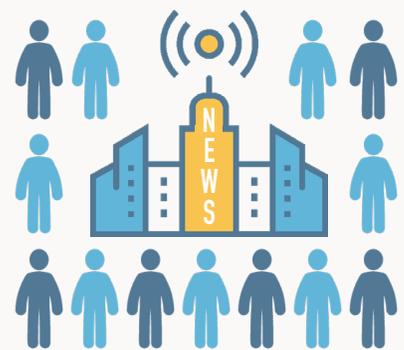




Youth take over

■ WHAT IS IT?

Students take over a professional newsroom as part of the annual [Projekt Junge Zeitung \(Project Young Newspaper\)](#). More than 200 high-school and college-aged students in Germany, 16 to 22 years old, spend five months learning about journalism. During evenings and weekends, they prepare for the day they “take over.” Key staff members play supporting roles. The project’s “young newspaper” is [published on a Saturday](#) in the place of the newspaper’s regular edition, reaching 100,000 readers.



■ WHO'S BEHIND IT?

[Frankfurter Neue Presse](#) newspaper, based in Frankfurt, hosts the annual “takeover.” Why? To attract readers, interact with young people and recruit future journalists. The World Association of Newspapers and News Publishers (WAN-IFRA) highlighted and promoted similar projects worldwide with this [survey](#). (In spring 2018 in the United States, San Francisco’s [KQED](#) radio held a similar “[youth takeover](#)” with students from 10 Bay Area high schools.)

■ DOES IT WORK?

Students’ interest is growing — from 180 in 2008, when [Projekt Junge Zeitung](#) began, to more than 250 in recent years. A [third](#) of the students have joined the program more than once. [WAN-IFRA](#) highlighted it as one of five projects that promote news literacy. The [American Press Institute](#) commissioned WAN-IFRA’s Youth Engagement and News Literacy division to [detail](#) the scores of ways newsrooms help people understand how news works by engaging with young people.



■ HOW TO DO IT

Projekt Junge Zeitung recruits by contacting schools and youth clubs, advertising the project widely and contacting past participants. All students are welcome. Some six to eight companies help sponsor the program with packages ranging from [3,000 to 11,000 Euros](#). KQED’s version asked students to [pitch story ideas](#). 106 stories were submitted and [published](#) to the [website](#), and 16 were aired via radio or podcasts.