<http://www.jherald.com>

## United Daily News



### “Science Behind the News”

A resource of scientific knowledge and essential English vocabulary for youth and students

**Country:** Taiwan  
**Publisher:** UDN Group

**Newspaper:** United Daily News

**Young Publication:** Science Behind the News

**Circulation:** 1 million

As one of the leading newspapers in Taiwan, United Daily News offers news and information, serving mainly adult readers. However, UDN has realised youth and students are the future readers of newspapers, and believe that media are the best tools, besides formal learning, to clarify some concepts, such as in science.

Targeting high school and college students and teachers, UDN launched in December 2005 a programme called Science Behind the News, which provides a newsworthy scientific topic and essential English vocabularies for academic tests, especially the entrance exam for universities. Every Wednesday, UDN publishes Science Behind the News, which also includes interviews with experts, easy-to-read articles and colourful graphics.

As part of the campaign, UDN also created a Web site, <http://campus.udn.com>, providing all the latest and most interesting information for students. UDN also holds public seminars, with experts who speak and lead a discussion of the recently covered topics.

In August 2006, a book named “The Science Behind the News”, which collected all the previous content, was published. Many high school students and teachers treat it as a reading supplement for entrance exam for universities and it is also an “outside reading” for general readers.

## FEATURE/SECTION TO ATTRACT YOUNG READERS

Engaging young readers by giving them a publication they identify with and feel a personal ownership for can be done in a variety of different ways. Osprey Media in Canada found a way to connect with younger children, by giving them a forum where they can express their creativity, and share it with others. The Star in Malaysia found a way to target university students by covering issues that matter to them, becoming a stepping stone to their continued readership when they graduate and enter the working world. Diario Panorama in Venezuela found a way to reach school children, giving them a low-cost learning aid that is also fun and entertaining, and has become a part of the culture of learning.

## Osprey Media



### “Kids' Creative Stuff'n Such”

**Designed to attract young readers by giving them a fun, interesting and engaging forum**

**Country:** Canada  
**Publisher:** Osprey Media LP

**Newspaper:** 16 Osprey Media daily newspapers, two weekly newspapers

**Circulation:** Daily newspapers: 280,000

Weekly newspapers: 18,000

**Youth Publication:** Kids' Creative Stuff'n Such

Kids' Creative Stuff'n Such is a weekly feature found in 16 of Osprey Media's daily newspapers, and two of the group's weekly newspapers. It is designed to attract young readers by giving them a fun, engaging forum where they can develop their creativity and use their imaginations. It also gives them a way to show others their creative efforts, which Osprey Media hopes will help build self-esteem in new young readers.

The programme comes as part of the paper as either a full page broadsheet, in colour or black and white or as a half-page broadsheet and tab, in colour or black and white. It also features an optional book sales programme, provision for on-page advertising, complete pre- and post-publishing programme and instantly available around the world via the Internet. Kids' Creative Stuff'n Such also allows each newspaper to easily and economically localise the feature to be specific to that newspaper, which Osprey Media views as one of its most important characteristics.

Kids' Creative Stuff'n Such was launched in 1996 as more than 500 creative drawing and cartooning workshops created by Ron Lindsay and conducted in elementary schools in Ontario, Canada. In 2001, it was first published as a weekly feature in a local daily newspaper in Brockville, Ontario. Over three years there, it developed and refined page format and content. In 2004, Osprey Media agreed to conduct a trial of the feature in 18 of

its newspapers. The first two, The Kingston Whig-Standard and Cornwall Standard-Freeholder, became the prime trial newspapers. All of the trial newspapers reported the feature's success in 2005, and Osprey Media published Lindsay's How to Cartoon & Draw Workbook, which was made available for readers to order.

In the first year, all participating newspapers received comparable numbers of submissions as the Whig-Standard and Standard-Freeholder. Both have circulations under 50,000, and received more than 6,400 and 6,100 reader submissions, respectively.

In 2006, the feature became available online, at <http://ospreysyndicate.ospreymedia.ca/Kidscreative/index.htm>, and in July of that year Osprey Media and Lindsay worked to syndicate the feature to newspapers around the world. Kids' Creative Stuff'n Such adopted an Osprey branded product with ownership remaining with Lindsay, and by September, a world syndication sales programme had begun.

## The Star

### “All the R.age”

**Targeting the next generation of loyal readers**

**Country:** Malaysia

**Publisher:** Star Publications (Malaysia) Berhad

**Newspaper:** The Star

**Circulation:** 309,029

**Youth Publication:** All the R.age

About 60 percent of The Star's readers are more than 30-years-old, a statistic that made the 35-year-old newspaper realise a link to Generation Y needed to be developed. That's where R.age came in.



The project's mission was to connect with university students to make them loyal Star readers. The first step toward that goal was to develop a large R.age readership, by publishing content important to the young target, such as capturing trends and passions of the Y Generation.. The paper aims to hold their interest with relevant, vibrant coverage, so they continue to read papers after they graduate, becoming lifelong readers.

R.age is a pull-out within the newspaper, which is given to young readers for free at their most convenient pick-up points. The section contains hot issues that are sure to make their way into young peoples' conversations. It aims to be with students "from orientation to graduation," so they can look back and recall the publication being there for their defining years. The pull-out also has young people who contribute, and provides readers with lots of cool freebies and fun activities.

Initially, 17 college and universities were selected to be the publication's first targets. All were in prime urban locations and represented a target cross-section of upwardly mobile youth from middle-class families with potential purchasing power and the desire to excel. During 60 school days, 10,000 copies of the R.age pull-out, wrapping The Star, were distributed at various times each day, with the goal of reaching different groups of students. College ambassadors were also sent out to create awareness about R.age and make sure copies were distributed when they arrived.

R.age also took to the road, visiting colleges and universities. Sponsors were invited to participate, and handed out product samples and conducted activities and contests. Celebrities were also invited, which appealed to the target group. Each school also had its own "Mission Statement" board, where students could write statements about what defines their generation.



**Newspaper:** La Prensa Grafica  
**Country:** El Salvador  
**Circulation:** 110,000  
**Category:** Editorial, Publications for the Young  
**Award:** World Young Reader Newspaper of the Year  
 Newspaper staff, with the help of young writers, created a special edition specifically for young readers in place of the regular daily paper to highlight World Youth Day in August each year.

**Newspaper:** Zero Hora  
**Country:** Brazil  
**Circulation:** 180,000  
**Category:** Editorial, Publications for the Young  
**Award:** Jury Commendation  
 Zero Hora's specially designed children's summary, For Your Child To Read, accompanies daily news content, aiming to help children understand regular news coverage.

**Newspaper:** Delovoy Peterburg  
**Country:** Russia  
**Circulation:** 23,500  
**Category:** Editorial, Publications for the Young, Economic and Business  
**Award:** Jury Commendation  
 This Russian business daily joined forces with young business students and entrepreneurs to create NeXt, the business journal that aims to help young readers sharpen their business skills.

**Newspaper:** New York Daily News  
**Country:** USA  
**Circulation:** 681,415 weekday, 726,305 Sunday  
**Category:** Editorial, Civics/Social Studies  
**Award:** Jury Commendation  
 The Daily News runs the column, Children's Pressline's BackTalk: Kids Speak, Officials Respond, to give youth a forum to express themselves and influence their communities.

**Newspaper:** Denver News Agency  
**Country:** USA  
**Circulation:** Denver Post, 255,449; Rocky Mountain News, 255,426  
**Category:** Editorial, Publications for/by the Young, Internet  
**Award:** Jury Commendation  
 This news agency developed the safe, child-friendly Website YourHub.com/NeXtGen to engage 8- to 13-year-olds by giving them an online forum to showcase their writing and read what their peers have to say.

**Newspaper:** Borba

**Country:** Bulgaria

**Circulation:** 9,000

**Category:** Publications by/for the Young

**Award:** Special Encouragement Award

Each week, Borba dedicates four pages to the young reader section A Newspaper for children, made by children, which showcases the work of children, as well as current events written in a way to help young readers understand.

**Newspaper:** Gazeta Wyborcza

**Country:** Poland

**Circulation:** 442,000

**Category:** Environment

**Award:** Public Service

Gazeta's multi-media national campaign to save Poland's rich, bio diverse Rospuda Valley from having an expressway built through it galvanized Poland's population by reaching them through different media, allowing citizens to serve as reporters on the issue and through gearing coverage specifically toward young readers, making them an integral part in the important campaign process.

**Newspaper:** Republikein

**Country:** Namibia

**Circulation:** 21,000

**Category:** Publications for the Young

**Award:** Jury Commendation, Public Service

This daily produced and distributed more than one million "scrapbooks," titled Etameko, filled with educational activities for children and families living in rural areas across Namibia, aiming to help increase literacy development.

**Newspaper:** Gazeta Wyborcza

**Country:** Poland

**Circulation:** 442,000

**Category:** Public Service

**Award:** Jury Commendation, Public Service

Gazeta's Language project: Polish can be hot, featured a collection of 13 Polish dictionaries sold with the newspaper, the last of which was generated by young readers and their teachers, and edited by the newspaper's language expert, aiming to help young readers develop language skills.

**Newspaper:** The Patriot News

**Country:** USA

**Category:** Newspapers in Education, Basic Literature

**Award:** NiE

The SchoolHouse News project's goals, to develop student literacy levels and increase NiE home deliveries, were met through Family Literacy nights, in which hot meals and child care was offered to parents, so that parents and children could take part in news quizzes and activities that encouraged reading.

**Newspaper:** Urbe (Cadena Capriles)

**Country:** Venezuela

**Circulation:** 50,000

**Category:** Publications for the Young

**Award:** Jury Commendation, Brand

Urbe's youth culture award project, Had you ever seen a green dog?, made readers 18- to 25-years-old the judges, and had them vote on categories such as music, film and even tattoo artists, all of which culminated in the awards ceremony, in which award-winners received the green dog statue.

**Newspaper:** Diario de Navarra

**Country:** Spain

**Circulation:** 58,538

**Category:** Publications for the Young

**Award:** Special Mention, Brand

Diario extended its children's page into a daily section, Lee y Gana (Read and Win), which turns reading the paper into a game for children and their families, by guiding young readers through the paper in a fun way.

More on the 2007 World Young Reader Prizes can be found at <http://www.wan-press.org/nie/articles.php?id=862>



## Conclusion

The future of newspapers depends on future readers. As the average age of newspaper readers rises, it is the innovative newspaper company that focuses on how to engage and build its young reader ranks. Dozens of such companies are profiled in this report as a

testament to their pioneering ideas in producing youth-themed content, embracing youth contributors, building interactivity, reaching parents and teachers and publishing on multiple platforms.

In order to achieve increased young reader goals, newspaper companies must focus on the three strategic components to reach the young audience:

1. **RESEARCH:** Understand the youth in your market, and identify the content and channels they prefer.
2. **STRATEGY:** Create strategies to reach your youth market.
3. **TACTICS:** Follow through on your strategies by producing new products on a variety of channels.

World Association of Newspapers' ongoing Youth Reader research efforts underscore the need for newspaper companies to make significant strategic and tactical changes now and in the future in order to capture the elusive youth reader.



Source: SFN 2007  
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Here are some tactics to add to your Young Reader arsenal, based on the past entrants of the WAN Young Readers contest:

- Contests have been an effective way to engage young readers. In Australia, the Gold Coast Bulletin publishes a youth lift-out, TXT4U, every Tuesday. The weekly youth supplement is aimed at young readers between 8- to 16-years-old, and is freely distributed along with the paper. But the Bulletin didn't stop at just publishing a weekly supplement.

In 2005, the newspaper launched the Beat the Bulletin Newsquiz programme to encourage youth to read the whole paper. Originally inspired by television game shows, the Newsquiz tests knowledge of current events and news covered in the paper, and invites students from different schools to compete against each other.

- Combining newspaper content with school curricula is a common practise in Newspapers in Education programmes around the world. In early 2005, Uganda's daily New Vision decided to do something about the major shortage of learning materials in most schools across the country. To decide what the newspaper could do to remedy this problem, New Vision held focus groups with the group of people who had to deal with the shortage problem each day – teachers and students. This group of experts gave their ideas about content and format for possible academic newspaper inserts, which New Vision publishes every Tuesday, Wednesday and Thursday as a low-cost resource for students of all ages.

- Many Newspaper In Education (NIE) managers hold seminars, lectures or events relevant to the papers' content, to develop a connection with the audience first, and then transfer that connection to the print product. NIE managers combine events and newspapers to engage young readers at Maeil Business Newspaper in South Korea and Schwäbisches Tagblatt in Germany.

- Involving and motivating young readers to make a difference is a tactic that has become popular, as young people tend to involve themselves in causes they are passionate about. For example, 2bU! is the Philippine Daily Inquirer's youth lifestyle section, covering topics from school life, to fashion,

to technology. The section created a special two-section issue titled Change the World in 100 Ways, which aimed to encourage young people to do good deeds. To help young readers further themselves in their communities, 2bU! decided the first step was to harness the power of the youth, motivating them to give back to their communities by helping others. When readers do good deeds, 2bU! encourages them to share what they've been doing in hopes that their stories will inspire others to join the volunteer movement.

- Engaging young readers by giving them a publication they identify with and feel a personal ownership for can be done in a variety of different ways. Connecting with younger children, a youth segment that publishers and editors seem to have the most difficulty reaching, according to the Shaping the Future of the Newspaper Young Readers survey, is a very reachable goal, as Osprey Media in Canada shows us. This publishing group found a way to connect with younger children by giving them a forum in which to express their creative sides and share the results of their creative work via Osprey Media's weekly feature, Kids' Creative Stuff'n Such. The feature is found in 16 of Osprey Media's daily newspapers and two of the group's weekly newspapers. Osprey Media hopes that giving the youngest segment of readers a chance to showcase their work in the newspaper will help build self-esteem in new young readers, and start them off in their series of "firsts."

- Training the next generation of journalists is an important part of creating a culture of young readers who become newspaper readers for life. Although every student who takes a journalism class is not destined to become a journalist, this training helps ingrain in students an understanding of the importance of journalism, whether it comes in the form of a printed newspaper, online news or other digital media, thus planting the seed of newspaper readership.

An example of giving young readers a chance to be journalists can be found at the Kuninkaanhaan Academy in Finland. The school has partnered with Satakunnan Kansa, one of Finland's largest newspapers, to provide classes in journalism and publishing, in which students are the reporters.

The programme gives students hands-on journalism experience while helping them learn and improve upon their language and technology skills. Each year, students also visit universities and the Satakunnan Kansan's headquarters.

There is a multitude of other Young Reader tactics that provide an inspiration for newspapers around the world. Newspapers should consider all of the options when constructing their own Young Reader strategy.



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## Shaping the Future of the Newspaper



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