

WAN-IFRA, IASN launch Football Reading Passport

The World Association of Newspapers and News Publishers (WAN-IFRA) and the International Association of Sports Newspapers (IASN) have launched an educational tool offered to children worldwide by various newspapers during this year's World Cup. The World Football Reading Passport will use sports, and notably football, to encourage young people to read and learn about journalism, sports, geography, language and character.



It attracts young readers into the newspaper through the sports section, but encourages them to go into the rest of the newspaper to seek out related editorial content, through a series of exercises that can be used in schools or at home.

WAN-IFRA and the IASN are providing the passport to newspapers worldwide, which can then offer them during the World Cup in South Africa in June to readers and their families, through in-paper or insertable formats. The materials can be found at www.wan-ifra.org/youngreader in English, French, German, Italian, Portuguese, Russian and Spanish.

Supported by Emmanuel Petit

The Football Passport is supported by French football legend Emmanuel Petit and by Norske Skog, the Norway-based paper producer, as part of its partnership in WAN-IFRA's Newspapers in Education Development Project. Newspapers are encouraged to find local sponsors to make the passport as widely available as possible.

WAN-IFRA conducts young readership development activities to support the development of literacy and civic values among the young and to help newspapers worldwide better engage this crucial audience. Activities include training, research, resource creation and networking. Key areas include: putting youth at the core of a newspaper's strategy and encouraging innovation in newspapers in education, editorial and marketing practice and youth journalist programmes.

For more information, go to www.wan-ifra.org/youngreader.