



BA
BERGENSAVISEN

Bergensavisen Childrens take over on UN Children's Day
November 20th 2014

Overview of the project:

Name of the programme:

Childrens take over on UN Children's Day

Category of the entry:

News in Education

Sponsoring News publisher:

Bergensavisen

Complete adress:

Bergensavisen AS
Postboks 824 Sentrum
5807 Bergen
Norway

Target of project:

School children 11 to 17 years old.

Project Director:

Anders Nyland
Editor in Chief
anders.nyland@ba.no
+47 922 15 019

Circulation and online reach

Print: 16.000 copies, 7 days a week
Desktop: 100.000 unike visitors daily
Mobile: 60.000 unike visitors daily

Description of the project:

November 20th. marked 25 years since The Convention on the Rights of the Child was adopted by the UN General Assembly, and Bergensavisen marked the anniversary by publishing an edition with content made entirely by children and youth under the age of 18.



1. Description of the Programme: What we did and why

a) What we did:

- November 20th 2014 marked 25 years since The Convention on the Rights of the Child was adopted by the UN General Assembly in 1989.
- Norwegian newspaper Bergensavisen (BA) marked the anniversary by publishing an edition with content made entirely by children and youth under the age of 18 on November 20th.
- Pupils from three schools in Bergen, from the age of 11 to 17, contributed to the edition by writing news articles, chronicles and reviews – and taking photos.
- The pupils were given free rein to write and mean whatever they want in this edition of Bergensavisen, published November 20th.



b) Why we did it

- This was our way of celebrating the 25th anniversary of the Convention, as well as the UN Children's Day.
- The Convention on the Rights of the Child states children's right to seek, receive and spread information, and their freedom of speech. The Convention also states the mass media's role to spread information suitable to create understanding, knowledge, social skills and well being amongst children. We wanted to draw attention to the importance of children's freedom of speech and right to be heard.
- We also wanted to teach youth the difference between journalism, editor-controlled media and other kinds of information, and we see it as one of our tasks to engage children and youth in their local communities, and stimulate them to take part in youth politics, organizations, cultural activities.
- We hope this edition will be a document and a time capsule to describe what young people in Bergen are interested in.



c) How we did it:

- Planning for the edition began in September. Johannes Bøyum, the Newspaper in Education representative in our county, contacted teachers from local schools, and chose three different teachers and classes for the project.
- After positive feedback from the schools, the newspaper's senior news editor planned and designed the edition and allocated news, sport and reviews articles between the three schools in the project.
- Newspaper representatives visited all three classes and held lessons about media's role in society, how to write an article and how to take photos.
- The students made the content at school, as part of their education.
- The content made by the students was delivered to the news desk, and the edition was edited and put together as an ordinary edition would have been.



d) The result:



48 pages, the same as an ordinary Thursday edition of BA, with news, debate, culture, sports and letters, mixed with a normal amount of ads and regular, pre fabricated content such as TV-programme etc.



Thomas og Hussein møtte byrådsleder Martin Smi h Sivertsen

BRUKER 35 MILLIONER HVER DAG

Byrådsledere med de fargene er i møte med byrådsleder Martin Smi h Sivertsen...



Elever på Hellen skole svarer KINO ELLER TEATER?



Ulfar kvart på en av byrådene i Bergen...



Elever på Hellen skole svarer KINO ELLER TEATER?

Ulfar kvart på en av byrådene i Bergen...

Ulfar kvart på en av byrådene i Bergen...

Ulfar kvart på en av byrådene i Bergen...



Viser sitt talent på samling

Spiller inn film i Bergen FILMSUKSESS PÅ VESTNORSK VIS

Spiller inn film i Bergen FILMSUKSESS PÅ VESTNORSK VIS



Trist, men morsom Et mesterverk på scenen

Trist, men morsom Et mesterverk på scenen

Storslagent verk Skummelt om myter



Storslagent verk Skummelt om myter

Bydelsbadene utfordres av ADO FRYKTER STENGING



Bydelsbadene utfordres av ADO FRYKTER STENGING

Skjulte helter

Skjulte helter



Vi vil gi hverandre gode dager

Unødvendig og deprimerende

Her er det bare å stupe i det

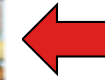
Stolt Sandviken-trener

e) The top stories:

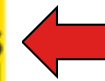
Bus tickets are getting more expensive



Student's don't have enough gymnastics at school



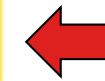
Movie reviews



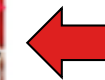
Interview with the new City councilor



New project to prevent drugs



Crisis in the local football team



Preassure at school make more and more students sick, statistics from school psychologists



2. Development: Financing and partners

- The idea: The newspaper's Editor in Chief got the idea of the childrens take over when he in late August read that the 25th anniversary of the Convention on the Rights of the Child was coming up in November.
- Our main partner was Mr. Johannes Bøyum, the Newspaper in Education representative in our county. He was the coordinator between the newspaper and the teachers.
- Teachers and students from three schools took part in the project: 6th grade at Hellen elementary school, 9th grade at Natland secondary school and 11th grade at Amalie Skram high school.
- The project was financed by the newspaper.



3. Marketing: How we promoted the project

- The project was promoted in articles on our own publishing platforms on November 19th, and a press release was sent to other local and national media.
- We made follow-up stories with some of the students that took part in the project on the publishing day.



Print article 19.11.14



Online article 19.11.14



Online article 20.11.14



4. Evaluation and results:

- Extremely positive feedback from readers, teachers, students and politicians
- No negative reactions received
- More copies sold than on an average Thursday
- Students and newspaper representatives interviewed on local radio morning talkshow
- Students and newspaper representatives interviewed on local TV evening news
- Students and newspaper representatives interviewed on national radio talkshow
- Newspaper representatives interviewed on national radio culture/media programme
- Students and newspaper representatives interviewed on national TV evening news
- Norwegian association of Editors referred to the project on webpage and newsletter
- Norwegian association of News Publishers referred to the project on webpage and newsletter
- Articles and interview on WAN-IFRA webpage and World News Publishing Focus
- Huge boost in social media

- The project was also a positive motivation injection for our staff.



«This was a unique opportunity for us. The students were put in a real and professional writing situation. They were to write for thousands of newspaper readers. The news editor met with the students and gave them a good introduction to journalism. The students felt they were taken seriously, and are proud of what they published. Texts from this special newspaper edition were used in the mid term exams this spring.»

Borghild Rommetveit, teacher 9th grade.

«We are entirely positive to what we have been a part of. The students got a feeling of how journalists in a newspaper work, they got to write to real readers and they got to work in a different way than usual at school. The students went through the entire process from idea to published product, and they felt a strong sense of capability when the project was done.»

Astrid Daae Skjæveland, teacher 6th grade



«This project created enthusiastic teachers, students and readers. The project has created awareness and goodwill for the Newspaper in Education organization in the whole region of Hordaland. The project shows that Bergesavisen take yong readers and young citizens seriously. For NIE, it is of great importance to get children and youth to follow the news and get knowledge of the society. This is a part of medias mission to develop a democratic culture. This project was learning by doing on a high level.»

Johannes Bøyum, Newspaper in Education consultant in Hordaland, Norway



See the whole childrens edition of BA online

- Please log on to our ePaper site at this adress: <http://www.ba.no/tilgang/login/visiolink/>
- Username: 00009941
- Password: barneavisen

- First, click on any of the visual editions
- Then, click on the calendar symbol down at the left
- Select November 20 2014
- Happy reading!

