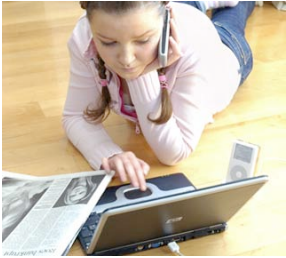




How Young People Get Their News



How Young People Get Their News

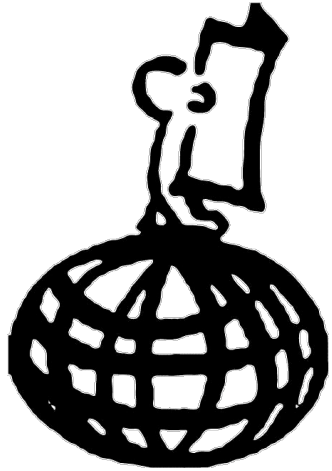
**What the research tells us:
The new normal**

Some of what we need to do:

- **Be there**
- **Be engaging**
- **Be trustworthy**



How Young People Get Their News



World Association of Newspapers

Print:

- **Newspapers in Education**
- **Youth journalist projects,**
- **“ Newsroom Youth Think”**

Other platforms:

- **Internet**
- **Mobile**
- **Ipods**
- **The next new thing...**

Making New Connections

7TH WORLD YOUNG READER CONFERENCE

World Association of Newspapers

WORLD EDITORS FORUM

25 to 28 March 2007 • Capitol Hilton Hotel • Washington, DC, USA

www.wan-press.org/washington

Youth Media DNA:




Cracking the code on the news
and information needs of young
people worldwide

Interested in joining us? Ask about it after the session.

SINCE 2003, Norske Skog, the Norway-based paper producer, has supported WAN's Newspapers in Education Development Project.

2006



Children who use newspapers in school know a lot more of the answers. NIE. It works.


WE RECYCLE
Without the need for 100% recycled content.

The Year in NIE

The Newspapers in Education Development (NIE) Project of the World Association of Newspapers

NIE project helps teachers and students worldwide


Newspapers in the class offer schools a cheap, flexible tool in the fight to provide quality education with few resources *p. 2-5*



Irish students try out an NIE service their teachers learned at a WAN session.


New proof

Studies are busting myths about newspapers & the young. *p. 6*




A world stage

Young Readership becomes topic of a new key event at the annual WAN Congress. *p. 7*



Four Win the Top Prize

Students Who Read Newspapers in the World to Learn, Pardon, Time and US. *p. 8*



World Young Reader Prize

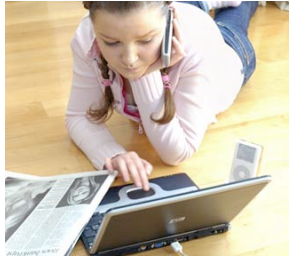
The WAN Newspapers in Education Development Project is the partner of Norske Skog

Newspapers in Education

- The adult paper
- As an extra text
- To help teach anything
- Anywhere (70 countries so far)

RESEARCH:

- Reinforces democratic values
- Enhances scholastic performance
- Helps create future readers



How Young People Get Their News

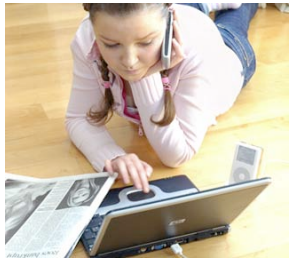
Panelists:

- Robert Barnard, D-Code, Canada
- Evelyne Bévort, CLEMI, France
- Roxana Morduchowicz, Education Ministry, Argentina
- Chris Schuepp, UNICEF, Switzerland

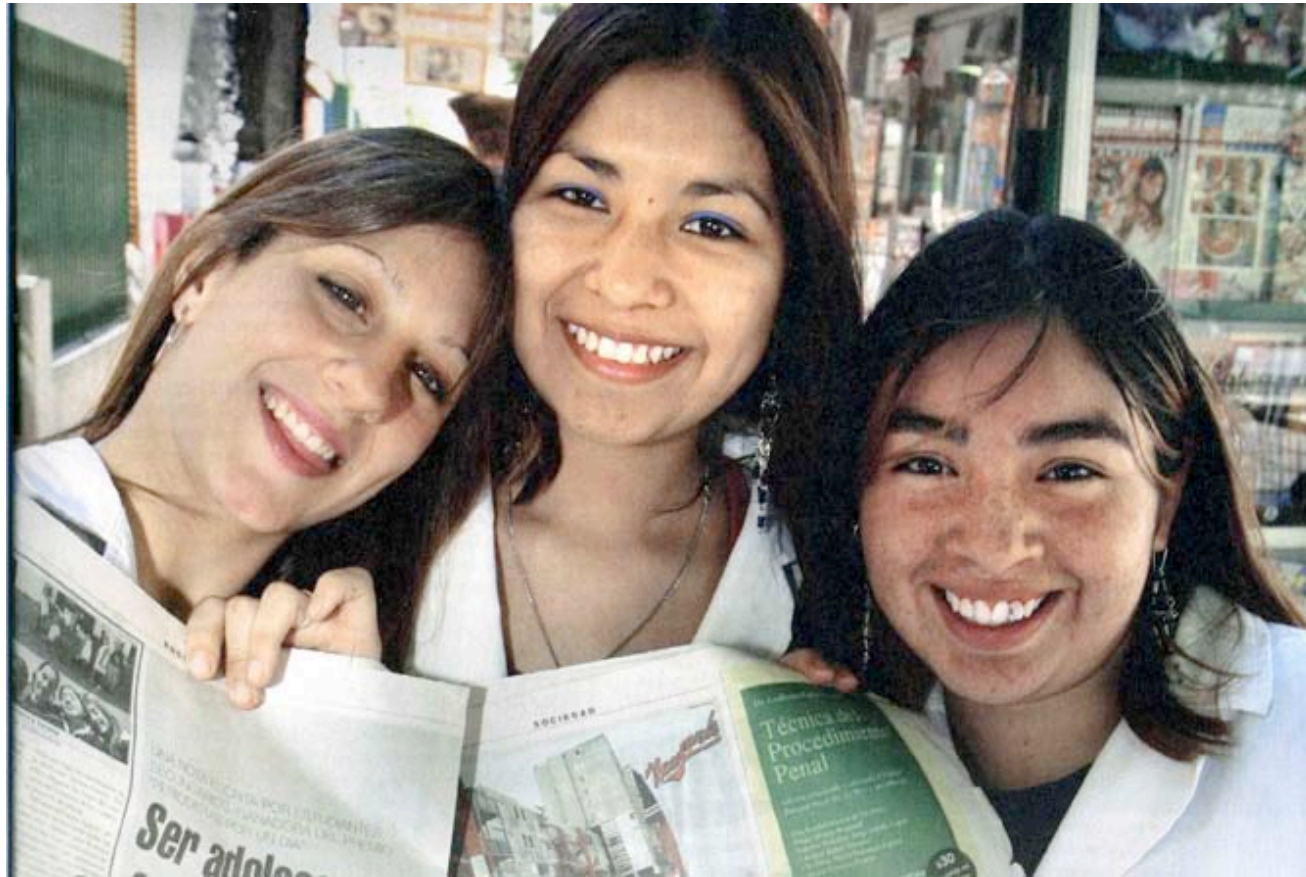
Moderator: Aralynn McMane, World Association of Newspapers, France



How Young People Get Their News



A Case: Buenos Aires young journalist contest



The World of NIE



➔ A July 2006 survey of parents in Japan found that NIE triggered both the habit of reading newspapers among children who and the habit of discussing what they read.

➔ Twenty-eight newspapers switched to the user-friendly compact format preferred by the young in 2006; more in 2005.

➔ Thanks to 33 new free dailies, which find a huge young audience, the worldwide count of newspaper titles rose in 2006 to more than 7 800.

➔ The German Newspaper Publishers Association (BDZV) and the country's culture and education ministers jointly declared support for NIE as important in helping improve reading skills.

CANADA, FRANCE, GERMANY, THE NETHERLANDS

Old markets get some help, too

WNA shared global expertise at national newspaper gatherings in Canada, France, Germany and The Netherlands in 2005, each time bringing word of a shared concern for young readership and strategies for how others are developing strategies to ensure a safe generation of newspaper readers.

Each country had its own story to tell to the rest:

- The Canadian Newspaper Association reported on its study that will provide strong new evidence to advertisers that newspapers are the platform to attract the young.
- In France, a television reform for the "newspaper of tomorrow," challenged newspaper executives just when state subsidies are cutters for "press" activities.
- German newspaper executives for the first time devised a curriculum for "Children and Newspapers."
- In The Netherlands, WNA offered a summary of recent global research about young people to help European journalism school directors.

SWEDEN

Lessons for & from the Baltics

Veteran Nordic NIE specialist Gerit Schellen of Sweden and Jan Vicente Ivers of Norway met with some of their Baltic neighbours in Stockholm in October to explore how those emerging markets could benefit from the more than 30 years of experience in the region. The counterparts from Latvia and Estonia shared some new NIE techniques, and the group agreed to work toward future partnerships.

BOSNIA-HERZEGOVINA

First NIE steps for the region

At the request of the OSCE Mission to Bosnia and Herzegovina, Mirzade Curcija, Coordinator for Young Reader Programme (giving) produced the NIE Development programme at this year's 3rd annual NIE Festival in Bosnia and Herzegovina, an event meant to celebrate Bosnia's 50th anniversary. The weeklong carnival in Sarajevo in June attracted over 30,000 Bosnian, Serb and Croat students and their teachers from all over the country who arrived daily for tea and special treats arranged for them.

RUSSIA

Lessons for & from Russia

At the request of WNA's member Russian association GPP, WNA organised and moderated a panel during their group's Expo in Moscow on young readership issues. The event featured reports on Russian NIE work in Siberia that included a detailed guide to NIE going on youth mobile phone strategy in South Africa, an full description of young people into all parts of a Luxembourg paper and on how to get started doing NIE.

CAUGHT IN THE ACT

Students in Povo, Brazil, get a first look at newspapers as part of national hot efforts for the Brazilian Newspaper Association, ANJ and the local newspaper, Gazeta Do Povo. Inside Mag is a pointer to this work.



THAILAND

Asia specialists meet again to compare latest strategies

Participants from 12 countries met in Bangkok for the second Asian Young Readers Association to discuss regional cooperation, the role of the newspaper in education, and focused on younger reader programs that successfully attract young people to the print product. The September event was a follow-up to a 2005 gathering in Seoul, Korea.

The event drew participants from newspapers in Australia, Indonesia, India, Japan, Malaysia, New Zealand, The Philippines, Thailand and Singapore, with observers from China, Laos and Cambodia.

They shared how NIE programs are being used to teach English as a second language, to boost newspaper circulation, and to create opportunities for interactive programs with local and commercial organizations.

They also watched recording work at a nearby Noreak Shug mill (photo).

"As a responsible corporate citizen, we cannot afford to be proactive in promoting education and literacy. This NIE program is a key part of such efforts," said Teerapong Theerapornwong, sales director of Noreak Shug in Thailand.

One result was a new regional newsletter editor-in-chief: Celia of the New Australian. That can be seen at www.wna-press.org/ (ISSN#7 4330238)

CHINA

A case study in progress

WNA sought learn toward the promising publisher of the Guangzhou newspaper "Kidzie Journal" to work with the team at Jakarta Learning in South Africa. Two-time winner of the World Young Reader Prize, One battle, he developed his own organization and made a successful approach to a first approach. His story will become a case study.

SOUTH AFRICA

Helping a champion help others

At the request of one of the 2005 World Young Reader Prize winners, the Limpopo Mirror of South Africa, WNA sent veteran trainer Gerard van der Merwe to contacts with newspaper and conduct workshops for two other groups: a 3-hour workshop at the Venda university for 150 second-year journalism students about how to attract young and a separate session with 275 young people (ages 15 to 25 years old) exploring what they found attractive and unattractive about newspapers.

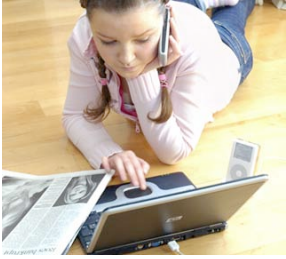
SUDAN

A beginning for NIE

Fourteen Sudanese teachers were trained in April as part of WNA's support of NIE work there that has been spearheaded by AJ-Arrest, whose editor was the Golden Pen of Freedom in 2004. WNA had met with teachers and editors on the matter while June 15-26 March and a Sudanese headmaster joined meeting for Iraq teachers held in Cairo.

INDONESIA

280 000 Number of students now using NIE in Indonesia's 9 year-old programme.



Case 2: BBC young journalist project