Learning newspapers

**WHAT IS IT?**
*Press Pass* is a news literacy program that engages Irish teenagers by helping them learn different writing styles. The program targets 16-year-olds, preparing them to enter a national contest. Retired editor *John Moore* called this “one of the better national youth news literacy programs,” similar to the US.-based *News Literacy Project*. The course work is open to all students, who learn the role of newspapers in a free press while analyzing news stories.

**HOW TO DO IT**
This five-month-long program begins with in-class studies, including a *workbook* to guide analysis of Ireland’s national newspapers. Teachers receive a guide for class discussion and students use newspapers in the classroom for study as they eventually attempt to create their own journalism to enter into a *national competition*.

**DOES IT WORK?**
More than 10,000 transition-year students participated in 2018, and nearly 80,000 in the popular initiative’s first six years. A total of 255 schools (half of those eligible) took part the first year, and the number keeps growing. WAN-IFRA compiled a *database* noting the program checked eight of 13 news literacy categories (including doing production, simulation and learning how journalism works) in Aralynn McMane’s report about worldwide news-literacy practices.

**WHO’S BEHIND IT?**
*National Newspapers of Ireland* (NNI), now known as *NewsBrands Ireland*, and the *Department of Education* started the program in 2012. It was designed for students to “learn all about newspapers and the writing, analysis, preparation and photography that’s involved in putting one together.” *Twitter* and *The Irish League of Credit Unions* have sponsored the program. The project was tagged as “notable” by *Aine Kerr*, co-founder of *NevaLabs*.