



PROJEKT JUNGE ZEITUNG

A PROJECT BY FRANKFURTER NEUE PRESSE

APPLICATION FOR THE CATEGORY
„ENDURING EXCELLENCE“

Frankfurter Neue Presse
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Frankfurter Neue Presse is a regional daily newspaper with a circulation of 100K.

The **Projekt Junge Zeitung** („Project Young Newspaper“) allows children between 14 and 22 years once a year to become a editors.of.our.newspaper for one day and to publish.an.entire.edition--. from the topics to the final layout.


THE PROGRAMME



Once a year, we **hand over the control over one complete edition of our newspaper to pupils**. The result is a very individual edition with younger topics, a more colorful and creative layout and a young language. It is written and produced only by the participants – from the very first ideas to the final layout. As far as we know, this is **unique in Germany**.

The application is possible for individuals, but also for school classes. The **participants** are between 16 and 22 years old.

The “Junge Zeitung” (“Young newspaper”) replaces the normal edition on a Saturday. Therefore, the **audience** are our usual 100K readers, but also families and friends of our participants.



The project was established in **2008** for the world's children's day – originally as a single programme.

As the feedback was very positive – from both the participants and our audience –, we decided to continue with the project and now, the Frankfurter Neue Presse is just about to start the project for the 8th time.



The project has **four main targets**:

- create a young, very different edition once a year, which we think is an advantage for the readers
- give young people the chance to learn about journalism and how an editor works
- show young people that a newspaper is not “old and boring” but can be interesting
- on the long run, we also hope to attract new readers with the project and to find new potential journalists for our paper





But *how* do pupils become editors?



Time line I:

April – May: Schools, youth clubs and former participants get informed about the start of the new project.

June – July: Pupils and students of the region are allowed to register for the project. During the application which is made online they can decide in which department they would like to work (politics, sports, etc.).

July, 31st: Registration deadline



Time line II:

September: The project starts officially with a workshop (10am to 4pm) where the young people learn basic journalist skills – e.g. how to write an article.



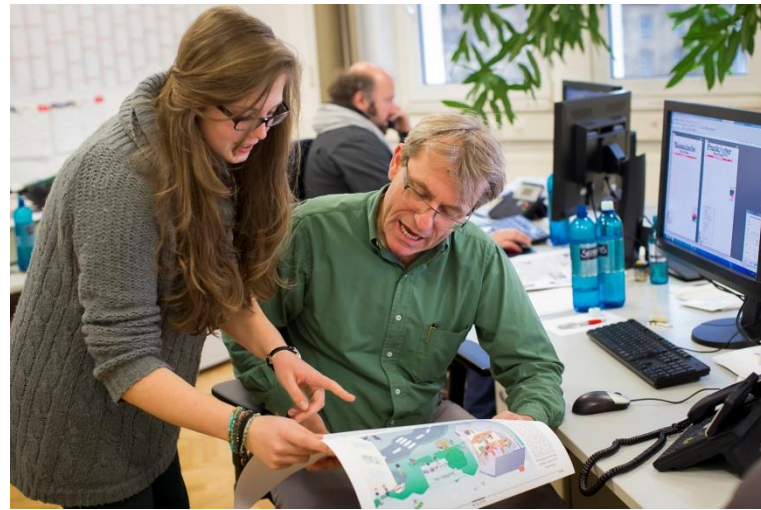
To get more attention, we always invite a star guest, too. The children are allowed to “practice” an interview with him or her.

Last year, the German actor and model Patrick Dewaere participated in the workshop.



Time line III:

September – January: The pupils work in small groups together with our editors. In regular meetings, the editors support the students in their choice of topic and in the process of writing the article.



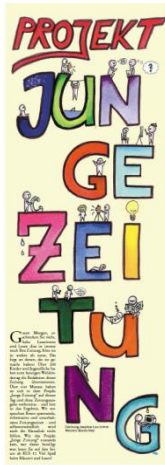
Time line IV:

January: It's finally time for the production day. The articles are laid out as in a normal working day then, daily news are edited by pupils. This day, there are about 200 pupils in our headquarter and the six regional offices and "take over" the editors' work.



Overview over our editions of the “Junge Zeitung”:

(You get to the pdf download edition by clicking on the front page.)



FINANCING AND PARTNERS



The Projekt Junge Zeitung is financed through **sponsorship by (local) companies.**

There are three different „packages“ they can buy: bronze, silver and gold.

Packages range from 3000 to 11 000 Euros with sponsors getting a “thank you”-advertisement of different sizes and top “gold” partners also getting a story written by students, who choose the topic and do not submit the resulting story to the company for any kind of approval.



In 2013, we had 7 partners: **a furniture store, two energy companies, two banks, a local shopping center and the German post office.**

Partners always get a shared “thank you”-advertisement at the bottom of the title page:



Local companies and other potential partners get informed approximately 5 months before the official start of the project.

Partners changed over the last 8 years; there are, however, **many sponsors which stay with the project** and support it again (e.g. the furniture store „Segmüller“ has taken part from the very start).

„We really got emotionally attached to this project over the last couple of years.“

Bianca Scheyer, Segmüller

„It's a special pleasure to be invited for the production day and see how busy the young ‚editors‘ are, creating their very own newspaper.“

Christian Reich, Mainova



MARKETING



There are **various ways** the project gets promoted:

- through teachers and schools as well as youth clubs
- in our own newspaper
- via social media
- contact with former participants
- online at www.fnp.de/jungezeitung
- through our editors who act as multipliers
- cooperations with other projects, e.g. we will be at the „Youth Media Fair“ („Jugendmedientage“) in autumn



Approximately 4 months before the official start, we contact 300 schools, youth clubs and social institutions in the region to inform them about the project.



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Frankfurt am Main,
30.04.2014 jkz

Das Projekt Junge Zeitung startet in eine neue Runde!

Sehr geehrte Damen und Herren,

wenn Jugendliche zu Journalisten werden und Schüler die Redaktion übernehmen – dann startet das Projekt Junge Zeitung in eine neue Runde. Bereits zum siebten Mal laden die Frankfurter Neue Presse und ihre Regionalausgaben Höchstes Kreisblatt, Taunus Zeitung und Nassauische Neue Presse Schüler aus dem gesamten Rhein-Main-Gebiet ein, ihre ganz eigene Ausgabe der Tageszeitung zu gestalten.

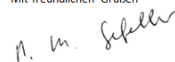
Seit 2008 wird in dem deutschlandweit einmaligen Projekt einmal im Jahr eine Ausgabe unserer Zeitung ganz von Jugendlichen gestaltet – von den Ideen über die Texte bis hin zum fertigen Layout. Im Herbst startet das Projekt Junge Zeitung erneut, und wir würden uns deshalb sehr freuen, wenn Sie interessierten Jugendlichen den beiliegenden Info-Zettel zeigen würden. Vielleicht gibt es in Ihrem Haus sogar die Möglichkeit, die Einladung auszuhängen?

Von September 2014 bis Februar 2015 haben Jugendliche zwischen 16 und 22 Jahren dann wieder die Chance, die Tageszeitung von der ersten bis zur letzten Seite selbständig zu gestalten. Unter Anleitung unserer Redakteure sollen die Nachwuchsjournalisten Ideen entwickeln, Texte schreiben und über das Layout entscheiden. Die Junge Zeitung erscheint schließlich am 14. Februar 2015.

Schauen Sie doch mal unter www.fnp.de/jungezeitung vorbei. Hier finden Sie weitere Informationen, die Ausgaben der vergangenen Jahre sowie die Möglichkeit zur Anmeldung – auch für ganze Gruppen. Gerne sprechen wir mit Ihnen über eine engere Zusammenarbeit mit Schulklassen, Schülerzeitungs-AGs oder Jugendgruppen.

Noch offene Fragen beantwortet Ihnen gerne unsere Projektleiterin Jana Kötter unter Telefon (069) 7501-4401 oder nach einer E-Mail an jungezeitung@fnp.de.

Mit freundlichen Grüßen



Rainer M. Gefeller
Chefredakteur



At the same time, we contact last year's participants to let them know the new dates.

Also, there are regular articles published in the Frankfurter Neue Presse.

2015 gibt's wieder eine junge Zeitung

Main-Taunus. Die Bilanz fiel gut aus. Nach dem Treffen der Arbeitsgruppe des „Projektes Junge Zeitung“ (PJZ) steht fest: Auch 2015 wird es eine Ausgabe des Kreisblatts geben, die mit Hilfe von jungen Leuten gestaltet ist – so wie jene am 25. Januar. Unterstützt von Redakteuren gehörten mehr als 200 Nachwuchs-Journalisten aus dem gesamten Verbreitungsgebiet der Frankfurter Neuen Presse zum PJZ-Team, die über mehrere Monate

Geschichten aus ihren Blickwinkel recherchiert und schließlich schrieben. „Das ist bundesweit einmaliges Projekt“, sagte Chefredakteur Rainer M. Gefeller.

Aber auch die beteiligten jungen Schreiber zwischen etwa 14 bis 22 Jahren blickten gerne an die Projektarbeit zurück. „Sehr gut“ sei es gewesen sagten 46,9 Prozent der befragten Schüler, 51,6 bewerteten es noch mit „gut“. Insgesamt gab es für PJZ die Schulnote 1,59. Das kann sich sehen lassen.

Was dort alles passierte, kann auch auf Facebook nachgelesen werden. Einfach als Suchbegriff „Projekt Junge Zeitung“ eingeben und sich dort alles anschauen. Im Kreisblatt wurden beispielsweise Berichte veröffentlicht, die

nicht nur für junge Leute interessant sind. Eine Hundetrainerin hat uns die besten Familienhunde vorgestellt, zwei Reporterinnen haben aus Sicht von jungen Leuten in Hofheim eingekauft, auch Bürgermeister-Di-

rektwahlen wurden untersucht. Die nächste PJZ-Ausgabe soll Ende Januar 2015 erscheinen, doch die Mitarbeit kann schon früher anfangen. Wer Interesse an dem Job als Nachwuchs-Reporter hat, kann sich direkt an uns wenden. Ideen sind willkommen und Hilfe beim Schreiben oder Fotografieren wird geboten. Und wenn es ganz verrückte Ideen sind: Kein Problem, wir hören uns alles an...

Die Redaktion ist erreichbar unter Telefon (0 61 92) 96 5276. *mg*



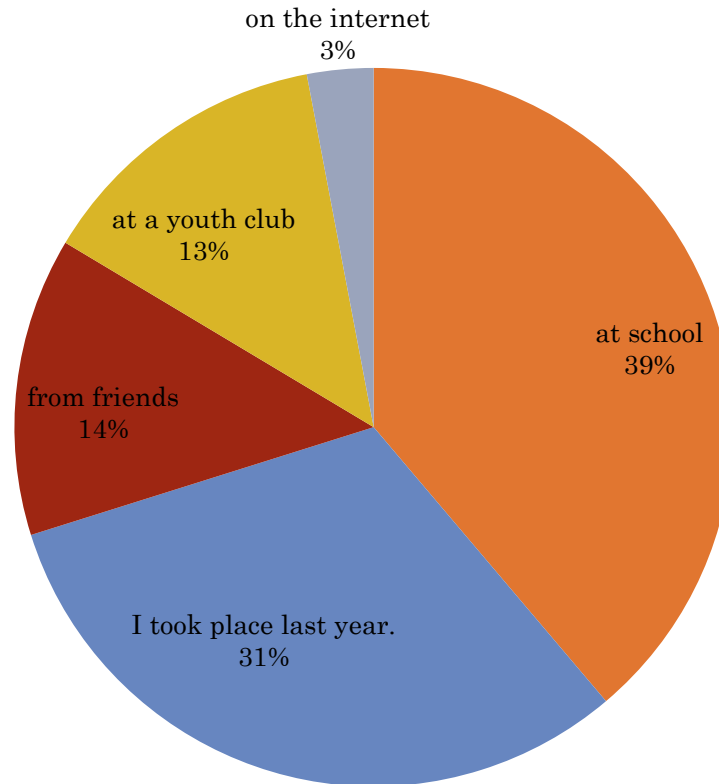
The screenshot shows the website interface for 'Frankfurter Neue Presse'. The main navigation bar includes 'Eintracht | Lokales | Rhein-Main | Nachrichten | Sport | Ratgeber | Freizeit | Abo & Service | Anzeigen'. The 'Projekt Junge Zeitung' section is highlighted, featuring a video player with the title 'Das Projekt Junge Zeitung: Making Of'. Below the video, there are several news snippets: 'Videoreporter, Blogger und Fotografen gesucht', 'Projekt Junge Zeitung startet in die siebte Runde', and 'Nachwuchs-Journalisten nehmen Krimi unter die Lupe'. The website also features various advertisements and a search bar at the top.

The screenshot shows the Facebook page for 'Projekt Junge Zeitung'. The page header includes 'Seite', 'Aktivität', 'Statistiken', and 'Einstellungen'. The main content area features a large photo of a group of people holding up newspapers, with the text 'Junge Zeitung - ein Projekt der Frankfurter Neuen Presse'. Below the photo, there are several posts and updates, including a post from 'Junge Zeitung' dated 10. Juli 2014. The page also displays statistics such as '229 Gefällt mir-Angaben' and '9 Besuche'. The right sidebar shows 'DIESE WOCHE' with 1 'Gefällt mir-Angabe' and 328 'Beitragsansichten'. The bottom of the page features a 'Projekt Junge Zeitung' logo and a 'Seite hervorheben' button.



How did you learn about the Projekt Junge Zeitung?

(Survey with last year's participants, 250 pupils were asked)



EVALUATION AND RESULTS



As the project was planned as a single-time-event, there were no considerations about measuring the impact before it started or even within the first years.

However, within the last couple of years, we analyzed the following **criteria to evaluate the project**:

- feedback of the participants
- feedback of the schools
- feedback of the readers
- participant numbers
- number of new employees found through the project



The **feedback of the participants** was always extremely positive. We have many pupils who take place more than once. In fact, last year, 31 per cent of the participants already participated before. 14 pupils have been with us since the start of the project 2008.

We run a survey each year to get feedback of the participant.

→ Last year, 98,5 per cent said they liked the project “much” (51,6 per cent) or “very much” (46,9 per cent).

Feedback zum Projekt Junge Zeitung 2013/14

Wie hast Du von der „Jungen Zeitung“ erfahren? (bitte ankreuzen)

Ich habe schon im letzten Jahr mitgemacht

Von Freunden / Freundinnen

Im Jugendtreff

In der Schule

Im Internet / auf Facebook / auf der Homepage der Frankfurter Neuen Presse

Sonstiges, und zwar _____

Habt Ihr als Klasse / AG / o.ä. oder hast Du alleine am Projekt teilgenommen?

Schulklasse, und zwar _____

AG, und zwar _____

andere Schülergruppe: _____

alleine

mit Freunden / Freundinnen

Wie hat Dir die Projektarbeit gefallen?

Sehr gut gut naja schlecht sehr schlecht

Wie hast Du den Arbeitsaufwand empfunden?

Zu hoch ging gerade noch genau richtig eher zu niedrig mir war langweilig

Wie zufrieden warst Du mit der Organisation des Projektes in Deiner Gruppe?

Sehr zufrieden zufrieden naja eher unzufrieden total unzufrieden

Warum? Was hat gut geklappt, wo gab es Probleme? Welche Verbesserungsvorschläge hättest Du für die Organisation?

Was sollten wir Deiner Meinung nach am Projekt „Junge Zeitung“ verändern?

Wie gefällt Dir unsere Facebook-Seite? Was könnten wir daran verbessern?

Nur noch ganz kurz: In welcher Projektgruppe machst Du mit? Zum wievielten Mal bist Du bei der „Jungen Zeitung“ dabei? Und wie alt bist Du?



The feedback of the schools was very good, too. With 5 schools, there has developed a long-term-cooperation where our editors go to school regularly and work with the pupils in a “journalism class”.


→ For schools, the project is a way to enlarge their course offer and to run some interesting out-of-school-activity.



The **feedback of our readers** is overall good, too. However, there were some complaints. Readers criticized that they want to have a “proper newspaper rather than a children’s magazine”. Within the 8 years of the project, approximately 5 readers actually cancelled their subscription immediately after the young edition. Every year, we get about 10 serious complaints, about 2-3 of which state they find it’s “inacceptable”.

This year we started to get back to those readers with an explanatory and friendly letter and a voucher for a free paper. We didn’t have any cancellations.

→ **For us, the overall positive reaction counts more than those complaints. We will go on with the project, dealing with negative reactions as well.**



However, we learn from our readers' feedback. One of the main complaints was a lack of daily news as many of the articles are produced within the months before the actual publication.

→ Last year, we increased the amount of up-to-date-news, which was positively acknowledged by many readers.



Within the last couple of years, we started to analyze exactly how many new readers we gained from the project, too.

The participants get a free subscription for the time of the project (September – January). Last year, 3 families continued reading our newspaper after the end of the project.

→ We want to improve this number and are currently working on a special offer for those families who want to go on reading our newspaper – printed or online.



The **number of participants** increased steadily since the start of the project in 2008. Last year, we had a new record with almost 270 pupils (2008: 180).


→ **We would have the capacity to work with more than 300 pupils and are working on improving this number.**



Number of new employees found through the project:

Since the start of the project in 2008, **12 pupils stayed with us** and are now working as a freelancer or junior editor for the Frankfurter Neue Presse. Sven-Sebastian Sajak now is one of our main photographers and videojournalists, Deliah Eckhardt is working on a regular basis for the local edition Bad Vilbeler Neue Presse and Felix Hormel is a member of the online department since he took place in the project.

→ For us, this is a proof that the project really can help to step into journalism business which can be tough without any work experience.



Results:

- the feedback given by participants , schools and also the majority of our readers show that the main targets – create a young, very different edition once a year, give young people the chance to learn about journalism, show young people that a newspaper is not “old and boring” but can be interesting and to find new potential journalists for our paper – are met
- we will go on with the project, always reflecting and improving our work
- **main target for the near future:** to promote this unique project, not only nationally but also internationally – to attract more participants and to be an example for other papers to implement ideas like the Projekt Junge Zeitung



The next “Junge Zeitung” will be published on February 14, 2015.

According to Valentine’s day, we will work with the major topic “love” – we are all looking forward to the pupils’ ideas and to another very individual and young edition of the Frankfurter Neue Presse.



THANK YOU FOR YOUR INTEREST!

WE ARE LOOKING FORWARD TO HEARING FROM YOU.

IF YOU HAVE ANY FURTHER QUESTIONS,
PLEASE DO NOT HESITATE TO CONTACT US.

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