



## NAA FOUNDATION 2010 ANNUAL REPORT

Four research reports were released in 2010. **“Youth Are Moving to Mobile Devices for Their Communication Needs: R You Here?”** is built on earlier work regarding how news companies can engage young people. **“NIE in 2010 = Leaner + Locally Focused + Digital”** is a comprehensive look at the current state of educational services programs. **“Fitting Into Their Lives”** summarizes the findings of three reports on youth media usage. **“Common Threads: Linking NAA Foundation Research to Today’s Media Consumers”** reviews 14 research reports from the past decade, reframing the disparate pieces into a more complete picture of young people and their media usage while identifying factors that have remained constant over time.

The Foundation website, [www.naafoundation.org](http://www.naafoundation.org), continued to be an effective and efficient vehicle for sharing information and resources with Newspaper In Education (NIE), youth content and scholastic journalism professionals. The website received 58,062 page views, 22,349 visits and 15,195 absolute unique visitors. Top areas viewed were the home page, the NIE curriculum landing page, the 2010 NIE Week landing page and the Student/Newspaper Partnership Grants page.

Integration of young-reader and diversity initiatives continued following the combination of the two strategic plans into one in 2009. For example, two serial stories for NIE were offered in 2010 for Black History Month; a third NIE serial was produced in English and Spanish for Hispanic Heritage Month.

The Foundation fostered productive and collaborative relationships with other organizations. HarperCollins Children’s Books provided serial stories for use by NIE programs. The Foundation worked with The Poynter Institute’s News University (NewsU) to develop online courses which are offered for free. The Media Management Center (MMC) at Northwestern University conducted the “Common Threads” research review for the Foundation, incorporating some of its own material.

The Foundation continued two programs in summer 2010 that were launched in 2009. The Emerging Media Workshop provides high school journalism advisers with the skills necessary to take their publications online and add digital coverage. News Challenge, a workshop for college students interested in digital media, addresses the Foundation’s goal of helping the industry attract and retain young, diverse audiences and talent. The “NIE in 2010” research showed that NIE is an evolving landscape with a broad spectrum of programs, from traditional “ink on paper” to e-editions to multimedia. The type of program currently offered is not only related to newspaper size, but also to the mandates and philosophies of newspaper ownership.

The Foundation further explored the state of NIE and what might be done to advance the cause of NIE in the current environment by organizing a strategic planning process with educational services professionals in summer 2010. Several issues emerged:

- There is a need to raise awareness among the younger generation of teachers about the instructional value of NIE, particularly as baby-boomer educators retire.
- Educational policy changes and reforms such as No Child Left Behind (NCLB) continue to affect and alter instructional practices.
- Technological advances enable schools to engage and improve student learning across skill levels.
- Young people expect news and information to be on-demand and interactive; static data is of little relevance to them.

Among other programs yet to be developed, the Foundation started conducting focus groups at the end of the year to determine why middle- and high-school teachers do or do not use newspapers in their classrooms. The report will be available in early 2011.

### **Research:**

The Foundation website features downloadable versions of executive summaries as well as full reports. The Foundation session at mediaXchange 2010, "Catching Youth: Their Eyes and Attention," highlighted some of the recent research. The 2011 mediaXchange conference in Dallas will feature "Reaching Young Readers," a Foundation session that will include information from the "Common Threads" research as well as a college student's perspective on young people and news media.

The first of the 2010 studies was conducted by Arizona State University's New Media Innovation Lab. "**Youth Are Moving to Mobile Devices for Their Communication Needs: R You Here?**" analyzed how young people ages 13 to 20 use smartphones for accessing news and information. Participants said they use their smartphones to communicate via texting and social networks, to plan outings with friends and to look for news and information. Two-thirds said they had visited a news site in the previous 30 days, with nearly 40 percent using their smartphones to get there.

The second study, "**NIE in 2010 = Leaner + Locally Focused + Digital,**" addressed the current state of NIE and youth content programs. It was conducted by Mary Arnold, Ph.D., head of the Department of Journalism and Mass Communication at South Dakota State University. Results indicated that new Audit Bureau of Circulation (ABC) reporting rules, digital delivery and smaller budgets significantly affected NIE programs. Most of respondents' NIE programs regrouped to adjust to changes in reporting for school copies, the economic downturn and scaling back by the industry. With the emergence of digital media, including e-editions and social networking platforms such as Twitter and Facebook, NIE programs also were rethinking the services offered.

Vivian Vahlberg, formerly with the MMC, reviewed recent research on young people and media usage by Nielsen, the Kaiser Family Foundation and the Pew Research Center. She prepared a report, "**Fitting Into Their Lives,**" that discussed key findings from these studies and how newspaper professionals might incorporate, adapt and/or capitalize on that information.

**“Common Threads: Linking NAA Foundation Research to Today’s Young Media Consumers”** reviewed 14 research reports developed over the last decade. It provided a framework for news practitioners to develop thoughtful relationships among young people/adults and an organization’s news products. The report grouped young people into six life stages: three comprised of students (elementary, middle school and high school) and three comprised of young adults (living alone or with roommates, living with a spouse or partner, and living with one or more children). It suggested ways to engage each age group and offered examples of some successful industry efforts.

#### **Young Reader Conference and Awards:**

The Foundation’s held a “virtual” Young Reader Conference in May, with sessions presented in webinar format. Topics included: the **“NIE in 2010”** study; upcoming ABC changes and the implications for NIE programs; and U.S. educational policy trends. The six recipients of the 2010 Young Reader Awards also participated in a live webcast that showcased their winning projects, which were examples of best practices. Although participation numbers were not that high, in at least one case NIE professionals gathered at a central location in their state to view the webinars and conduct a one-day meeting of their own.

The Foundation presented 46 Youth Content Awards in May to children and teens representing 13 different newspapers. This annual program recognizes outstanding work by young writers, photographers and illustrators in 12 categories.

The 2011 Young Reader Conference will be held May 6-7. Programming will include both virtual and in-person sessions.

#### **Online Courses:**

“Understanding Media: Process and Principles,” an online course funded by the Foundation and produced in collaboration with NewsU, launched at the beginning of 2010. Based on the media literacy unit of the Foundation’s High Five journalism curriculum, the free course helps students, teachers and the general public to become critical consumers of various messages so they can make more informed decisions.

“Managing Change: Creating Strategies, Setting Priorities,” another Foundation-NewsU course, launched in December. It was based on some of the reports issued by the Diversity Department in recent years, including “10 Critical Skills for Leading Change.”

Registration numbers for the Foundation’s NewsU courses were as follows: “Coaching Tomorrow’s Journalists” (2007), 2,256; “Targeting New Audiences: Finding Your Niche” (2008), 1,023; “Understanding Media: Process and Principles” (2010), 666; “Managing Change: Creating Strategies, Setting Priorities” (2010), 102. Top job titles of registrants for the various courses were editor, writer, reporter, teacher, copy editor, student and blogger.

The Foundation and NewsU will collaborate in 2011 on a new website development course based on “Teens Know What They Want from Online News: Do You,” the Foundation’s 2009 research study.

#### **Grants:**

Student/Newspaper Partnership Grants help establish or revive school newspapers. Grants are awarded to partnership proposals between middle and high schools and their

local professional newspapers. Five partnerships received grants for the 2010-2011 school year.

High Five Grants support the launch of newspapers at middle schools. Recipients agree to use the Foundation's "High Five" curriculum. One school was awarded a grant for the 2010-2011 school year.

The Foundation funded the second Emerging Media Workshop in June hosted by The Poynter Institute. The workshop has two significant goals: 1) to demonstrate how available digital media can enhance and advance the mission of high-school newspapers; and 2) to train advisers by showing them what is available, removing intimidating learning barriers, teaching them how to use the technologies and demonstrating how the tools can be incorporated into existing operations. The workshop drew 21 scholastic journalism advisers from 11 states.

The third Advising Digital Media Workshop will take place at the University of Minnesota in July 2011 for up to 30 high-school or middle-school journalism teachers.

The Foundation provided a grant to the Journalism Education Association (JEA) mentoring program in support of mentors in Colorado, Oregon, Wisconsin and Washington. Mentors give support to advisers of color, advisers at minority-majority schools or advisers at Student/Newspaper Partnership Grant schools.

#### **Outreach:**

Foundation staff attended, exhibited and/or presented at 2010 conferences sponsored by the following:

- Associated Press Managing Editors
- Association for Education in Journalism and Mass Communication
- Columbia Scholastic Press Association
- International Society for Technology in Education
- JEA/National Scholastic Press Association
- National Association of Black Journalists
- National Middle Schools Association
- Millennials and News Summit
- WAN-IFRA Readership Conference

#### **NIE Programs:**

The Foundation commissioned an original serial story, "The Brass Bell" (1,096 page views), for use on International Literacy Day (Sept. 8)/Hispanic Heritage Month (Sept. 15-Oct. 15). The six-chapter story, available in both English and Spanish, follows the adventures of three young explorers and targets students in grades four to six. A teacher's guide accompanies the story.

The new serial story joined three others launched for use in 2010 and 2011: "The Harlem Hellfighters: When Pride Met Courage" (1,385 page views) and "Ida B. Wells: Let the Truth Be Told" (1,028 page views) for Black History Month; and poetry by Shel Silverstein (1,637 page views) for National Poetry Month. These three serials are the result of a partnership between the Foundation and HarperCollins Children's Books.

A curriculum guide and related materials for “Newspapers In Education: A 21<sup>st</sup> Century Learning Tool” (3,294 page views) were provided for NIE Week 2010 in March.

“Cereal Bowl Science and Other Investigations With the Newspaper,” a new curriculum guide, was posted in September. NIE Week 2011 and geography curriculum guides will be released early next year.

**Diversity:**

The Foundation selected the inaugural group of fellows for a new career development opportunity for managers of color. PowerMind, a six-month program starting in January 2011, will incorporate webinars and video conferencing. Fellows also will attend the 2011 mediaXchange conference in Dallas. Fellowships were awarded to 14 professionals from newspaper companies.

The Minority Fellowship program provides grants to industry professionals for professional development events. In 2010, 37 grants were awarded to employees of 30 newspapers. Of that number, five fellowships were for NAA’s mediaXchange conference; another 17 were for four-week online seminars offered by The Poynter Institute – the first time the program included digital training opportunities. In addition, grants were for programs sponsored by MMC, the American Press Institute and the Asian American Journalists Association. The Foundation will award 14 fellowships for seminars taking place between January and June 2011.

The 2010 News Challenge, which took place at the University of Nevada, Reno, was supported in part by a \$25,000 grant from the Ethics and Excellence in Journalism Foundation. Fifteen college students participated in this unique training program, designed to interest students in working in digital jobs for newspaper companies.

In addition to interacting with a number of digital executives during a fast-paced week, students were divided into three teams and “challenged” to develop mobile applications (“apps”) for “Metropolis,” a hypothetical city of 545,000 in middle America. Teams came up with the following apps:

- “Metro-A-Day,” personalized news for women under 45, lets users choose the news topics that most interest them and see top stories in those categories.
- “Dare” helps residents ages 18-45 to mix up their routines, try new experiences and interact with the community while using the newspaper’s existing business listings and event content. Users rank interests by category; based on their rankings, the app suggests area locations and events to visit.
- “Frugal It” enhances users’ shopping experiences while increasing traffic for local businesses. Aimed at both home decision-makers and consumers on the go, the app lets users search coupons, offers and deals by category, name or location; create and organize shopping lists; maximize deals and coupon use; and receive alerts on new and exclusive deals.

The third News Challenge will be held during the last week of May 2011.