Poland's *Metro* named Young Reader Newspaper of Year

PARIS, FRANCE/DARMSTADT, GERMANY: The *Metro* newspaper in Poland has been named the 2010 World Young Reader Newspaper of the Year in the annual competition organized by the World Association of Newspapers and News Publishing (WAN-IFRA).

WAN IFRA

The newspaper also won the top prize for public service with its widely followed debate and educational campaign that encouraged young readers to question their attitudes towards internet piracy.

The World Young Reader Prizes recognise newspaper companies that have devised the best projects and activities to promote newspaper reading and usage, on all platforms, among those under 25. Prizes are awarded in eight categories: brand, editorial, making the news, newspapers in education, public service, connecting with mobile, research-based strategies, and enduring excellence.

Descriptions of the winning projects can be found at www.wan-press.org/nie/articles.php?id=2506.

Poland's *Metro* captured the Newspaper of the Year award for a strategy that has made it a modern, nationwide daily for the young generation. Using a philosophy that WAN-IFRA calls "Total Youth Think," it has incorporated content throughout its pages that young people can use in their everyday lives. It also ties its content to events and initiatives that inspire young people to act, such as a roundtable on the future and its "School of Trust," which encourages openness and cooperation.

Awards will be presented at the 12th WAN-IFRA Readership Conference, set for 16-17 November in San Francisco, where several winners will describe their strategies. Details of the event can be found at www.wan-ifra.org/readership2010.

The World Young Reader Prizes are supported by Norske Skog, the Norway-based global paper producer, as part of its partnership in WAN-IFRA's Newspapers in Education Development Project.

Other top winners:

• Brand: *I-NEXT* (India) for its *Health Meter* campaign.
• Enduring Excellence: *Sun Sentinel* (USA) for its Teenlink editorial supplement.
• Making the News: *Der Tagesspiegel* (Germany) for its Paralympic Post youth journalist project and supplement.
• Mobile: *Malayala Manorama* (India) for its YUVA (Connecting Youth) actions.

• NIE: *The Straits Times* (Singapore) for *Straits Times Schools Innovating the Old* project.
• Research: *Akzia* (Russia) for its *Top 50 Dream Employers* survey and supplement.

Jury Commendations

• Brand: *Akzia* (Russia), for the Akzia.Obmennik book exchange.
• Enduring Excellence: *Berliner Zeitung* (Germany) for its *Youth and School* project.
• Public Service: Avusa (*Sunday Times*, *Sowetan*, *South Africa*) for its Skillz Soccer and HIV Aids project and First News (United Kingdom) for its My Way! learning disabilities campaign.
• Making the News: *South China Morning Post* (Hong Kong) for its *Making Headlines* editorial contest.

Special Mention

• Brand: *Novosti Rigionov* (Russia) for its *Make your dreams come true* campaign.
• Editorial: *Hürriyet* (Turkey) for Hürriyet Kampus.
• Enduring Excellence: *Oppland Arbeiderblad* (Norway) for its *Skyggerdasksjoen* youth shadow edition, which students put together using the same sources as the main newspaper on any given day, but focused for younger readers.
• NIE: *The Age* (Australia) for its *Breaking News* special NIE resource and *Reconquista* (Portugal) for its *Reconquista Weekly* NIE support programme.

The awards were judged by previous Young Reader Prize winners.

WAN-IFRA, based in Paris, France, and Darmstadt, Germany, with subsidiaries in Singapore, India, Spain, France and Sweden, is the global organisation of the world¹s newspapers and news publishers. It represents more than 18 000 publications, 15 000 online sites and over 3000 companies in more than 120 countries. The organisation was created by the merger of the World Association of Newspapers and IFRA, the research and service organisation for the news publishing industry.

Learn more about WAN-IFRA at www.wan-ifra.org or through the WAN-IFRA Magazine at www.wan-ifra.org/magazine.