



Redaktionen

- An internetbased editorial platform for schools

Entry to the 2008 World Young Reader Prizes Competition



Redaktionen

Name of entry	Redaktionen
Category	Newspapers in Education
Newspaper	Ekstra Bladet
Address	Rådhuspladsen 37 1785 København V Denmark
Project director	Henrik Schou hs@eb.dk, +45 2020 8131
Entry prepared by	Søren M. Sundin sss@eb.dk, +45 3347 2932
Circulation	Daily – 95,000 copies
Description of project	An internetbased editorial platform for schools
Target	12 to 18 years

What is it

Redaktionen is an internetbased editorial platform! This means that at any given time, any given danish school class can produce their own version of Ekstra Bladet using the editorial platform. It is totally free of charge.

The platform combines internet facilities with printmedia. As a special feature the students can use their mobile phone as camera and send their pictures directly to their own inbox on the platform.

All notes, photos and text is stored on the platform under the students unique login – so it can be accessed at the school or at home doing homework. The login structure also gives teachers complete overview of all the students activities.

After deadline an editor from Ekstra Bladet reads the student newspaper and gives a full feedback to every newspaper produced with Redaktionen.

We then print 1000 copies of the newspaper and the students can sell it, give it away in the city centre or door-to-door deliver it – it is up to them. The important issue is that the students meet their audience, as a newspaper does every day.

Check out the video-presentation:

<http://www.youtube.com/user/EkstraBladetSkole>

Background

Challenges in the Danish paid-newspaper market:

- Decline in young newspaper readership (age 12 to 29)
 - From 70 % in 1991 to 40 % in 2007 (*Source: Gallup*).
- Internet penetration
 - 85 % households have internet-access (*Source: Danish Statistics*).
- Free newspapers
 - Since the first free newspaper was introduced in 2001 their share of readers has increased to 40 % (*Source: Reader Barometer*).

We set out to develop a project, that could demonstrate to young and future readers the continued relevance of the paid newspaper and get young readers interested in newspaper production and journalism.

Target audience

Redaktionen is targeted for use in the Danish school-system.

Therefore the target audience for Redaktionen are students between 12 & 18 years old.

The size of this group is approximately 500.000 students (Source: Danish Statistics).

Goals

In the long run the goal of Redaktionen is to brand Ekstra Bladet as a newsprovider – both in print and online. It is also a long term goal to increase readership of newspapers in general – and Ekstra Bladet in particular.

In the short run it was our goal that 200 classes would produce their own newspapers in the first year.

200 student-produced newspapers would mean **200.000** copies of studentproduced newspapers distributed among the target audience in all corners of Denmark. Furthermore it would mean that **6000** students would have had a qualitative experience with Redaktionen and Ekstra Bladet in 1 year.

The success of Redaktionen quickly forced us to upgrade our short run goals to 400 student produced editions of Ekstra Bladet.

Servicing the teachers

Teacher backend, where they can set up newspapers and connect students to newspapers, through the unique studentlogin.

Welcome package sent directly to the school when teachers set up a new newspaper.

Videoguides and manuals designed to get the best outcome of Redaktionen.

Hotline and oral feedback on every student edition of Ekstra Bladet produced with Redaktionen.

The students decide

The students produce and decide on the contents of the paper.

They may dig deep into local issues

...try to set a national agenda on an issue they have at heart

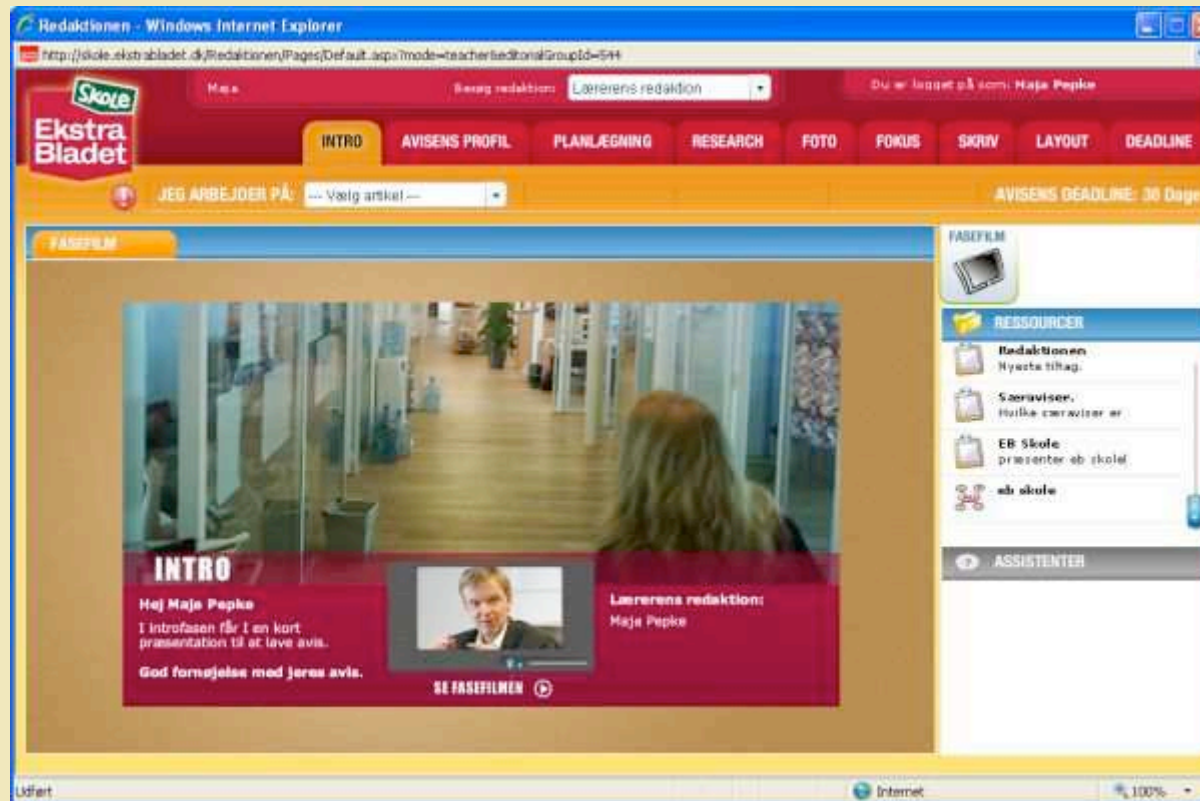
...or deal with European or international politics.

By distributing as many as 1000 copies the class will be able to introduce and discuss agenda-setting topics of importance to their local community.

An editorial platform – 9 phases of newspaper production

Phase 1: Introduction

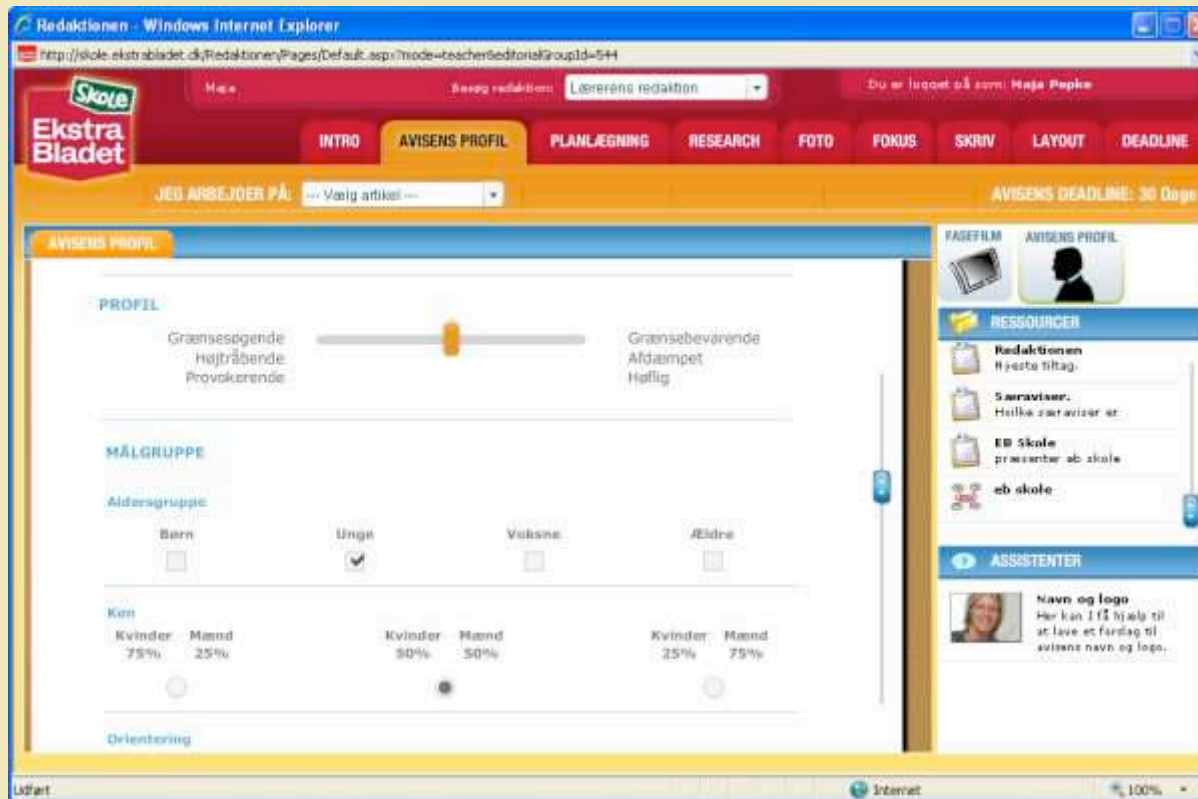
This phase gives the students a videointroduction to newspaper production in general and Ekstra Bladet in particular. After the introduction the students divide into editorial groups.



An editorial platform – 9 phases of newspaper production

Phase 2: Profile

The students begins the proces by defining the editorial profile of their newspaper. Afterwards they have to decide on which targetgroup their are writing to: young, old, gender etc. Several times during the productionproces the students are asked to relate their work to the profile choosen in this phase.



An editorial platform – 9 phases of newspaper production

Phase 3: Planning

The planning tool helps the editorial groups assign tasks to members and plan the production process in order to meet the deadline. The teacher can access the plan of any editorial group at any time to supervise the production process.

The screenshot displays the 'Redaktionen' interface in Internet Explorer. The main navigation bar includes 'INTRO', 'AVISENS PROFIL', 'PLANLEGNING' (highlighted), 'RESEARCH', 'FOTO', 'FOKUS', 'SKRIV', 'LAYOUT', and 'DEADLINE'. Below this, a 'JEG ARBEJDER PÅ' dropdown is set to 'Vælg artikel'. The central 'TIDSPLAN' section shows a Gantt chart for 'Maja' in the 'Lærernes redaktion'. A table lists tasks with their assigned person, start date, and duration.

Artikler	Ansvarlig	Startdato	Dage
hej med dig	Maja Pepke	27. maj	14
Research	Maja Pepke	27. maj	4
Foto	Maja Pepke	31. maj	2
Fokus	Maja Pepke	1. juni	3
Skriv	Maja Pepke	31. maj	9
Layout	Maja Pepke	4. juni	6
pool møde	Maja Pepke	1. oktober	227
Research	Maja Pepke	18. oktober	4
Foto	Maja Pepke	22. oktober	1

On the right, there are sections for 'RESSOURCER' (Redaktionen, Særviser, EB Skole, eb skole) and 'ASSISTENTER' (Idé, Tidplan).

An editorial platform – 9 phases of newspaper production

Phase 4: Research

The students have primarily 2 tools at their disposal when researching their article. In the notepad they can add notes and link the notes to the article they are working on.



An editorial platform – 9 phases of newspaper production

Phase 4: Research

The mindmap tool helps students organise their ideas visually.

The screenshot shows a web browser window titled "Redaktionen - Windows Internet Explorer" with the URL "http://skole.ekstra-bladet.dk/Redaktionen/Pages/Default.aspx?mode=teacher&editorialGroupId=544". The page features a red header with the "Ekstra Bladet" logo and navigation tabs: INTRO, AVISENS PROFIL, PLANLÆGNING, RESEARCH (highlighted), FOTO, FOKUS, SKRIV, LAYOUT, and DEADLINE. Below the header, there's a section for "JEG ARBEJDER PÅ:" with a dropdown menu and a "AVISENS DEADLINE: 30 Dage" indicator. The main content area is titled "MINDMAP" and contains a central diagram with a central node "Mit mindmap" connected to four surrounding nodes: "sammenfatning", "idéer", "tanker", and "brainstorm". Below the diagram, there's a section "Assistenterne hjælper med" with two bullet points: "At finde gode kilder til jeres artikel" and "At søge på nettet". To the right of the main content, there are sections for "RESSOURCER" (with sub-sections "Redaktionen", "Særaviser", "EB Skole", "skole") and "ASSISTENTER" (with sub-sections "Kildevalg" and "Forbered interview"). The browser's status bar at the bottom shows "Udført", "Internet", and "100%" zoom.

An editorial platform – 9 phases of newspaper production

Phase 5: Photos

The students can take their own photos using camera or mobile. The photos can be uploaded and attached specific articles.



An editorial platform – 9 phases of newspaper production

Phase 5: Photos

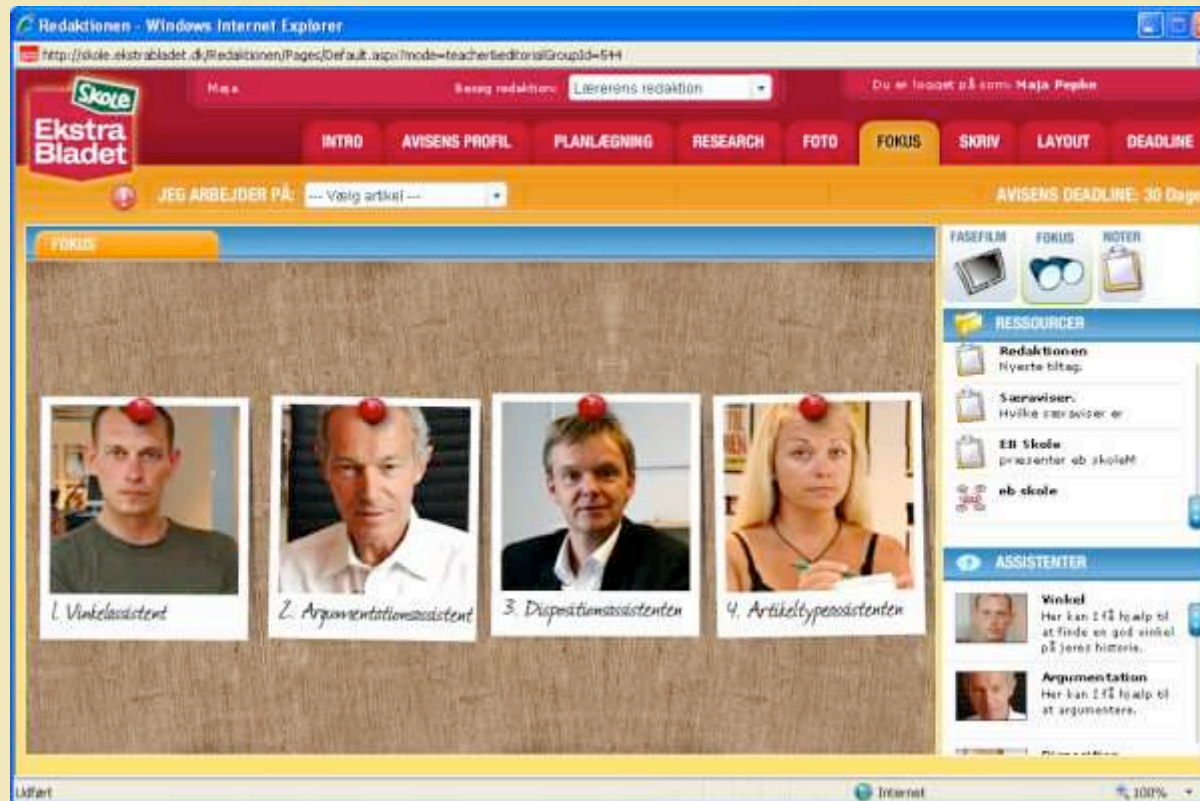
A press photo archive is also available to the students. The archive is a searchable collection of annotated photos from Ekstra Bladet's and AP's professional image archive.



An editorial platform – 9 phases of newspaper production

Phase 6: Focus

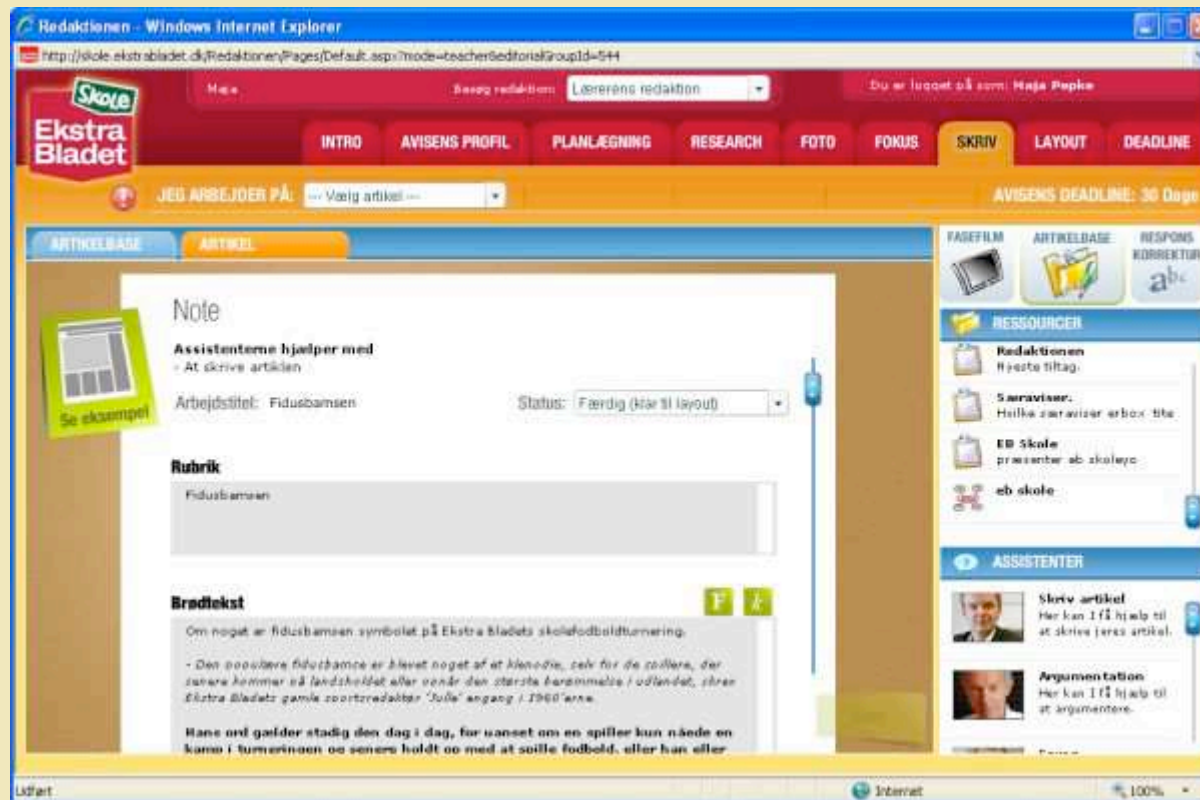
In this phase the students angle their researched stories before writing.



An editorial platform – 9 phases of newspaper production

Phase 7: Writing/Editing

Students decide which type of article to write (newsstory, portrait, note, etc.). Based on their choice, the students are presented with a templet to be filled out with their text. The students can as part of the proces give each other feedback and proofread each others articles.



An editorial platform – 9 phases of newspaper production

Phase 8: Layout

Here the students can design their own newspaper according to simplified but professional layout-rules and templates. The layout process begins with a choice of template for the page layout. The template can be adjusted for the individual newspaper.



An editorial platform – 9 phases of newspaper production

Phase 8: Layout

The students can drag and drop article elements, images and symbols into pages. All texts can be edited and the students can change size, color and background on some text elements.



An editorial platform – 9 phases of newspaper production

Phase 9: Deadline

In this final phase the students can flip through their finished newspaper and they are informed of the printing process after submitting their newspaper to Ekstra Bladet.



Interactive Assistents included

To ensure that Redaktionen meets academic standards Interactive Assistents – developed in cooperation with Danish School of Education - are included in the programme.

Through using the Interactive Assistents the students improve their writing and journalistic skills.

The Interactive Assistents are educational guides that give the students the required academic outcome of working with Redaktionen.



Examples of frontpages



Examples of pages



Financing

- The project has been financed completely by Ekstra Bladet – with a minor contribution from JP/Politikens Foundation (owners of Ekstra Bladet, Politiken, Jyllands-Posten and several other local and regional newspapers).

Partners

- It has been a central part of the project to create and develop a programme that meets the highest educational standards. Therefore Redaktionen has been developed in cooperation with Danish School of Education, Jeppe Bundsgaard (ph.d.).
- The technical development has been made in cooperation with Vertic Portals. Vertic Portals has much experience in developing online materials for educational use.

Targeting the teachers

- In the Danish school system the individual teachers has substantial freedom in choosing the materials to use in their classroom.
- As such they are the number one gatekeeper, when promoting educational materials.
- Therefore the primary target of our marketing has been the teachers – it has been essential to our succes to get the teachers attention.



- The examples above is of our full page ads in the teachers unions weekly magazine – **Folkeskolen**. The magasin has a weekly circulation of 90.000 copies.



- These ads have run in the **teachers unions yearly calendar**. The calendar is printed in 100.000 copies and distributed directly to 60.000 teachers.

- Below is our ads from **Politiken**. This is the preferred daily newspaper of teachers. Politiken has a daily circulation of 110.000.

Skole Ekstra Bladet

Tilgængeligt i skolebureauets tilsendte og digitale udgaver

9.C LAYER AVIS ONLINE!

Skrevet og layoutet af eleverne og skolen
 trykkes gratis af Ekstra Bladet og leveres 1000 eks.

ELEVER LAYER RIGTIG AVIS

- Forældre vil gerne se deres børn på alle landets skoler
 - Elevernes avis trykkes gratis af Ekstra Bladet som "rigtig" avis
 - Lektierer og opgaver bliver nemmere at gøre og lærer mere
 og de får mere glæde af skolen.

FAGLIGHEDEN I ORDEN

- Både i skolen og i livet
 - Både i skolen og i livet
 - Både i skolen og i livet

START MED DET SAMME!

Giv eleverne mulighed for at udtrykke sig og være med til at præge skolen
 - Det betyder mere end nogensinde
 - Det betyder mere end nogensinde
 - Det betyder mere end nogensinde

UDGIV KLASSENS EGEN AVIS

og sæt fingeraftryk på debatten

Helt gratis for skolen

Få trykt 1000 eks.

Ingen tilmelding

Skole Ekstra Bladet

ekstrabladet.dk/skole

Evaluation

- Redaktionen has been a gigantic succes.
- Reaching 100 produced newspapers in only 3 months forced us to reevaluate our goals.
- It is our expectation that 400 newspapers will be produced in the first year of Redaktionen. These 400 newspapers will be produced by approximately 12.000 students and distributed in 400.000 copies among the target audience.
- Outstanding reviews in the teachers unions magazine Folkeskolen:
 - » "Thoroughly prepared and easy-accessible introductions make it easy to use...[it] is a big, comprehensive, carefully prepared and ground-breaking offer for the classroom..." (Source: www.folkeskolen.dk).

Results – so far

- Awarded 3 INMA-awards in categories:
 - Public Relations/Community Service.
 - New Brand/Product/Audience Development.
 - 2nd place "Best in Show".
 - Inma.org
- Newspapers produced (June 2008):
 - 175 newspapers have been produced.
 - 175.000 copies of student-editions of Ekstra Bladet in circulation.
 - Approximately 5000 students used Redaktionen.

User – evaluation

- Students:
 - 40 % of the students responded that they are more interested in reading newspapers after using Redaktionen.
 - 80 % of the students are very satisfied or satisfied with Redaktionen as a teaching tool.
- Teachers:
 - 100 % of the teachers find Redaktionen very good or good.
 - 91 % of the teachers are very satisfied or satisfied with the educational level of Redaktionen.
 - 80 % of the teachers find Redaktionen much better than other newspaper projects.

Setting the local agenda

- From Redaktionen – to Fyens Stiftstidende (a danish regional newspaper).



Benefits

- Ekstra Bladet is serious about news, serious about the educational system and wants to engage with the mediausers of tomorrow. This is the message that Redaktionen has helped Ekstra Bladet broadcast to schools and competing newspapers.
- Students, teachers and schools now have a unique opportunity to promote the school in the local community and at the same time learn about newsproduction and improve their writing skills.
- Ekstra Bladet has developed a project that can be easily transferred to other countries and settings. As such Redaktionen can be a long term benefit for the entire newspaper industry.