

# playBac

## PRESSE

**le Petit Quotidien** Jeudi 5 Février 2009

La météo de demain

Grand prix de la presse 1997 Lire chaque jour un vrai journal, dès 6 ans

Tous les jours sauf dimanche et lundi n° 2777 - 0,46 €

**La fonte des glaces menace les éléphants de mer**

À cause du réchauffement du climat, les éléphants de mer ont de plus en plus de mal à trouver de la nourriture. Des savants viennent de l'annoncer.



L'éléphant de mer page 2

Le « père » des Playmobil est mort page 3

IL Y A 5 ANS

UNIQUEMENT PLUS D'ABONNEMENTS

LA VIE DE LA RÉDACTION...

LA MÉTÉO DE DEMAIN

15 novembre 2008

**Mon Quotidien**

Le seul journal pour les 10-14 ans qui paraît tous les jours - 0,46 euro - n° 3 620

**S'IL NE CHANGE PAS SES HABITUDES, L'HOMME AURA BESOIN D'UNE 2<sup>E</sup> TERRE EN 2030 !**

**FRAGILE**

MARCHÉ p. 4

ORAMA p. 6

50% de l'argent dépensé par les Français pour les médias et multimédias (internet, télévision...) est consacré aux abonnements.

NAME OF THE PROGRAMME

**Workshops for Very Young Journalists in the newsroom of «MON QUOTIDIEN» and «LE PETIT QUOTIDIEN»**

Category of the entry

**Making the News**

Sponsoring newspaper

**«MON QUOTIDIEN» & «LE PETIT QUOTIDIEN» (two daily French newspapers for kids aged 6-9 and 10-13)**

Complete address of the newspapers

**PLAY BAC PRESSE - 14bis, rue des Minimes - 75141 Paris CEDEX 03 - France**

Project Director

**François Dufour (cofounder and editor-in-chief of «MON QUOTIDIEN» & «LE PETIT QUOTIDIEN»)**

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**Wolfgang Lund (assistant)**

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Circulation and frequency of the newspapers

Daily circulation:

**«MON QUOTIDIEN» > 65 000 subscribers**

**«LE PETIT QUOTIDIEN» > 75 000 subscribers**

One-sentence description of the project

**Workshops for Very Young Journalists using genuine templates, news dispatches and photos.**

Target of project

**Two specific age groups: children aged 6-9 and 10-13**

## DESCRIPTION OF THE PROGRAMME

A workshop for “very young journalists” open for children aged 6-13 in our newsroom in Paris.

During this 3-hour long workshop, run by an experienced journalist of our newsteam, the kids make their OWN copy of «MON QUOTIDIEN» or «Le PETIT QUOTIDIEN» using genuine templates, news dispatches and photos.

### Programme of the workshop:

- The programme starts with a guided tour of our newsroom.  
The kids meet the staff of «MON QUOTIDIEN» & «LE PETIT QUOTIDIEN».  
Editors, journalists, picture editors, proof readers... explain and show their jobs.
- Exposé of the basic rules of journalism  
(the 5 “W’s” - Where?, When?, Why?, Who? and What?).
- Presentation, discussion and selection of news stories for the day’s issue
- Each child (or group of children) is assigned an article to write
- Writing the articles, common re-reading and correction
- Selection of images online
- Drawing of the press cartoon
- Page lay-out using genuine templates
- Finishing the coverstory
- Printing out the newspaper (in colours)
- Finally, a diploma as a young journalist is handed out to each participant at the end of the workshop

All the workshops take place in our newsroom in Paris, every day of the week (except Saturdays) between 2:30 and 5:30 pm.

Open for all children aged 6-9 and 10-13.

Fee: 25 € per child

(special fare for school classes: 10 € per student).

For further information, please view this video (6 minutes, in French) shot during a workshop with a group of kids aged 6-9.

[http://www.dailymotion.com/user/MonQuotidien/video/x9ja2c\\_les-ateliers-de-play-bac-presse\\_news](http://www.dailymotion.com/user/MonQuotidien/video/x9ja2c_les-ateliers-de-play-bac-presse_news)

## DEVELOPEMENT AND FINANCING

**The programme is entirely financed by the entrance fees for the workshops, i.e 25 € per child/10 € per student. Before the project started (early 2008) 3 or 4 of our young readers have been invited every Wednesday and Sunday morning to participate in our newsroom meetings.**

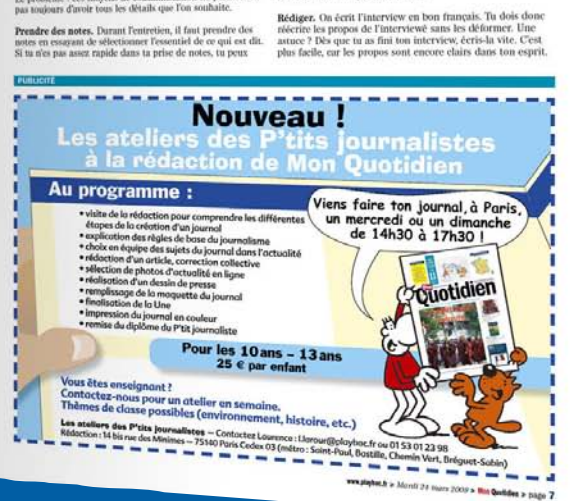
**The desire to involve and engage our readers further in the process of making a newspaper was inspired by the success of these meetings.**

**So the idea of creating workshops where children could have an even more hands-on experience of making a newspaper became obvious.**

**Practically, we have set up two rooms with 9 computers each entirely devoted to this workshop.**

MARKETING: HOW WE PROMOTED IT

The workshops have been promoted directly to our young readers through ads in «MON QUOTIDIEN» & «LE PETIT QUOTIDIEN». (see example of an ad below – MQ n° 3718)



## EVALUATION & RESULTS: HOW IT WENT

**At the very beginning (late 2007) the workshops were only available twice a week for individuals (on Wednesdays and Sundays).**

**But following the increasing interest, since early 2008, we have extended the offer to the rest of the week (except Saturdays) for classes, one or two per day.**

**In 2008, more than 1 200 kids or pupils have been participating in this workshop.**

**The annual turnover for 2008 was 40 000 €, almost break-even.**

**And we expect to generate our first profit for 2009.**

**Not mentioning the loyalty effect this workshop generates among those visiting subscribers and teachers.**

**Next step will be to find a way to organize such workshops far from Paris, in classes (test in progress).**