

New categories for World Young Reader Prize

The annual World Young Reader Prizes, organised by the World Association of Newspapers and News Publishers (WAN-IFRA), has added three new categories this year; 'Connecting with Mobile', 'Using Research' and 'Enduring Excellence'.



The awards aims to recognise newspaper companies that have devised the best projects and activities within the past 24 months to promote newspaper reading and usage, on all platforms, among those under years old.

The 'Connectign with Mobile' category recognises success in engaging the young via mobile telephone delivery, while the 'Using Research', recognises newspapers that have used research results to better connect with younger readers. 'Enduring Excellence', honours readership programmes that have deliverrec benefits for both the newspaper and the young for at least five years.

The other Young Reader Prize categories are 'Editorial', 'Making the News', 'Newspapers in Education', 'Public Service' and 'Brand'.

Prizes

Top prize in each category is €1000 and free registration at the WAN-IFRA Readership Conference on 16 and 17 November 2010 in San Francisco, USA. Judges will also choose a 'Newspaper of the Year' that wi receive a free registration and hotel and travel costs for the conference.

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

Deadline for entries is 2 July 2010.

For more information, go to www.wan-press.org/worldyoungreaderprize.