

Reflecting media's change, Young Reader Prizes adds new categories

PARIS, FRANCE / DARMSTADT, GERMANY: As a reflection of the changing nature of media, the 2013 WAN-IFRA Young Reader Prizes has added four new categories.



"This is the 15th anniversary of the awards and they must change to reflect the way the news media business itself is changing," said Dr Aralynn McMane, executive director of young readership development for the World Association of Newspapers and News Publishers (WAN-IFRA), which awards the annual prizes.

New categories

- "Making a SoMoLo Connection" will be awarded to the newspaper company that uses mobile telephones and social media to create effective local engagement with the young.
- "Going Green," which will honour newspaper company projects that give the young guidance and hope for improving the environment;
- "Helping with Health," which will honour projects that help the young have better health or medical care;
- "Learning with News," which will honour projects that use newspaper content in education, teach news literacy, the practice of professional journalism or the importance an fragility of press freedom.

The new categories join the core categories of brand, editorial, enduring excellence, public service, the Natasa prize for printing plants and Young Reader Newspaper of the Year.

Applications are open until 13 June 2013. For more, go to www.wan-ifra.org