

South China Morning Post Young Post JUNIOR REPORTERS CLUB

South China Morning Post – Junior Reporters Club

Submission for INMA 2016 – Best Idea to Encourage Print Readership or Engagement



Young Post is

Affectionately known among Hong Kong students, the Young Post is South China Morning Post (SCMP)'s student newspaper, published in 4C, tabloid size and newsprint.

Circulation (Dec 2016)

Weekday - 30,000 copies, inserted with the main paper SCMP as school edition

Sunday - 80,000 copies as Sunday Young Post, distributed with Sunday Morning Post, the SCMP's Sunday issue

Target audience: Students in the age of 12-19, Hong Kong secondary schools



Junior Reporters Club is ...

- The Junior Reporters Club was set up in 2010 to bring together young people with a passion for news, media and Hong Kong.
- Junior Reporters Club turns Young Post (YP)'s 1,300 registered members into budding journalists.
- A print and digital platform to write, to shoot video, take photos or blog to share with YP community.
- These Junior reporters (JR) can pick and pitch stories that pique the interest of themselves or their friends.
- The Club's peer journalism appeals to JR's fellow students, YP's primary readers.



Meet the Junior Reporters Club



How Does it works?

With YP editorial team

Junior reporters meet up with Young Post's editorial team to discuss ideas, learning how to pitch story ideas, organise interviews and photos for their stories.

Junior Reporters Club Workshop

Young Post organises workshops for JRs on public holidays and during school breaks.

Work like in a real newsroom

They may be assigned a story to work on.

Submit stories they found interesting

When JRs find an interesting story, they can pitch, write, document it in photos / videos, then submit to Young Post team.

What do they do?

Philosophy:

Junior Reporters write it and tell their friends about it.

Their friends, read it and share it.

Sections contributed by Junior Reporters Club

Junior Reporters section

Top 10

Talking Points

Face Off

School Happenings

And cover stories, new articles and features



News Story supported by Junior Reporters

Integrated coverage into print product, with articles written by our junior reporters





Pro-democracy lawnakers protest against beijing's proposals for the chief executive election. Pro by Didson two

The myth of democracy



Sha Tin College

have lost all hope in imaging to right forme. It's not the "autocratic regime", or the "communist agendas" of the burg Kang government which has caused me to resource my faith in the city's weet being. It's the so-called "pro-

democracy" carro.

Ewe since the inapplion of the Occupy
Central investment, pair democratic
have been continuously bildwining
about the need for a system which
functions in accordance with the
"international standar of" of
democracy. Gause what? Surch a

thin gloss not exist.
What's more, have withful thinkers believe that the old-disobedience campaign will a maily force things, hand and bring us the right of civil mornin after, the right for the public to morning this disoble the candidates.

Since when did we acquire a tracte for such incuries?It's naive to think that such an absard proposal could be proper ly implemented in any part of the world, let abne in a country yet to get a tage of universal suffrage.

take a fook at the traited States, "the land of the free", where civil nomination is possible on pape; but never in practice. At the end of the day the two main political parties each select a candidate and let the voters digitle which of the duo's besorblishnous.

Why now? Why have we, all of a sudden, dimension universal suffrage? Lat's cast our minds had to the time when being Kong was under this his colonial indische economy was going well, meally ever you in had a job and, as a result, most leaded were harbour. There

wasn't any universal suffrage and no one cared.

No decades later, the city has become arread gloomier place. The population has in creased by two million, and the inlight of main landers but!

We must stop being so stubborn when it comes to negotiating terms with the central government helping, life is much hardernow; it can talead year sfor an average household to save enough money to buy a flat. Understand bily people are very upset with the difficulties they flats in their daily flats.

As far as ilknow, there are three groups of people in the pro-democracy came; the "leaders" who are it as a cheap way of gaining vates; the or dinary citizens who choose to went their instruction of minosigh the protest; and those who truly believe that universal suffrage is the key to a living our exprandic problems.

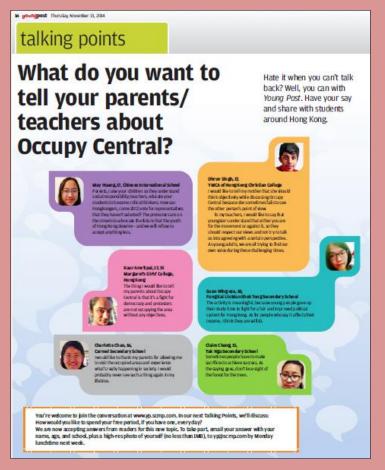
The pair-demost at: "fight for demost asy" is like a feetle attempt to kill a giant wasp. Not only will they never be able to kill a, they if anger the wasp in the process, making it more filely that it will strike back with you need for ou.

Yes, hing tong is entitled to universal suffrage just file any other developed region in the world. However, we must specified being so stath born when it comes to negotiating terms with the central government.

Who already tucky to have the change to vote for the city's leader. We should stop squabbling before Mr XI and friend sdecide to take it allowey.

News Story supported by Junior Reporters

Integrated coverage into print product, with articles written by our junior reporters

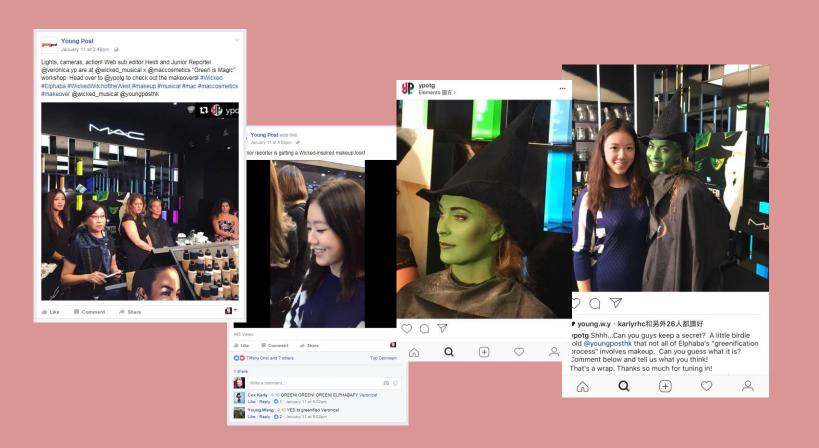




Event coverage with engagement program

For example, Junior reporter Veronica joined the Wicked musical x maccosmetic "Green is Magic" workshop.

She live broadcast the event at YP Facebook & Instagram and share with her followers, who like and share it increasing awareness.



Event coverage with engagement program

Junior reporters to join the Integrated coverage into print product, with articles written by YP Junior Reporters







Event coverage with engagement program

Live at YP Social

Junior reporters to participate the event, live the event and share the first experience

Junior reporters social viral

Junior reporters share the article and the feed they post on YP social; they will also post the feeling and comment on their own Facebook – start the viral among the peers

YP print and digital

Junior reporters to write the stories in their perspectives, their friend will read and share

Readers engagement

YP to line up the partner to offer free tickets as readers engagement; Readers will share the benefits to others

Winners sharing

Winners get the tickets will attend the event and share their experience with tagging to YP

Social media reachout among peers

Set the topic and let the junior reporters and readers to deliberate it further, this starts the conversation & discussion among peers

If Jurassic Park were real, would you visit it?

This week, we asked our readers: if Jurassic Park were real, would you visit it? Here are our favourite answers

Compiled by Lucy Christie January 06, 2017

f SHARE







Of course! Who wouldn't maybe make some new fr

Too much to do

Never! I wouldn't wanna get eaten when I haven't even pursued my dreams yet. I still have a lot I want to do!

Eunice Yip, 16, Pooi To Middle School

As a person who values all her limbs and body parts, I would say that going to Jurassic Park would be a death wish. Dinosaurs are cool to look at, as long as it's from the safety of a computer monitor (though I can't guarantee the likelihood of death via Buzzfeed addiction).

Anushka Purohit, 16, Renaissance College Hon

A memorable moment

If Jurassic Park opened, of cour see the dinosaurs, who wouldn't safari. Even if I was eaten, it wo go – being eaten by something t

Jolynn Ooi, 11, South Island

Conservation goals

Jane Chan, 14, Renaissance College Hong Kong

I would definitely go; humans and dinosaurs co-existing side by side is great for conservation and education, which is exactly what we need right now. And who in their right mind wouldn't want to see a real life T-Rex?

Belinda Ng, 16, South Island School

Isn't it obvious?

Of course! Why do you even need to ask?! Dinosaurs are to die for, and I'd still be happy even if I ended up being eaten by these ginormous reptiles.

Vivian Lee, 17, Maryknoll Convent School

I like my life, thanks

That's like asking someone if they want to die. In Jurassic Park, the dinosaurs are out of control and attack anyone – and I'd have no idea which ones are friendly and which ones are

e park," the dinosaurs are the ey. In other words, I'm not

Think of the gift shop

Is that even a question? Of course! Going to Jurassic Park would be a dream come true: just imagine touring the habitats of giant, flesh-eating lizards, quiet plant eaters, and being one with the Earth (from 65 million years ago). If Jurassic Park existed, we would find out so much more about dinosaurs – and let's not forget about the incredible merchandise the park would be sure to have (dinosaur-shaped waffles, eggs, pancakes). Who knows: maybe with the power of genetic engineering we could make tiny dinosaur pets to have at home!

Joy Lee, 14, South Island School

No fear of naps

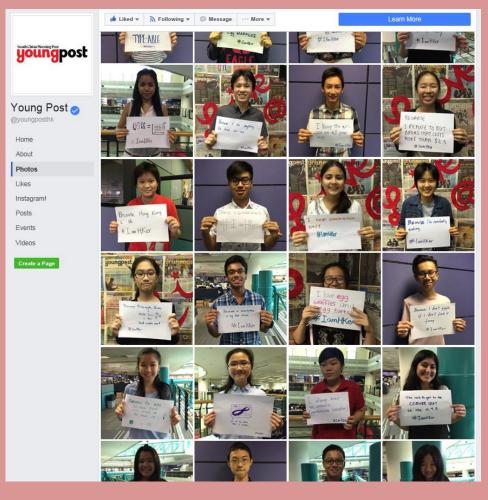
If Jurassic Park were real, I'd definitely go. Just because a T-Rex escaped once or twice doesn't mean that would always happen. And, no animal actually hunts for sport. So a velociraptor would not break your windshield to try and get you. I imagine they'd be napping, instead. Just think, it would be an amazing experience, to see real live dinosaurs – even if they were asleep.

Ady Lam, 11, Island School

Social media reachout among peers

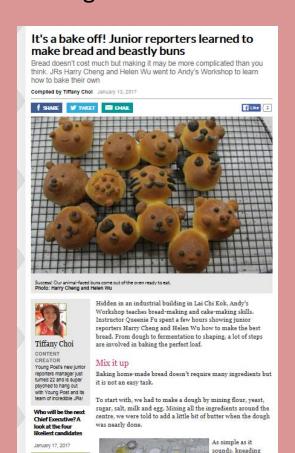
Junior Reporters also set topics on their Facebook pages and kickstart a viral posting with friends. E.g. What makes you a Hongkonger? Does it have anything to do with where you're born or your ethnic background?





Peers sharing to engage readers

Junior reporters to share social media posts with followers, be it an event and a delectable snack or meal. Their peers share and gather further social media following



From daan-y boy, to

school and hello to

Two ice cream joints at Langham Place you have to try before warm weather leaves us Round up your squad after school and head over to Langham Place for all sorts of different ice cream desserts! Compiled by Tiffany Chol September 09, 2016





The summer holiday is well and truly over (pardon us while we dry our eyes) but that doesn't mean that we can't keep the summer spirit alive. Our junior reporters head to Langham Place in Mong Kok to pretend the summer is still happening in a few great dessert places in the mall.

This place is known for its signature Caramel and Cheese

daily with milk, and no vanilla flavouring.

Popcorn Ice Cream dessert. The ice cream itself is made fresh

CONTENT CREATOR

Young Post's new junior reporters manager just turned 22 and is super psyched to hang out with Young Post and Its

team of incredible JRs! Who will be the next

Chief Executive? A look at the four

Sweet Monster

likeliest candidates January 17, 2017

dough is a sticky and

tiring process. The

texture seems a bit

gross at first but it

From daan-y boy, to Tam said goodbye to

You might think that sounds quite bland, but actually the milk flavour pairs with the cheesy and caramel popcorn very well. The popcorn, specially shipped from Korea, is added on top of the ice cream, as is a tasty cherry.

There are many flavours on offer at Sweet Monster, but my favourite was the Caramel and Cheese Popcorn Ice Cream, and it looked like the Langham Place crowd agreed with me, as it was ordered often in the busy store.

Junior reporters try out being vegetarian

Young Post's junior reporters get to try some really cool food. This week, they visited Harmony Village Vegetarian to sample some meat-free Chinese

By Junior reporters, complied by Tiffany Choi | November 13, 2015



Meat made from sovbean

What if there's a genuinely feasible alternative to eating meat that will satisfy even the biggest carnivores?

Many people are more conscious of leading a better life, and as a result, are choosing to add more vegetables to their diet. Surprisingly, the line between vegetables and meat is blurrier than ever.

Located in the heart of Causeway Bay, Harmony Village Vegetarian is a perfect example of the core values of vegetarianism: ending the suffering of animals, contributing towards the grand cause of solving environmental issues, and attaining a healthier lifestyle.

"I feel a lot more energised after switching to a vegetarian diet," said Gary Ching, the owner of the restaurant. He believes his digestive system has improved and his overall health is getting better every day.

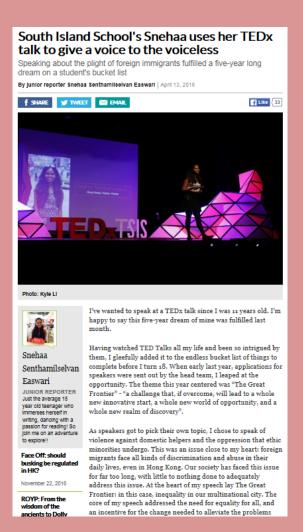
But fear not, meat lovers! With vegetarianism, you can adopt a much healthier diet, and still enjoy your favourite meat-based dishes - with one little twist: meat

Meat substitutes are made from vegetable-based products that are usually rich in proteins, such as sovbeans,

The ingredients are used to increase the nutritional value of a meal, but the dishes are

School Happenings

Junior reporters also share the behind-the-scene stories and events in their schools which students from other schools may be interested to learn more.





Junior Reporter Club Certificate Programme

Certificates of achievement are awarded to junior reporters who contributed to Young Post with the following of recognition: Bronze, Silver, and Gold.

	Bronze	Silver	Gold
JR Club Reports	5	10	15
Column contributions (Top 10, Talking Points, etc)	5	10	15
Cover stories or features	1	3	5
News articles	1	3	5



Young Post Junior Reporters Award 2016

To identify and celebrate talented junior reporters who contributed to the pages of Young Post, through reporting, photography, videos, columns, blogging, Tweeting, Instagramming. We developed the Young Post Junior Reporters Awards 2016 with the following categories:

- Junior Reporter of the Year
- Most Enthusiastic Junior Reporters
- Best Workshop Report
- Best Face-Off Article

- Best Photographer
- Best Op-ed Writer
- Best Feature



Young Post Junior Reporters Award 2016



Young Post Junior Reporters Award 2016

Best Photograph

Feeding Tino By Henry Lui



Best Op-Ed

Greek debt crisis serves as a warning to Hong Kong that it's time to stop spending By Edward Mak



Lessons from Greece: time to stop spending?



Puro worder that well-seln a world

have a "goord now, pay later" attitude. percent this are severe. highlighted by Greent's orgaling.

centries, are often given at way low ale the country lither which allow

that darks that convent he main back sensel to Grooce. They got

Greece's debt stands at US\$366 billion which is nearly domestic product

Elementors into a lot of date trying to

where they could use the even Sime office suggest that the breek connect was crufty with its mote situation to the European Onlors. The full custom of Drococh different only resealed in the late 2000s and the

became even clearer because of th

Exception funds had level a lot of more

amodignes denetic product. To put tirence more than a decade of budget

fallow that should serve as a warning for our own behaviour, in many ped countries, including your iting, people under the ago of 30 an bankinght's. This raises two important questions are we gaing too far with our

Young Post Junior Reporters Award 2016

Best Workshop Report

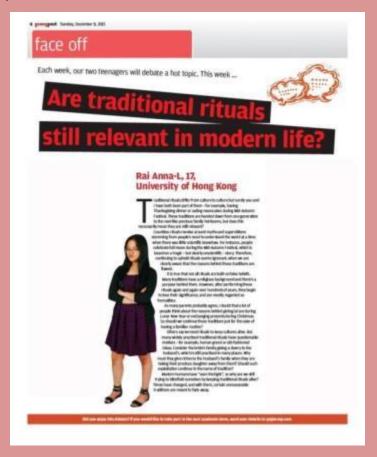
"More than flying a plane" By Henry Lui



Best Face Off Article

Are traditional rituals still relevant in modern life? (Negative)

By Rai Anna-L



Young Post Junior Reporters Award 2016

Junior Report of the Year

Henry Lui

Most Enthusiastic Junior Reporters

- Ady Lam
- Anushka Purohit
- Christy Cheung
- Kristy Poon
- Miuccia Chan
- Sebastian Wong
- Snehaa Senthamilselvan Easwari
- Veronica Lin

Best Cover

A summer tainted by lead By Miuccia Chan



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