

# The Y-project

## WHY?

Because we believe in the printed newspaper in combination with the web.

Because we would like to do a newspaper that attracts the young generation.

Because today's newspaper industry needs all new ideas we can create.

It all started with an idea: Put young readers in the editors' place.

Let them make the decisions; newspaper format, content, design, publication days, etc.

How will it turn out?

What kind of content will be important when the breaking news is out on all kinds of mobile devices?

Is it true that next generation readers do not care about the printed news? That we'll soon see the last printed newspaper?

I don't believe so! The young generations are quite into the printed news, I would say, along with all other media channels, of course. They care, and they should.

When comparing the impact of web vs print, young readers themselves would rather be exposed in print than in web-based news. And projects regarding printed products usually generated more interest. They

clearly put more value in the printed product.

But the question was: "What would the newspaper look like if we let the teenagers make the editorial decisions?"

I initiated a project with this issue in focus, aiming for a printed product created by the teens. Starting with focus groups, followed by meetings and planning in the classroom.

I have been working with two teams of students at two different high schools. The project started in early spring 2012 and the result is this product. It will be presented at the SND Cleveland Workshop October 12. That's why this background and summary is in English.

**PS.** Y is the letter representing our county.

### Cooperating highschools:

Thoren Business School,  
[affarsgymnasiet.se](http://affarsgymnasiet.se)  
NTI-gymnasiet  
[ntigymnasiet.se/](http://ntigymnasiet.se/)

### Project leader:

Svenåke Boström, Boström Design & Development

### Printed at:

MittMedia Print, Sundsvall.

Produced in cooperation with:

**Sundsvalls Nyheter, [SN24.se](http://SN24.se)**

Printed on GraphoInvent 70 gr from SCA Ortviken.

[www.graphoinvent.com](http://www.graphoinvent.com)

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Background and follow up at our web: **[bdu.nu](http://bdu.nu)**

