Local Journalism Day

#LJD

05 May 2027

PLAYBOOK

November 2026

WORK IN PROGRESS /// VERSION 3

This playbook offers a wealth of ideas and best practices for bringing the Local Journalism Day to life.

Together, we want to show what local journalism stands for — and how essential it is to a strong and functioning democracy.

Join in — and be part of this industry-wide day of action. Together, we're stronger

This initiative is led by IPPEN.MEDIA, with DRIVE as co-initiator — the Digital Revenue Initiative of dpa and Highberg consulting.

IPPEN.MEDIA DRIVE dpa HIGHBERG

unesco Deutsche UNESCO-Kommission

Under the patronage of the German Comission for UNESCO

Dated: August 2026

Editorial

Version 3 /// *work in progress*

Why We Started Local Journalism Day



Dear colleagues,

On 5 May 2027, we will celebrate the third Local Journalism Day across the German-speaking markets. After the success of its premiere in 2025, the initiative has become more than a campaign — it's a shared promise to stand for what local journalism truly means and why it matters.

The Challenge of Our Time

Due to platform algorithms and the impact of AI, local journalism is facing major changes—particularly for younger generations. We are responding to this by maintaining a visible presence and staying close to our readers.

What Makes Us Irreplaceable

- **Local expertise:** Our journalists live where they report. They know the people, the issues, and the tone of their communities.
- **High quality standards:** We are subject to press law and the press code, and are committed to transparency and balanced reporting.
- **Accountability:** Our readers can see and judge our work for themselves. That brings responsibility — and trust that must be earned every day.

Out of the Newsroom, Into Real Life

True to this motto, we want to surprise and convince through what defines us most: our closeness to people, our ability to listen, and our determination to give them a voice.

Our Mission

This day of action is powered by a strong network. Together we show that local journalism is the backbone of democracy in our communities.

Local Journalism Day is our pledge: a vibrant democracy needs strong, independent local media — now more than ever.
We are close. And we will stay that way.

Markus Knall
Editor-in-Chief, IPPEN.MEDIA

Dated: August 2026

Editorial

Version 3 /// *work in progress*

Close and Visible: The Power of a New Sense of Belonging



Dear colleagues,

Eighty to a hundred hours — that's how long it takes to form a real friendship, according to a study. Building a genuine connection between a newsroom and its community takes at least as much time — and the same kind of care. Taking that relationship seriously — that's what Local Journalism Day is all about.

Local Journalists at the Heart of the Community

A sense of belonging between local journalists and the public is crucial. To achieve this, editors must be perceived as part of the community. This is accomplished by being visible locally, reporting in a way that addresses people's needs, and facilitating interaction and participation. In this way, people feel included and see that they can make a difference.

New Roles for New Relationships

Local journalists are increasingly taking on new roles. As **entertainers**, they spark conversations and create openings for those first encounters. As **conversation leaders**, they listen and give their communities both space and a voice. And as **facilitators**, they shape dialogue and foster understanding among people.

Belonging Grows Step by Step

Whatever role the editors choose to adopt, the important thing is that they reach out to people, get to know them, and signal: We are not outside observers; we are part of the community. Trust and a sense of belonging do not arise simply from appeals regarding the importance of local journalism; they grow step by step as people engage in activities together.

Getting Out and Connecting

That's exactly why the Local Journalism Day, on 5 May 2027, matters so much. It's a chance for everyone to get out, meet people, and build new relationships — one conversation at a time.

Katja Fleischmann
Head of DRIVE bei dpa

As of September 2026

#LJD Playbook

Final Version 2026

This is an open document. Feel free to contribute your knowledge!

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Idea

02

Concept

A Symbol for Democracy

The Origins of our Initiative

Local Journalism Day was launched in 2025 based on a clear realization: local journalism deserves stronger national recognition. IPPEN.MEDIA united some of Germany's largest networks of local newsrooms to designate **15 May 2025** as the first-ever action day dedicated to local journalism.
The resounding success of this premiere made one thing clear — the time was right for this initiative.

The Concept: Proximity as Strength

At the heart of the initiative is the campaign **"We Are Closer"**, where journalists actively connect with readers and take their work beyond the newsroom — directly into the communities they report on.

This idea is brought to life through events such as news camps for students and expert discussions, creating spaces for exchange, curiosity, and trust. The message is clear: local journalism makes its closeness to people and their everyday lives tangible.

Local Journalism Day stands for a vision — a media landscape where local reporting grows stronger through smart collaboration and continues to make its vital contribution to democracy.

A Response to the Challenges

Local Journalism Day is more than just an campaign day — it is a statement of what collaboration can achieve. It shows how cooperation between media organisations can make sustainable, independent journalism possible even beyond major urban centres.

The initiative proves that working together not only saves resources but also enriches the quality and diversity of reporting, strengthening the foundation of local journalism across the country.

A joint initiative by local news media companies

Why This Day Is Necessary: Local Journalism & Democracy

The foundation of Local Journalism Day is a troubling reality: local journalism is under growing pressure. Rising print costs, competition from non-journalistic sources, and declining advertising revenues are forcing many newsrooms to scale back their work.

The "Wüstenradar" study by the Hamburg Media School on the erosion of the German media landscape highlights what's at stake: where local journalism disappears, civic participation declines, the risk of abuse of power increases, and social polarisation deepens. As people turn to unverified sources more often, democracy itself begins to weaken.

Local journalism is — and must remain — the backbone of a functioning society. This conviction lies at the very heart of the initiative.

On **5 May 2027**, Local Journalism Day enters its third round. This underlines the ambition to establish a lasting tradition.

03

Concept

Participate

Target Audiences

READERS: The initiative aims not only to reach existing readers, but also to engage younger audiences through dedicated on-location activities and dynamic social media coverage — showing why local journalism matters as an unbiased source of information and a channel for civic participation.

STAFF: Editorial teams are invited to actively shape the content and future direction of local journalism, experimenting with new formats and creative ideas. The more media organisations that join in, the greater the collective impact — and the stronger our shared ability to drive meaningful change.

ADVERTISING INDUSTRY: Local journalism offers a trusted, fact-checked environment for brands — a space where credibility and authenticity speak for themselves.

Playbook

The Playbook serves as a practical guide for creating your own content. It brings together best practices from the inaugural Day of Local Journalism 2025, along with additional ideas for engaging directly with readers.

Conceived as an open, evolving document, the Playbook invites contributions from all participating media organisations. Every newsroom can share its experiences, approaches, and plans for Local Journalism Day 2026.

Those wishing to contribute new ideas or best practice examples can request **editorial access by emailing tdl@tag-des-lokaljournalismus.de.**

Get Involved!
For more information, email us at ljd@localjournalismday.com

Get Involved

How each newsroom chooses to take part in Local Journalism Day is entirely up to them. Every editorial team can shape the day according to its own focus, audience, and local context.
Participating media organisations are invited to publish content around 5 May 2027 that highlights the importance, diversity, and impact of local journalism.

Partners

By 2026, the initiative has grown significantly. As a joint campaign by local media, IPPEN.MEDIA has joined forces with co-initiator DRIVE — an alliance of 30 regional publishing houses — as well as numerous organisations and associations. Among them are the German Publishers' Association (BDZV) and its Austrian and Swiss counterparts VÖZ and VSM, the Local Journalism Programme of the Bundeszentrale für politische Bildung (bpb), the Initiative Tageszeitung e.V., mission:local, and the initiative 18.

An ever-growing number of newsrooms across the German speaking region have already joined the movement. Through media organisations such as Luxemburger Wort, the idea behind Local Journalism Day is gaining international resonance — a sign that the spirit of collaboration now reaches far beyond national borders.

FOCUS 2026: The central element in 2026 were "on-location activities", shared across social media under #LJD and #LocalJournalismDay



TDL 2026 in Numbers

A joint campaign by the local news media

Local is close, relevant and indispensable.
On Local Journalism Day 2026, around 150 media brands came together to celebrate the stories that begin right on our doorstep – thereby sending a powerful signal for democracy, trust, and the future of local reporting.

1.069
LJD-Articles

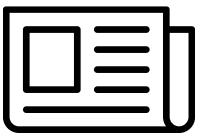
3.109.909
Views via LJD-Instagram-Account

90
Partners included in the LJD-App

~145.000
Impressions from the Chancellor's livestream

Around 150 participating media brands, publishers, and associations

LJD Objectives



Increase the visibility of local journalism



Raise reader awareness of the importance of local media



Strengthen local networks



Reach new target groups



Fostering democratic awareness

> Anyone who wants to strengthen democracy must strengthen local journalism.
> **- Markus Knall, Editor-in-Chief, IPPEN.MEDIA**

Logos & Templates

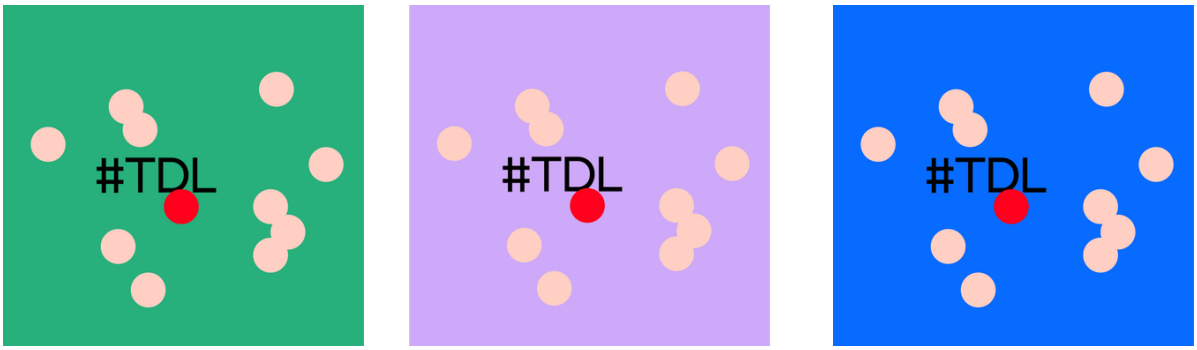
06

Logo

Colour Variations

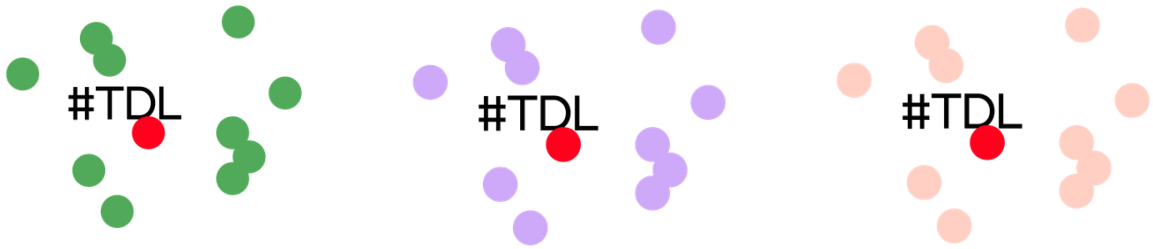
Colour Variations — Solid Background

green, lilac, blue



Colour Variations — Transparent

green, lilac, salmon



Design Notes

The dots serve as a symbolic representation of the people who make up a community. Each one stands for a voice, a perspective, a life lived locally. Journalists — the red dots — are part of this picture, meeting people where their lives unfold, listening, reporting, and connecting their stories to the larger whole

Applications

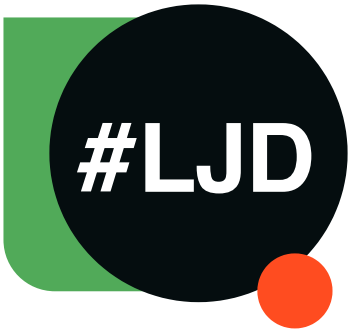
- Print products
- Large-format backgrounds such as presentations, display stands, etc.
- Óutros in videos

Download the template as a ZIP file

07

Logo Variations for Social Media

Colour Variations

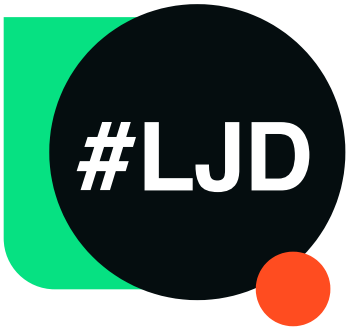


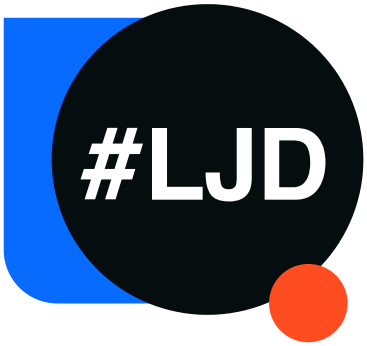
Applications

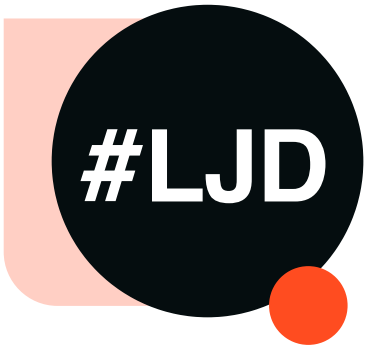
- Social: photo posts
- Social: Reels — e.g. top right corner

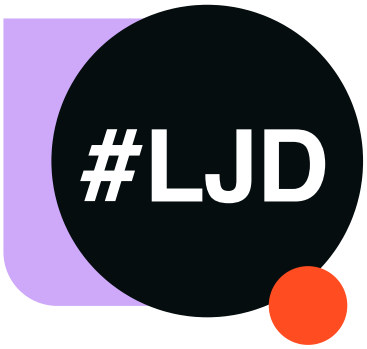
Colour Variations

green, blue, salmon, lilac









Canva template for Reels

Canva template for Instagram Posts

Download template as ZIP file

Logo Variations for Article Images

Logo Variant for Article Images

When selecting your design, bear in mind the background image and how it will render on your website

Application: for labelling online articles



Download template as ZIP file



Canva template for Article Images

Please make a copy of the file in Canva before editing.

© Michael Gstettenbauer/IMAGO

Using the Canva Template

1 Create a free Canva account, e.g. via Google login.

2 Click on the template link. The elements within the image are locked for editing — this is intentional.

3 Create a copy of the template (click File, then click Copy). This copy can then be edited freely: the dots can be repositioned and the background image swapped out via drag and drop.

Design Notes

The coloured dots can be repositioned freely on the background image.

Applications

Online article images

09

Logo Images for Articles

Logo Variant for Article Images incl. Author

Application: for labelling online articles with focus on the author/journalist

When selecting your design, bear in mind the background image and how it will render on your website



Download template as ZIP file



Canva template for Article Images

Please make a copy of the file in Canva before editing.

© Peter Seyfferth/IMAGO

Using the Canva Template

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Design Notes

The coloured dots can be repositioned freely on the background image.

Applications

Online article images that place the author front and centre.

UNESCO Global Patronage for LJD 2027

Legal Information on the Use of Logo and Text

UNESCO Global Patronage for LJD

We are pleased to announce that UNESCO will assume global patronage for Local Journalism Day in 2027.

This means that all participating media organizations may use the phrase "under the patronage of UNESCO" in their communications regarding Local Journalism Day 2027—though strictly in direct connection with the event itself.

Use of the UNESCO logo is not permitted and remains reserved for #UseTheNews.

Please also note the following:

1) Mention of the patronage may only be used in direct connection with the "Local Journalism Day 2027"—not for advertising, other projects, or use by additional partners.

2) Please ensure that your communications do not create the impression that Local Journalism Day is a UNESCO project or that UNESCO bears responsibility for the content of the event.

3) Following the event, the reference to the patronage must be removed from all digital and printed materials or marked as having concluded.

Contact for questions

For questions regarding the patronage of the UNESCO and its correct communication, the #UseTheNews team is available as a contact partner.

Vanessa Bitter
Managing Director of UseTheNews GmbH
Bitter.Vanessa@usethenews.de


App

App for #LJD

Launch on April 9, 2026

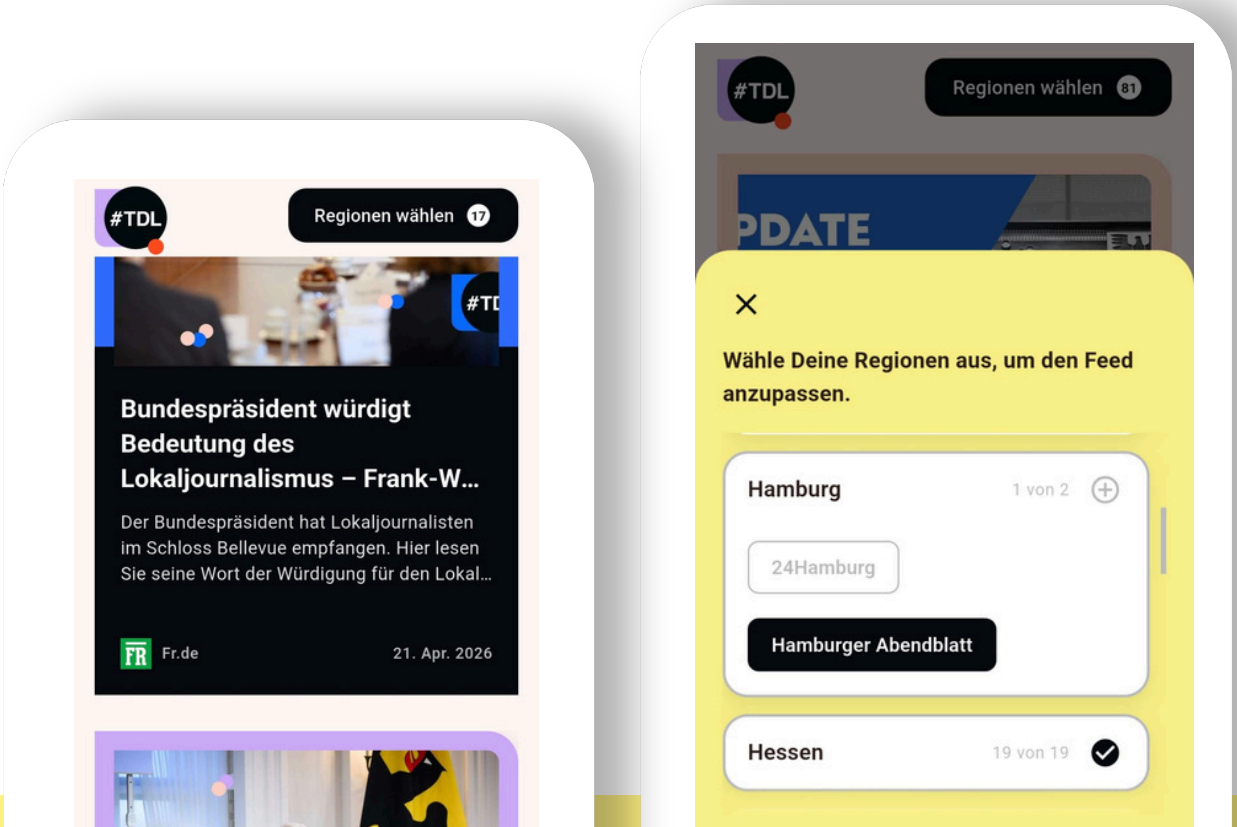
To give the content from all partners even greater visibility on Local Journalism Day, we are offering a TDL app.
The app was developed specifically for the TDL and operates independently of the Ippen Digital app platform. All content fed into the app is also integrated into the TDL website as a newsfeed.

STRUCTURE

If you would like to be part of the app in 2027 as well, send an email to: ljd@localjournalismday.com

The home page displays content from all partners with RSS feeds, sorted by publication time.

The content can be filtered by federal state and brand.



App for #LJD

Launch on April 9, 2026

STRUCTURE

Clicking the teaser opens the article page in a webview (equivalent to opening the link in a browser).

Link to install the partner app



© Photo: Monika Müller

FAQ

Who hosts the app?
The app is published via Ippen Digital on the App Store and Google Play Store.

Is there any user data associated with the app?
No. Even the article detail pages linked to by the RSS feeds are not tracked via the app.

FAQ

Is there in-app advertising? If so, where do the proceeds go?
No. Revenue is generated via the product detail pages on the participating partners' respective websites.

Is the idea that this content shouldn't be behind a paywall?
That decision is up to the participating partner. From a UX perspective, it is advisable not to use paywalled articles. If an article is behind a paywall or registration wall, the user only becomes aware of this after being redirected from the app to the webview.

We are a media company with several news brands. Do you want to integrate one or all of them?
Each partner can decide that individually.

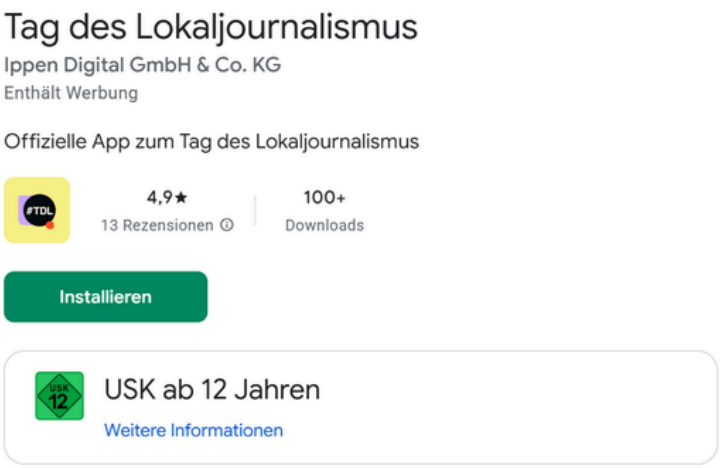
Do you need a full-text RSS feed?
No, but you are welcome to provide one. Our developers will filter out any irrelevant information.

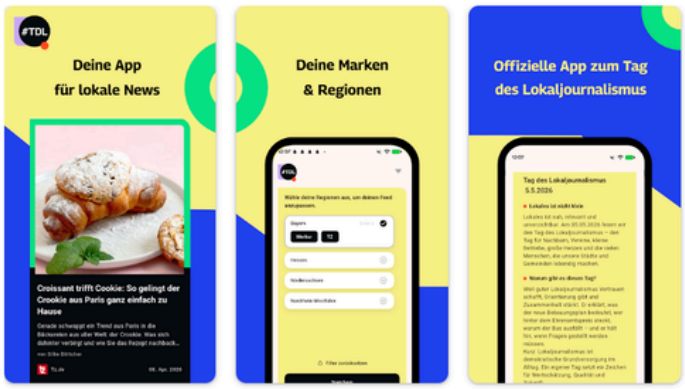
Is the app also intended for publishers from Switzerland and Austria?
Publishers from Switzerland and Austria are cordially invited to participate.

What type of links should be provided in the RSS feed (web links or universal links)?
Web links to the article are good.

App for #LJD

Launch on April 9, 2026





So far, the app is only available in German-speaking regions.

ZAHLEN

For a new app without a large marketing budget, the LJD app has made an acceptable start.

90
Partners

800
Articles

5x
Top 10 in the “News” category

16x
in the charts

Above-average visibility. Presumably due to organic interest, which triggers a boost from the algorithm.

Knowledge

Webinars

Watch now!

Several one-hour webinars on a range of topics will be hosted in collaboration with our partner BDZV. Each session will share key insights, highlight best-practice examples, and include time for discussion and questions.

Together we are stronger! Share ideas with each other.

Topic 1:

Engaging Young Target Audiences

Content: In this webinar, we present the key findings of the TikTok study, introduce the News Camp concept, and demonstrate how newsrooms can implement co-creation projects with young people on an equal footing.

Speakers: Sandra Jütte Lead (Lead Community & Communication / Wissenschaftliche Mitarbeiterin, HAW Hamburg) & Lena Marie Haring (Projektmanagerin Newscamps, UseTheNews gGmbH)

Watch now

Topic 2:

Pop-Up Newsroom

Content: Tips on the format idea of “Pop-Up Newsrooms” for on-site actions and events for building a close connection with readers.

Speakers: Gina Kutkat (Audio Journalist at Badische Zeitung) & Anika Maldacker (Journalist in the local newsroom in Freiburg at Badische Zeitung)

Watch now

Topic 3:

Instagram for Beginners: The LJD Guide

Content: The webinar explains how newsrooms can easily and effectively bring the topic of local journalism closer to their community on Instagram. It also offers insights into the past year's experiences and current plans.

Speaker: Björn Knips, Editor-in-Chief of the Mediengruppe Kreiszeitung

Watch now

Topic 4:

Successful editorial marketing for LJD

Content: In this webinar, we show you how to plan, manage, and evaluate your campaigns—before, during, and after—so that they gain visibility among existing subscribers, your community, and potential new readers.

Speakers: Markus Knall (Editor-in-Chief, IPPEN.MEDIA) & Julia Burger (Project Manager, IPPEN.MEDIA)

Watch now

Webinars

Watch now!

Further webinars were also held in April 2026, including an open discussion session where editorial teams could exchange views on their plans for TDL 2026.

Together we are stronger! Share ideas with each other.

Topic 5:

Misinformation in Election Campaigns: What Local Newsrooms Should Know

Content: Election campaigns are peak periods for misinformation — including on local channels. This webinar highlights typical patterns of election-related disinformation, explains the role of social media and AI-generated content, and offers tips on how local newsrooms can respond to such narratives at an early stage. Using concrete examples, the session focuses on quickly identifying misinformation and contextualizing it from a journalistic perspective.

Target Audience: This webinar is aimed at local journalists who want to understand the disinformation circulating during election campaigns — and the stories that can emerge from it for local reporting.

Speakers: Stefan Voß (Head of Verification at dpa) and Veronika Völlinger (Editor on the dpa fact-checking team)

Watch now

Topic 6:

Open discussion sessions on the TDL for all interested media companies.

Content: In the sixth and final webinar of our series dedicated to TDL 2026, representatives from various media outlets shared insights into their plans for the day of action. The webinar took place on Tuesday, April 28, 2026, in collaboration with the BDZV.

Target Audience: The webinar is aimed at editorial staff looking for inspiration regarding the types of ideas that can be implemented as part of TDL. It showcases both small, easily executed concepts and initiatives requiring more extensive advance planning and organization.

Watch now

All information on the webinars can be found at: tag-des-lokaljournalismus.de/#webinare

Write to tdl@tag-des-lokaljournalismus.de to also be informed about new webinars by email.

Social Media Guidelines

Guidance for **content creation**

Mission

Objective

- Demonstrate relevance for all generations
- Show local presence
- Build trust

Target Audience

- Existing and new readers
- Industry insiders
- Local politics, associations, and businesses

Schedule & Channels

Content Timing

Start now! Show your daily work routine via Social and share your plans for #LJD with your readers

Ongoing:
Main content & live updates

5 May 2027:
Local Journalism Day

6–20 May 2027:
Follow-up & post-event coverage

Platforms

- Instagram, Facebook, LinkedIn & TikTok
- Use your corporate channels and personal social media accounts

APPROACH



On-Cam:
show yourselves as people



Authentic:
tell us why you report locally



Direct:
speak to your readers



Personal:
your own perspective

20

Social Media Guidelines

Guidance for **content creation**

Formats

Team & People

- Team introductions
- "What do our apprentices do?"

Community

- Surveys and discussions
- "Which topics matter to you?"

Insights & Transparency

- Newsroom visits and on-location appointments
- "24 Hours in the Newsroom" — Behind the Scenes
- Q&A on daily editorial work

Exchange & Learning

- Best practices from other cities
- Retrospective / developments since May 2025
- Success stories with before-and-after comparisons

Tracking & Support

Tagging

Please tag us at @IPPEN.MEDIA and use the hashtag #LJD or #LocalJournalismDay

Reporting

Please compile a report on your reach and engagement.

Assets & Support

We are here to support you with:

- Logo
- Graphics / templates

Contact
Christina Büscher
tdl@tag-des-lokaljournalismus.de

21

Social Media Tips

Tips by #UseTheNews

Tips for 9:16-Videos

Better to keep it short and simple

- On short-form video platforms like TikTok & Instagram, users want quick information, but there is also a lot of content available: The beginning (3 seconds) must be impactful, ideally with a provocative question or thesis that grabs attention and encourages users to stay.
- Keep videos short. Guideline: 45-60 seconds.
- Videos should match the viewing habits on the platforms: quick cuts, varied perspectives, zooming in and out, subtitles.

One aspect per video

- Not all aspects of a topic can be covered in a short video. It's better to focus clearly.
- Find a connection point: What does the topic have to do with the life of the (young) target group?

Communication

- Avoid difficult terms and convoluted sentences. Rather, use everyday language and explain terms briefly.
- Don't mention too many numbers and data; rather, embed them, otherwise you lose attention.
- Be authentic, don't pretend, build rapport!

General Tips for good Social Media Content

Use Social Media Yourself

- Only those who are active on TikTok & co. know the functionalities and discover current trends and topics.
- This way, you might also find topics that are currently being discussed in your region and that you could pick up on.

Bold, but professional

- Try out other or new features on the platforms as well, such as TikTok Lives or new Reels functions to keep on track with die algorithm.
- Post regularly to build a community. Keep an eye on comments and interact with the community.
- SEO is also important for video descriptions and thumbnails.

More tips are available in the whitepaper "Year of the News 2024" from #UseTheNews

We’re joining the initiative!

Format idea to inspire more media organisations to participate and connect Local Journalism Day more closely with readers.

Use authentic voices from your editorial team to highlight why your media organisation is taking part in Local Journalism Day.

Create short video posts featuring concise and engaging quotes from your journalists that express their motivation and passion — showing why local reporting matters and why this campaign day deserves attention.

GOAL: Inspire more media organisations to join the initiative — and show readers the people behind the newsrooms who bring local stories to life.

VIDEO QUOTE FORMATS (30–45 seconds)

Participation Statements

- "We're taking part, because local journalism is the backbone of democracy."
- "Our newsroom is joining in — local journalism brings communities together."
- "We're going #OutAndAbout, because proximity is our greatest strength."

Reasoning Statements

- "We're taking part to show young people that local news has a place in their lives."
- "Local journalism is more than information — we build trust on the ground."
- "While others post from Dubai, we are where the stories happen."

Technical Execution

- Length: 30–45 seconds per video
- Setup: journalist speaks directly to camera
- Text overlay: quote displayed as subtitle
- End card: Logo + "Join us!"

Posting Strategy

- Announcement: "We're taking part in LJD! Here, [Name] explains why…"
- Call to action: "Which media organisations are joining us?"
- Post the videos or quote cards to your social media accounts
- Use the hashtag #LocalJournalismDay or #LJD
- Tag @IPPEN.MEDIA

Local Journalism for the People

Katja Fleischmann

Head of DRIVE at dpa

Utilize User Needs.
Build Proximity.



Become a Source of Inspiration: How Reporters Ignite the Spark

Without inspiration, the world wouldn't be the same. It's like a "spark" that makes you perceive things differently and encourages you to act. Local journalists know this: stories about extraordinary people captivate readership. Now it's up to you to become a source of inspiration for such a "spark."

Dare to Be New

On the "Day of Local Journalism," reporters have the chance to show themselves in a different light. By personally narrating when their work made a difference. This can be effectively implemented in a "Behind-the-Scenes" format. A method that content creators successfully use to create authenticity and proximity.

Stories with Impact

This format is also easy for editors to implement. They can provide insight into challenging research that uncovered grievances and led to change. They can depict a moment that sparked a debate and how it moved them. Or they can recount their career choice—from a childhood memory or a formative experience that paved the way into journalism.

Reporters in the Spotlight

For such "Inspire me" stories, the rule is: No story without people, and no "Local Journalism Day" without a reporter. Even if they are rarely in the spotlight, they should seize May 5th to offer an inspiring glimpse into what makes local journalism possible every day and how valuable it is.

From Inspiration to Support

When this "spark" jumps, people will hopefully feel the impulse to support reporters, contribute to research, share stories, and ultimately decide on a subscription.

User Needs in Action:

On the following pages, each category is briefly explained, plus implementation tips for the LJD.

User Needs

Guidance for Content and Format Creation for the LJD

In local journalism, success is no longer solely determined by the news itself. It is crucial to align content thoughtfully with diverse user needs. For this, editorial teams rely on User Needs models, which also help them connect more closely with people on “Local Journalism Day" (LJD).

Update me

What new information do I need to know?

- Users want to stay up-to-date.
- Tip for the LJD: Report on the Action Day as a news event. What is happening, who is organizing it, when, where, and with what goal?
- Genre: News report, feature.

Give me Perspective

What should I think about this?

- Users seek classification and opinions.
- Tip for the LJD: Panel discussion with experts on a highly debated topic in the region. Find good connection points to engage with old and new readers.

Educate me

What’s behind this?

- Users want to learn and understand better.
- Tip for the LJD: Explain why this special Day exists. Use behind-the-scenes videos, e.g., how the editorial team distinguishes fake news from real news.

Divert me

What’s distracting me?

- Users want to be entertained.
- Tip for the LJD: Share stories from your life as a local journalist and present the most curious stories you've encountered in your career. Also, pay attention to humorous moments during the LJD itself.

User Needs

Guidance for Content and Format Creation for the LJD

Inspire me

What motiviates me?

- Users want to be inspired.
- Tip for the LJD: Even if you are not usually in the spotlight, give an inspiring insight into what makes your daily work possible. What changes have you been able to effect through your research in the past, and how has that moved you?

Help me

What helps me now?

- Users are looking for solutions to a problem.
- Tip for the LJD: Data-driven work, e.g., a "Parking Guide": Where can I park in the city center, a map with prices and secret tips. Become a problem solver yourself: show how to fill out an application at the office. Or answer questions in a live chat.

Connect me

How can I belong?

- The user wants to feel part of a community.
- Tip for the LJD: Reporters meet people on site and ask what concerns them in the city, what the editorial team should know. Or opt for a behind-the-scenes video showing the preparations for a panel discussion, e.g., the selection of questions for the expert round (which ideally also come from people on site) and the setup of the technology.

Keep me on trend

What's currently in demand?

- Users want to know what's currently important.
- Tip for the LJD: What is the city currently talking about? Publish a poll on social media. Local journalists know exactly what new local spots are trending, which pop-up stores have just opened, and which events you absolutely shouldn't miss. Show that you are truly on site and capture it with photos and videos.

Editorial Marketing - Before

Guidance for Content Creation

In editorial marketing, it has proven effective to think in terms of a temporal structure: Before | During | After.
Good preparation is the key to success.

Before

Start Early Enough

- Careful consideration should be given to when the right time is to begin promoting the event. When will there already be **reader interest**? What is the target audience like?
- Define the **core message** early on and clarify any **budget** for promotional activities.
- Consider in advance how much lead time is needed for promotion. Are you planning an event, for example, with people on site? Can **synergies** be leveraged here, for instance, to promote other products? If so, inform the relevant units of your organization in good time and integrate tracking to measure the success of your campaign afterward.

Main Focus

- In the time leading up to the event, the main focus should be on **social media** announcements to reach additional target groups beyond existing subscribers.
- Since information shared via social media is limited, it is always worthwhile to write an **announcement article** or create a landing page to link to. The article can be prominently placed on homepages or promoted with **QR codes** in other locations.

Working with Individuals

- Personalization is a proven method to convey messages to the user.
- Empower your editors to become "**creators**" who report on their work and also through their personal accounts.
- As an editorial manager, lead by good example and leverage the possibilities of various social media channels to raise awareness for your work.
- Provide graphics & templates for better recognizability.

Distribution Channels

- Provide an overview of existing distribution channels in addition to social media that can be used to promote your campaign.
- These could include: mentions in existing newsletters, a push notification in the app, placement of links to the announcement article in thematically relevant articles, pinning the announcement article to the homepage, etc.
- If you are planning on-site activities, invite not only existing readers but also new target groups. School classes can also be exciting here, or enter into collaborations—for example, with the city library, etc.

Editorial Marketing - During

Guidance for Content Creation

Time for encounters, listening, & inspiring: See every contact as an opportunity, foster closeness, and make your brand tangible.

During

Create visibility

- Share social posts across **multiple channels**; ask your team to interact with the posts.
- Produce **"Behind-the-Scenes" material** and offer insights via Stories, Posts & Live Streams.
- Use **hashtags** (e.g., **#LJD #LocalJournalismDay**) for better recognition and subsequent evaluation.
- Interact with user feedback.
- Emphasize that you are part of a larger movement.

Collect & Document Data

- Document the success of your campaign: the number of successful participants, positive feedback, and newly generated leads (e.g., via newsletter promos, app downloads, PDF downloads, etc.).

Watch the webinar on Editorial Marketing here

Visitor Feedback

- Plan time for questions and discussions with visitors at on-site events.
- Gather feedback from visitors (videos are welcome) and ask about what went well and what could have been improved.
- For on-site activities: Let visitors try things out themselves.
- Use feedback for further reporting.

Stay Flexible

- Did something not go as planned? Communicate transparently and make the best of it.
- Work with quick solutions: Can an item on the program not take place? Fill the gap with a quick survey. The weather is too good for a panel discussion? Organize a free round for everyone.
- Perfectionism is the enemy of progress. Setbacks are also necessary steps on the path to success. Gather valuable information to make improvements next time.

Editorial Marketing - Afterwards

Guidance for Content Creation

An event is only truly concluded when insights are secured, contacts nurtured, and successes made measurable. The follow-up determines whether an idea evolves into a repeatable concept or format.

Afterwards

Numbers, Numbers, Numbers

- Celebrate your **successes** internally and externally.
- Conduct a performance analysis of all channels and prepare a **report** on, for example, visitor/download numbers.
- Calculate the ROI of marketing investments.
- **Contextualize the campaign**: "We were one of XY media houses that participated in the Day of Local Journalism and made an impact."
- If you developed new **format ideas** during the campaign, decide whether they should be continued or not. If so, establish appropriate **workflows and structures.**
- Transfer **learnings** to other campaigns.

Celebrating and Giving Thanks

- Bring all participants together in an organizational event. Acknowledge their commitment, e.g., in the editorial conference.

Review for Readers

- Share event highlights on social media.
- Write an event recap article.
- Share photos/videos of the campaign.
- Create transparency by sharing how visitor feedback was received and implemented.

Recruiting

- A positive campaign can always serve as a recruitment advertisement for new employees.

Watch the Editorial Marketing webinar here!

Tips

The Future of Local Journalism

Hannah Suppa
MADSACK Media Group

10 Suggestions on What Makes Our Regional Journalism Better



Dear Colleagues,

In local newsrooms, we have been constantly evolving for years: new formats, new structures, new workflows. "When will things finally calm down?" some ask – and I can understand that. However, it is clear that much will continue to change. But after the major upheavals brought about by digital transformation, we have now arrived at the core: the content transformation of our journalism. What makes us better for our audience? What makes us unique and distinguishes us from simple information that any AI could compile? Here are a few ideas and thoughts from our daily editorial work, first shared at "The Future of German Media Summit" in Hanover:

1 We Can Do Better Than AI

Now it is crucial that we, as local media, highlight and leverage our unique value: We are on site, we are close, we are people who are there for people. AI may give us thousands of answers, but only journalism asks the right, uncomfortable questions — and only regional journalism is directly connected to the people. We must uncover what others wish to conceal from the public, conduct our own research, and thus offer more than AI ever could. While news can now be produced by almost anyone, proximity, preparation, classification, curation, and depth are what truly define local journalism. Anyone who focuses solely on news might gain reach but will not achieve sustainable growth. Journalists are the ones who make news consumable, understandable, and tangible — when they do their job right.

2 Stop doing things

More and more is simply no longer feasible in newsrooms: We must ruthlessly cut. Every activity must be reviewed, every process rethought. For every report, every email, every piece of reporting, every appointment, we must ask: Do we need this? Does it contribute to our goal? If it doesn't align with our digital objectives: Eliminate it. This also means: Less is more; fewer news stories, and no longer stuffing the internet with texts with under a hundred clicks and texts with under a thousand clicks. It's the "Marie Kondo clean-up principle": Does it spark joy? If not: Get rid of it.

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3 Get to the Point!

What is it about? Why is it important? Why should a reader spend their precious time on this piece of journalism? Anyone who cannot answer this in a few short sentences, needs to question their topic and approach. That's why we at RedaktionsNetzwerk Deutschland (RND) invented the "Smarts": a format that quickly presents all the essential information from the text, structures the work itself, and finds the perfect stage in the newsletter. And yes: This also applies to reports! It's also about looking ahead: more scenarios and analyses, helpful checklists, and probability forecasts.

4 Let Go of Print

A trainee recently asked me: "What exactly is a subline?" – I briefly thought we had finally turned a corner. We need to work in newsrooms as if there was no print edition: digital, with target groups and thematic focus. Yes, the printed newspaper still makes money. Yes, we want to satisfy the product's readers. Yes, we all love the tactile, curated print product. But that doesn't mean the entire editorial team has to subordinate itself to the print division. No editorial team should talk about print at conferences anymore: don't plan topics according to pages – but themes according to themes. Easier said than done. But above all, leadership must be consistent – and processes must be reorganized. And piece by piece: Eliminate all content that is purely created for print. Here, the rule at work is: topic & newsletter first.

5 Fewer Outrage Spirals!

Autumn 2021: Gil Ofarim accuses a Leipzig hotel employee of antisemitic abuse. A monstrous accusation. Everyone quickly shows solidarity; politicians comment, demos in front of the hotel. But: There are doubts about the presentation of the incident – only some media did not escalate it, so the LVZ and Die Zeit are initially the only ones who did not follow the media outrage spiral and reported factually. In the meantime, the case has even been clarified in court: This outrageous incident never happened. What does that teach us about reporting? Furthermore: The election results, debates, and surveys show: People in Germany increasingly feel that politicians, public figures, and journalists no longer speak their language, understand their concerns, or represent them. We journalists must do better than we sometimes do: Replace platitudes and quotes with depth, analysis, and consequential explanations. Separate opinions from facts. Not everything is always a crisis! Chaos! This creates the impression among the public and citizens that this country is on the brink of collapse. But that's not the case. Yet populists gladly and successfully exploit this narrative – we should be smarter.

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6 Learn More About Your Region

We regional journalists often believe we know everything about our region. But is that truly the case? Where do people move to, where do they commute from? And what perhaps lies beyond our traditional "distribution area"? Where is the economy thriving, and where is it not? What is "up and coming" because the tram will stop there in 4 years? It's worth conducting a potential analysis of your own region and matching it with business needs: Where are the right locations, industries, developments? And do the tailored aspects of our products reflect the realities of people's lives? The potential analysis should serve as a starting point for rethinking the content and sales strategy locally. We have done this with LVZ and other MADSACK titles – and our strategy is aligned accordingly.

7 Be Experts!

A local journalist is always an all-rounder – but that's not always a good thing. We see that people's desire for explanation, classification, and expertise is growing – and that's precisely how we differentiate ourselves from mere news offerings. Our reporters need more freedom for expertise – for example, through reorganization into thematic teams and fields beyond daily business. This demands a radical rethinking of editorial work: long-term, focused on relevance and thematic depth criteria, and the courage to let go. What we observe: it contributes to loyalty and a digital subscription strategy. And it is only logical (see point 1).

8 We Offer Solutions, Not Problems

How can one still look at life cheerfully and optimistically after consuming our journalism? Of course, the problems in the world, in the country, in the community, and in our society are enormous. But we journalists tend to stick to describing problems – especially when there's no political solution available or provided. Why don't we offer proposals – with experts, with idea competitions, with solution-oriented questions that point the way forward?

9 Dare to Use Other Formats – Strategically Too

It's obvious: We need to tell our stories in journalism differently than just through text – and we've been doing that for a long time. But are we doing it strategically? Which digital format serves the goals of our house, and which suits the target audience? Not every newsroom can, or will, be able to do everything. Therefore, one must know their audience and who it will be in the future. At LVZ, we have discovered: Story podcasts, which address socially relevant questions in Saxony (and specifically in Leipzig), have a large audience. In 2025, our third story podcast "Hitlergruß als Partyspaß? Der Fall Melanie Müller" was released – and each of these podcasts has gained more digital subscribers than any other topic before.

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10 Take the audience seriously – and go out and meet the people

Staying close requires commitment.: to seek dialogue, to moderate debate. In villages, cities, and states: to give people the opportunity to express their opinions, to contribute their ideas. This is our great strength. In formats like the LVZ Stammtisch or the "Politik in Sachsen" debate evenings, we engage with people on an equal footing. If we invite the Saxon Minister of Economic Affairs to discuss wind power in the rural district of Leipzig, 500 people come to a sports hall. We are on site, where even controversial topics can be discussed on neutral ground – and people appreciate that. One should continue to foster this "seriousness." Before we launch a new product (like a newsletter), we should simply ask all local stakeholders who shape the community (pediatricians, village pastors, fire chiefs, etc.) what is thematically important to them, and what they consider important from us. And we involve them as developers and multipliers. This is how we approach it now.

Hannah Suppa

Editor-in-Chief Leipziger Volkszeitung (LVZ)

and Coordinator of the Editors-in-Chief of the MADSACK Media Group

Reading Tips

Interesting Facts about News Deserts

"Wüstenradar" Study: Researchers at the Hamburg Media School have, for the first time in a groundbreaking study, systematically investigated how the situation of daily newspapers has developed since reunification in Germany. The focus was also on the question of **what impact a decline in the local press could have on democracy in Germany**. Until now, there has been a lack of systematic monitoring of the circulation of local newspapers in this country.

Link to the "Wüstenradar" Study

Further Articles on the Topic of News Deserts

IPPEN.MEDIA spoke with Dr. Christian-Mathias Wellbrock, publisher of the "Wüstenradar" study. He explains what options media houses have and how the principles of platform economics could help. The interview is available here: https://www.ippen.media/netzwerk/politik/journalismus-lokaljournalismus-afd-cdu-spd-gruene-bundestagswahl-zr-93482048.html

According to Nieman Labs, people in American News Deserts don't miss their vanished local newspaper at all. The thesis is: if a media house increasingly withdraws from local presence over the years, only serves core target groups with traditional products, and becomes "invisible" to the majority, it will not be missed when it is no longer there. Link to the article: https://www.niemanlab.org/2026/02/many-people-who-live-in-local-news-deserts-dont-feel-deprived-of-local-news-study-finds/

Reading Tips

THE LOCAL NEWS PLAYBOOK by FT Strategies and the Knight Foundation

The Playbook titled "The local news playbook: Creating value for a sustainable future" by FT Strategies and the Knight Foundation offers extensive information on how local news media can become financially sustainable – at a time when local journalism worldwide is under significant pressure.

Link to THE LOCAL NEWS PLAYBOOK: Creating Value for a sustainable future

Core Message

Prioritize the creation of content and services that the community truly values.

The **most valuable resource** of local news organizations is the community's time. Only more relevant, precise, and meaningful journalism earns this time – everything else (financing, technology, reach) builds upon it.

Direct relationships are crucial. Journalists who visibly participate in community life – through events, partnerships, and **local presence** – build trust and loyalty.

When people see and can interact with their local media outlets, it is more likely that they will perceive them as **familiar and reliable**.

Therefore: **Use the right channel:** Local news organizations must reach their community where they are: in timelines, inboxes, and neighborhoods.

Visibility protects against dependence. Those who cultivate direct, transparent relationships become **independent of algorithms** and build **lasting engagement.**

Become your own brand!
Meinolf Ellers
Senior Advisor DRIVE

The Creators are Coming! – How Can Local Media Benefit from the Hype Around Social Media Idols?



Media brands can't help but envy the massive reach that influencers and social media content creators have built up. Among younger audiences in particular, the key players of the so-called creator economy are capturing an outsized share of attention. When users spend hours in their timelines on TikTok, Instagram, or YouTube, they particularly enjoy the engaging video formats of their social media idols.

Studies show that creators are considered particularly trustworthy by young people. Scientists are puzzled by the phenomenon of parasocial interaction: people build relationships with everyday heroes who would otherwise be far beyond their reach in daily life. While these relationships are virtual and one-sided, they can be as intense as a first love. Newsrooms worldwide are not only discussing the threats posed by the Creator Economy. Many are asking about the opportunities. Where can local journalism learn from and benefit from creators? Two ideas:

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#LJD

1. LJD-Format "Behind the Scenes"

How Do Publishers Benefit from the Creator Economy?

By entering into partnerships with successful creators or by building their own young talents based on the creators' recipes for success? Local Journalism Day is the perfect opportunity to give home-grown talent a chance on TikTok, Instagram, or YouTube.

And following the logic of low-hanging fruit, the suitable format is quickly found. The "Behind the Scenes" look has proven to be the perfect test track in media houses worldwide. If we follow the insights from #UseTheNews, journalism gains the attention of young people and young adults, especially when it presents itself as what it is: a craft, not rocket science.

"Behind the Scenes" means taking people with the eyes of a curious, but only moderately informed audience, into the workshop. How does a reporter work? Where do they get their information? How does live blogging work, and what exactly is the difference between a news report and a commentary? Good if those who watch the "Behind the Scenes" speak the language of a young social media audience and bring the camera presence of successful creators. So, why not use the Local Journalism Day for a test run?

Amelie Marie Weber (30) demonstrates how it can be done. From being the successful social media face of Funke Central Editorial, her path led directly into the Tagesschau team – most recently as an ARD "Behind the Scenes" reporter at the Olympic Winter Games in Italy.

See Amelie's Instagram profile and her work on Social Media here.

Become your own brand!
Meinolf Ellers
Senior Advisor DRIVE

#LJD

2. When Editors Become Authorities

Local Journalism is Out There – Here's How:

Media researchers note with considerable bewilderment just how uncritically younger users, in particular, embrace the opinions and statements of social media content creators. This position of trust grants the idols of the social web an extraordinary degree of interpretive authority over their audiences.

However, conveying credible orientation even on complex factual issues is the supreme discipline of local journalism. The best in their field manage to build a similar base of fans and followers as influencers on Instagram or TikTok. For instance, if the question "What's happening in Hamburg?" arises, all eyes along the Elbe turn to Matthias Iken (55).

The deputy editor-in-chief of the Hamburger Abendblatt is considered by readers and experts alike to be a journalistic authority for all questions ranging from urban development to deep social and societal contexts. Iken's goal is to reclaim "explanatory authority" for the Hamburger Abendblatt brand in the major questions of the metropolis, both in texts and via podcast. His basic principle: "Local journalism is out there. Not in the home office and not in the newsroom."

Being close to people, listening, and allowing other perspectives is a lived practice for Iken. During his summer city walks, he has also explored the darker corners of the Hanseatic city. "You bring back 100 stories with you." Superficiality is not the thing for explainers like Iken. He prefers to deliver the local X-ray image. "We have to illuminate things." His latest coup: for his series 'Zug durch die Gemeinde' — a pub crawl through the community — Matthias Iken visits one iconic local bar in each of Hamburg's 105 districts every month. At the counter, he encounters unfiltered, straight-talking locals and the topics that truly move Hamburgers of all walks of life and social backgrounds. 'I want to have worked my way through all of them before I retire,' creator Iken promises his followers.

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Town-Hall-Meetings

Planning aid for events with readers

In 2026, we achieved great success with the town hall meeting featuring Chancellor Friedrich Merz in Salzwedel. The Chancellor's livestream garnered a total of around 145,000 player impressions, and public broadcasters covered the event extensively. This success can be replicated at the local level—for instance, through panel discussions with state premiers.

INTERNAL

Preparation

- Form an implementation team and define responsibilities
- Identify panelists and moderator; select a date
- Seek cooperation partners if necessary

Planning

- Begin planning (content & logistics), including the schedule
- Brief participants
- Determine design/messaging

EXTERNAL

Communication:

- Launch announcements and ticketing approx. 4 weeks in advance
- Collect questions from readers

Tip: Charging a nominal fee when purchasing tickets can help reduce the number of empty seats on the day of the event. This fee can be donated to good causes.

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Town-Hall-Meetings

Planning aid for events with readers

INTERNAL

Planning

- Pre-sort questions & select a positive opening question → sets the tone for the event
- Prepare an interactive element, such as a poll using a digital tool or physical cards

Tip: You can vary the pace of the event by incorporating interactive elements or "three quick questions" along the way.

For high-ranking guests:

- Ensure the names of all attendees are submitted in good time for security screening

Dry run

- Technical setup
- Test the technology and the event flow on-site no later than the day before the event

EXTERNAL

Communication:

- Reiterate instructions for submitting questions – insert countdown if applicable.

Behind-the-Scenes:

- Film a time-lapse of the technical setup and publish it as behind-the-scenes clips.
- The dress rehearsal is a great opportunity to film and pre-plan social media clips with the presenters for announcements or follow-up content.

Town-Hall-Meetings

Planning aid for events with readers

EXTERNAL

Live event

- Introduce the moderator, welcome guests and the audience, and explain the event schedule
- Explain any interactive elements
- Clearly communicate the rules for audience questions:

1. Wait until the microphone reaches the person asking the question
2. State name and age; include place of residence and the newspaper they read if the event involves other cooperation partners

- Keep questions brief
- Start with the first prepared question
- Create variety by mixing in submitted questions, audience questions, and interactive elements or a rapid-fire Q&A round
- Conclusion: Thank the audience for their questions and the guests on the panel

Social Media Utilization:

- Cut clips directly from the live stream during the event and prepare them for social media.
- Gather attendee feedback on the event afterwards.

Town-Hall-Meetings

Planning aid for events with readers

INTERNAL

Follow-up:

- Prepare specific statements from the event for publication and gather further reactions—such as reader feedback—or solicit expert opinions.

Analysis:

- Analyze and compile metrics (view counts, reach, etc.) to derive key takeaways.
- Review the event: What went well? What could be optimized next time?

EXTERNAL

Follow-up:

- Publish post-event content.
- Make the livestream available as video-on-demand and gradually release highlight clips in the following days, linking to the full video.
- Pick up and present reactions to the event from other media outlets and the political sphere.
- If applicable, take up questions raised during the discussion and let readers vote on them.

Young target audience

Collaboration with influencers

Successful Format 2026

The young target audience places great importance on communication on an equal footing. Partnering with the right influencers is a worthwhile strategy for reaching them on their own channels through people they trust and listen to.

1

Researching influencers who are a good thematic fit.
It doesn't always have to be the big names; highly specific target audiences are valuable, too.

2

Negotiating a content package.
It is often worth putting together a "package"—for example, several Reels plus one Story on the day of the promotion.

3

Agreeing on a shared content idea
E.g., an influencer visits the editorial team to provide a behind-the-scenes look—told authentically by a representative of the young target audience.
Or: leveraging the influencer's established formats for the collaboration. Be open to new ideas and storytelling approaches.

4

Announcing the collaboration
You can start promoting the collaboration with the influencer in advance (unless agreed otherwise)—for example, by collecting questions for them.

5

Post the content as a co-author for greater reach.

6

Evaluation: If the cooperation is successful, a repeat engagement is envisaged.

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Cooperation with Treffpunkt Verein

New series of collaborations

Reaching young people is a key goal of our action day. Associations offer a great way to strengthen social cohesion and connect with young people. A partnership between *Treffpunkt Verein* and #UseTheNews has been in place since 2026; your media organization can also join this initiative and collaborate on planning events.

If you would like to collaborate with Treffpunkt Verein and #UseTheNews, please contact:
Lena Marie Haring (Project Manager)
haring.lena-marie@usethenews.de



Partnership Inquiry

Contact #UseTheNews

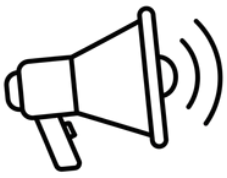


Contact clubs



Concept

Choose an idea for implementation.



Application phase

Promote your planned activity.



Implementation



Follow-up

Publication of clips, texts, and performance figures

Co-creation with students

#UseTheNews-Tip: Engaging Young Audiences

By producing local content together with young people, they experience firsthand why local journalism matters — and how local news connects to their own lives.

Idea: Create a social media piece on a topic chosen by the students and let them co-produce it. Or record a joint podcast on a local issue.

In our webinar, we'll share more details about the News Camps.

How to Make a Co-Creation Project with Young People Work:

1 **Solid project management**
Forward planning is essential when working with students — schools run on fixed timetables that leave little room for spontaneous projects. Speak with school leadership and teachers well in advance, and define clear goals and deadlines together.

2 **Start small**
Even one jointly produced piece or podcast can create a remarkable exchange of knowledge in both directions.

3 **Topic selection**
Let students bring their own topics to the table — that's how you discover what truly interests them. At the same time, choose "evergreen" themes where possible, as productions with young people often take more time than expected.

4 **No text**
Create the content in the media universe young people use most — audio or video (for example, with your social media team) — and stay open to their own creative ideas for execution.

5 **Hands-on journalism**
Under the guidance of experienced editors, students try their hand at research, camera work, and editing — and experience first-hand just how much effort goes into a single piece.

6 **Realistic expectations**
Students are not editorial trainees. Even if the final product doesn't fully meet publication standards, plan to publish it — adding a short introduction or label if needed to provide context.

More information on co-creation projects by #UseTheNews is available in the White Paper on the **"Year of the News 2024"**.

Bringing Local Journalism to Life with "Mini News Camps"

#UseTheNews-Tip: News Festival for Young People

With a “Mini News Camp,” local newsrooms offer young people an authentic look behind the scenes — and a chance to inspire the next generation of journalism enthusiasts.

Goal: Bring journalism closer to young people and show why news matters in their daily lives.

Concept

The core idea

At a “News Camp,” young people explore the themes of local journalism, misinformation, and disinformation in an engaging, accessible way — developing their own ideas and concepts through workshops, hackathons, or hands-on activity stations.

Possible execution

Invite one or more school classes for a day and show them how your newsroom works. Offer workshops — for example on research and fact-checking — or create Reels together with the social media team. You could also organize a short hackathon in which volunteers and young participants jointly develop new local format ideas. Another option: produce a live piece where students interview each other, select the best story together, and write it up live in the editorial system.

Dos & Don'ts

Authenticity & exchange
Communicate with warmth and authenticity — for example, through young workshop facilitators — and show genuine interest in the world young people inhabit. Where appropriate, involve regional personalities or influencers.

High interactivity
Avoid dry theory or PR exercises. Make the programme as engaging and participatory as possible. Ask schools about students’ prior knowledge and consider involving media educators.

Methodology
Question established routines. Choose content, themes, and social media examples that connect with the interests of young people to keep their attention.

Organisation:
Plan well in advance and don’t let the logistics of consent forms discourage you. Adhere to school hours and avoid scheduling programme elements in the afternoon.

Bringing Local Journalism to Life

#UseTheNews-Tip: News Festival for Young People

BEST PRACTICE 2025

A "News Camp" can be organised on any scale — large or small. The following examples are intended as inspiration, not as a blueprint.

Example 1

Newslab in Chemnitz (RTL Journalistenschule)

Concept

- Design-sprint format: students develop journalistic concepts and products together with emerging journalists and coaches.
- Work begins with specific guiding questions and ends with teams pitching their results.

Objective

- Foster networking between media partners and local initiatives.
- Encourage interactive knowledge exchange.
- Create space for creative collaboration and peer-to-peer encounters.

Added value

- Engage and activate young people.
- Strengthen local journalism.
- Build potential for follow-up through a co-creation project after the event.

Scale

3 days / 45 participants / 5 challenges from various initiatives / 8 pitches / supported by coaches

Example 2

Newsfestival in Daun (#UTN, Medienanstalt Rheinland-Pfalz, Staatskanzlei Rheinland-Pfalz)

Conceot

„Newsfestival“ = students take part in workshops (e.g. on fact-checking, AI, or disinformation) and at hands-on activity stations.

Objective

Accessible knowledge sharing — creating lasting impressions through the energy and atmosphere of an event.

Added value

Reaching a diverse audience, encouraging peer-to-peer exchange, and sparking enthusiasm for local journalism.

Scale

One News Camp day with 100 students (four classes), six workshops, and several activity stations.

More information on co-creation projects by #UseTheNews is available in the White Paper on the **"Year of the News 2024"**.

Wolfsrudel

Hamburger Abendblatt: The **Video Documentary** about Eimsbüttel TV

The Hamburger Abendblatt ventured into a new format for digital regional journalism: a seven-part video documentary accompanying Eimsbüttel TV (ETV) and its challenge on the way to the Regionalliga.

Watch now at: abendblatt.de/etv

Concept and Basic Idea

Production

"Wolfrudel" is the first video series of its kind by Abendblatt and was implemented as a pilot project by FUNKE Mediengruppe. The goal was to create a modern connection between local journalism and new target groups. The project, largely produced in-house, was made possible by sponsoring from Sparda-Bank and Tibarg-Center.

Story

The series followed ETV for over a year, from the promotion playoffs to the 4th league, through to the complete Regionaliga season. In addition to the sports stories, there were exclusive behind-the-scenes insights.

Organization

Teams from Editorial, Sales, Marketing, Social Media, Product Innovation & Subscription Growth, and Audience Development worked closely together to explore new avenues in journalism as a minipublisher.

Process

Video Production & Storytelling

Filming took place over the course of a year, from May 2023 to May 2024. The result is seven episodes, each running between 35 and 40 minutes

Premiere & Marketing

The official premiere of the series took place on September 4, 2024, as an exclusive cinema preview with 100 guests – including journalists, players, coaches, and sponsors. The marketing campaign included an online series, club media, podcasts, social media activities (e.g., 8 Instagram Reels), and print advertising.

Successes & Learnings

The trailer reached 100,000 views, the first episode 20,000. The documentary delivered a three-digit number of new digital subscriptions. It was also honored with the European Newspaper Award and the Nova Innovation Award. It also drew favorable coverage from respected football media, including 11 Freunde, Fever Pitch, and a number of podcasts.

News & Knowledge for Children

Format Ideas compiled by JuLe, to reach children, students/GenZ, and families as a target group

Idea 1:
The editorial team, if available, answers children's questions using a children's mascot. If possible, set up a mobile podcast studio, collect questions in advance, and answer them during an activity with children.

Click here for examples:

"Ole schaut hin" – Children's podcast by NOZ answers children's questions

oleschauthin.de

Children's podcasts by journalists on the festival stage

Kids Podcast



Idea 2:
The children's newspaper team presents itself at a central location, showcases the children's news and/or children's newspaper, with the mascot as a walking act. Alternatively, the media house invites children into the editorial office and explains how news is created.

Click here for examples:

CHECKY! (FUNKE NRW) with an activity for World Children's Day

Free Checky Edition

Kruschel (VRM) with a class quiz at the Mainz Science Market

Quiz

Focus on Young People: Training & Jobs in Media Houses

Format ideas compiled by JuLe, to reach children, students/GenZ, and families as a target group

From job portals to apprentice festivals and career fairs: media houses connect school leavers with training companies in various ways. On a single day, such as the Local Journalism Day, the media house itself can present itself as a company that trains in different areas. Open your doors to school classes or university seminar groups and give them a first-hand flavour of life in journalism.

Click here for examples:

Main-Post invites to a student workshop day

Workshop at Main-Post

NOZ informs students about entering journalism

Discover up-and-coming journalists



Families Benefit from Local Journalism

Format ideas compiled by JuLe, to reach children, students/GenZ, and families as a target group

Service, Content & Community: A low-threshold offering for families – an invitation to coffee & cake with a small childcare activity. Families meet editorial team members, share insights from their daily lives, and thus provide ideas for reporting. The editorial team can also frame this under a specific theme and invite experts as advisors. In this form, the format is also suitable for an evening event.

Click here for examples:

Stuttgart Family Team invites to a discussion event on childcare

Daycare issues in Stuttgart

NWZ Family Team reaches 90 people with a live parent event

Events for Families

Landeszeitung in Lüneburg invites parents with small children for getting to know each other & crafting

Reading & Crafting



Editorial Team Talks for Schools

Best Practice: Günter Holland School of Journalism with Augsburger Allgemeine

How does the media world work, and what does it have to do with me? What power do images hold? How can anyone contribute to making the internet a better place? That is what these Team Talks are all about.

Also suitable for panel talks with users

Concept

The Basics

- How is it possible that children in Swabia receive violent videos from the Middle East on their phones? What can be done to improve the culture of debate? Journalists can answer these questions and engage in low-barrier conversations with students and teachers via Teams calls.

Why This Format?

- Many teachers no longer fully understand the media landscape that plays out on their students' phones every day — and therefore struggle to explain what is happening, let alone how to protect against it. Journalists step in and invite teachers and their classes to Teams calls for a discussion. Low-threshold and wide-reaching.
- It focuses on media topics at the meta level: The power of images. Counter-narratives. Fake news education.
- Journalism professionals pass on their knowledge of media hacks and create a special added value.

Process

1. Set the topic. Experts from the editorial team come together to plan; external experts are invited if applicable (media collaboration). All channels are used to invite participants to the call.
2. Teachers register via email with a school address, to which the Teams link is then sent.
3. Classes submit questions via chat and may keep their cameras turned off.

More info at: azol.de/68240861


We’re on site

Create Maximum Visibility

We're on-site: format ideas by IPPEN.MEDIA for an active, visible presence on location

Out of the newsroom and into the community. Local journalism makes itself seen and approachable in everyday local life. It is not just about content — it is about connection.

Involve your editorial trainees to bring young voices from the newsroom into the spotlight.

„SHOW UP, LISTEN, STORIFY!“

SHOW UP:
Newsrooms become visible and present within their communities.

LISTEN:
Active listening as the foundation for building trust.

STORIFY
Gather stories on the ground and tell them across multiple formats.

Objective

Make local journalism an **indispensable** part of community life.

Strengthen **trust** through physical presence.

Demonstrate **closeness** to readers and citizens.

Underline the **relevance** of local reporting.

Proposed Activities

1. **Newsroom tours & open-house days**
2. **Pop-up editorial stands in town centres, markets, and cafés**
3. **Mobile reporting teams at local events**
4. **Panel discussions on local issues**
5. **Street interviews**
6. **Dialogue sessions**

Our message:
"We are where you are — for your stories, your concerns, your community."

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“Wort vor Ort”

LJD 2026 Planning: Mediahuis Luxembourg

The Luxemburger Wort hits the road — taking its editorial team straight into the heart of the regions. We go to where our readers live. With 'Wort vor Ort', the Luxemburger Wort bridges the gap between communities and their citizens. We demonstrate, in concrete terms, how local journalism can drive and enrich public debate.

Concept

The Core Idea

- An editorial team of local and political journalists is present in different regions for one day. They set up in a central location — a place where people naturally gather, such as a weekly market.
- Readers can ask questions, share feedback, and start conversations.
- A live interview is conducted on site with a representative of the local authority, focusing on specific local issues.
- Throughout the event, the editorial team provides live coverage on wort.lu.

Why This Format?

- Luxemburger Wort is a medium with both national reach and deep regional and local roots.
- This format allows readers to get to know “their” Luxemburger Wort and connect with it on a personal level.
- It helps raise awareness and generate visibility for the role of local journalism in everyday life.

Preparation

1 **Equipment**
A branded vehicle, roll-up banners, microphone and speaker, gadgets, newspapers, prize wheel.

2 **People Involved**
Editorial team and B2C, alongside brand partners and freelance journalists from the region.

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„Chemnitz Talks”

Best Practice: FREIE PRESSE CHEMNITZ

The dialogue format “Chemnitz Talks” emerged in response to the events surrounding the city festival in August 2018. During the festival, an asylum seeker fatally stabbed 35-year-old Chemnitz resident Daniel H. In the days that followed, demonstrations erupted — some escalating into violent clashes. The city was left in shock, and the need for open, constructive dialogue was immense.

WINNER
Deutscher Lokaljournalistenpreis 2018

Concept

The core idea

- Freie Presse Chemnitzis taking on social responsibility in an extremely heated situation.
- Guided by the principle that “the other side might have a point,” academics and workers, retirees and entrepreneurs, refugee advocates and critics of migration policy came together to discuss what had happened — and how the deep divisions within the city could be bridged.

Why choose this format?

- By deliberately selecting participants from across the spectrum, the format gave a **voice to those so often drowned out in polarised debates:** the uncertain and the silent middle ground.

Process

1. Under the “Chemnitz Talks” format, citizens with differing political views met at workshop tables to talk about asylum policy, the demonstrations, and safety in the city centre.
2. The exchange led to a number of concrete proposals — among them, the introduction of better-lit women’s car parks in the city centre, which were later implemented by the local authority.
3. The dialogue format was later expanded to include a large-scale reader debate with the German Federal Chancellor, held in person in Chemnitz.

More information: https://bit.ly/3K4AMR0

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Mayoral Talks on Local Elections

Planning/Best Practice: Märkische Allgemeine Zeitung (MAZ) - MADSACK Media Group

MAZ organises and moderates mayoral debates in the municipalities of its distribution area. The goal is to make local political debates visible and to provide voters with a well-founded basis for decision-making.

Concept

The Core Idea

- Moderated debates with all relevant candidates for mayoral and lord mayoral elections
- Live event on location with an audience
- Parallel livestream (website / social media)
- A classic, proven format of local journalism with a clear journalistic stance

Why This Format?

- Democracy starts at the municipal level
- Mayoral elections are highly personalised and attract broad public interest
- Open, critical debates promote political opinion-forming
- The MAZ takes on the role of neutral moderator of the political competition
- Comparison of content, tone, and rhetorical strength of the candidates

Process

1 **Moderated Debate with a Thematic Focus**
- Candidates must address key local questions
- Time-limited response windows prevent evasive statements
- "Yes/No" questions on controversial topics ensure clear positioning

2 **Cross-Media Elements & Participation**
- Video trailers to introduce individual topic blocks
- Audience questions on location
- During livestreams: incorporation of selected questions from the chat

3 **Editorial Follow-Up**
- Accompanying online live ticker
- For larger or controversial debates: fact-check on the following day
- Coverage in print and e-paper

Learnings:
- Prioritisation is decisive
- Pragmatism over perfection
- A clear stance creates confidence

"MAZ Election Talk on the Mayoral Race in Nauen

Fact-Check on the MAZ Election Debate in Potsdam

A Controversial Affair: The MAZ Electoral Debate on the Glienicke Mayoral Election

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List of ideas "We're on-site"

Idea: Drehscheibe

Minimal effort

The Drehscheibe team has gathered ideas on how media outlets can get in touch with potential readers locally.

The Community Interview

Accompanied by the social media team, a reporter heads to the market square to collect questions from the public: “What have you always wanted to ask your mayor?”

From the gathered questions — whether earnest, quirky, or entertaining — a member of the editorial team creates a live interview guide and conducts the conversation with the head of the local authority the very same day.

All of it happens in the spirit of community and participation.

The Job Through Young Eyes

Young people — for example, from a German language class — shadow local reporters and editors for a full day, accompanying them to interviews, research appointments, and newsroom meetings. Throughout the day, they document their impressions by sending voice messages and selfie videos to the newsroom. At the end of the day, they join the journalists in a recorded discussion to reflect: Why does the town need local journalism? What should it deliver? And what makes this job both rewarding and demanding?

Meeting Point for Everyone

A reporter and a social media editor spend four hours in a late-night shop or snack bar — a place that naturally brings together people of all ages and backgrounds. They ask two simple questions: “What makes a good place to live?” and, in turn, “What makes a good local newspaper?” The activity can easily be expanded to multiple locations, giving an even broader snapshot of what community means — and what people expect from their local journalism.

Rooted Here

In a portrait format, three reporters visit three people whose lives illustrate an important development in the region. They speak with them about their connection to the place that has shaped their lives.
From these encounters, three moving stories emerge — offering an intimate glimpse into how people relate to their surroundings. E.g.: a swimming instructor recounts the story of a dilapidated community pool; a representative of an economic development agency tells the story of an industrial estate; a skater describes his campaign for a halfpipe as a youth venue. The in-depth stories are published at the weekend, accompanied by a reference to LJD

Your Page 1

On 5 May, reporters and editors ask passers-by: “What is the most important local story of the week for you?” The social media team joins in to capture the conversations. Based on the themes that emerge, an additional Page 1 is created. Through social media, users can follow how the page takes shape — and how these suggestions from passers-by make their way into print. The extra edition is published the following day, accompanied by a reference to Local Journalism Day.

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List of ideas "We're on-site"

ideas: Drehscheibe

Medium effort

The Drehscheibe team has compiled ideas on how local media houses can connect with potential readers through 'on-site events'.

Live Audio Walk

Reporters take a walk through locations they have previously covered. At each stop, they briefly share the story behind the place. Along the way, they speak with passers-by and residents, asking for their views on current events or discussions linked to that location.

Everything is recorded with high-quality audio & video, broadcast live on social media. After Local Journalism Day, the resulting “audio walks” are made available for download on the newspaper’s website — a companion for a stroll through town, bringing local stories and familiar voices along for the walk.

"Voices of Home"

In a busy pedestrian zone, local reporters set up a storytelling café — an open space where people of all ages are invited to share their memories and views of what home means to them. What unites us in this region? Which moments, encounters, and anecdotes do we all remember? The conversations are spontaneous, heartfelt, and often moving.
Video clips capture the best moments — the funny, the touching, and the unforgettable — creating a mosaic of local voices.
On 5 May, these “Voices of Home” come together under #localjournalismday across social media, celebrating the people behind the place we call home. A highlight video and editorial piece from the editor-in-chief round off the project on the newsroom’s website — a tribute to the unifying power of local journalism.

Local Postboxes

For several weeks, the local newspaper invites people to share their wishes for future editorial coverage by leaving postcards at public collection points such as the town hall. The locations of the postboxes are promoted across all channels — online, print, social media & through flyers. Each postbox shows the logo and the message: “We hear you.”

On #localjournalismday the editorial team collects the postcards. Accompanied by a video crew, reporters read out selected messages and respond to them directly. A follow-up feature titled “We Listened” is then published, in which the editorial team shares what they learned from the day’s feedback — and reflects on one essential question: what kind of newspaper do people want?

Questions for the Community

During a visit to a secondary school, journalists work with senior pupils to develop questions for a survey exploring what matters most to young people. The topics range from politics to personal mottos — for example: “What do you wish your fellow residents knew about you?”
On 5 May the editorial team publishes the survey and explains on social media that a local school is sparking dialogue on issues seen through a young perspective. The participating students later get to see how people across the community responded to their questions — giving them a direct sense of how their voices can shape local conversation.

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List of ideas "We're on-site"

Ideas: Drehscheibe

High effort

The Drehscheibe team has compiled ideas on how local media houses can connect with potential readers through 'on-site events'.

Twelve People, Twelve Topics

On 5 May, the editorial team fans out across different locations to discover ideas for a full year of local journalism — and to meet the people behind them. Reporters visit community venues such as market squares, cafés, pubs, public offices, playgrounds, parks, and public transport stops.There, they talk with a wide range of residents who share what matters most to them and why. An editorial team member also explains how the newsroom will take these ideas further: all collected topics are woven into a new monthly series — “Twelve People, Twelve Topics.”

Pro Intern for a Day

In collaboration with another local newspaper, two young reporters swap newsrooms for a day. Each shadows their counterpart’s editorial team, joined by a social media crew capturing moments along the way. In their temporary hometowns, both reporters ask one central question: “What is the finest quality of the people who live here?” From the answers, two heartfelt declarations of love for someone else’s city emerge — published in both newspapers. What stood out most to the visiting journalists? And what insights — perhaps even a touch of wisdom — did the participating editorial teams take home with them?

One Controversy, Many Opinions

In the market square, the editorial team sets up a cosy seating area as an eye-catching installation. A sign nearby explains the idea: people from all walks of life are invited to sit down for 15 minutes and talk about a topic that regularly stirs local debate. A thought-provoking opening question sets the tone — for example: “Should cars be allowed to park for free in the town centre?” Short discussions are moderated by members of the editorial team using prepared conversation guides. The best exchanges are turned into a social media format that invites further dialogue. To encourage participation, the newspaper promotes the event across all channels two weeks in advance.

More **local journalism ideas** can be found here.

Ideas News Coverage

Augsburg checkt's: Media Literacy on the Go

Best Practice: Günter Holland School of Journalism (GHJS) in cooperation with Augsburger Allgemeine, Deutsche Presse-Agentur (dpa), City of Augsburg, and Stadtwerke Augsburg

Graphic materials available free of charge from the GHJS

Want to quickly learn some facts while riding the tram, waiting at the civic centre, or during a school break? That's exactly what "Augsburg Checks It" is all about. Imitation encouraged.

Concept

- Anyone and everyone can learn fact-checking. All it takes is a little time, a smartphone, and a willingness to engage.
- Via QR codes on screens or posters in public spaces (buses, trams, schools, civic centres), people gain free access to a collection website featuring daily professional dpa fact-checks: azol.de/augsburgchecks

Why This Format?

- Ahead of elections, disinformation spreads rapidly online. "Augsburg Checkt's" is designed to help people identify fake news more quickly and develop informed opinions based on facts. The format combines prebunking and debunking.
- The Günter Holland School of Journalism, Augsburger Allgemeine, and Deutsche Presse-Agentur demonstrate that journalistic expertise is relevant across all areas.
- Together with the City of Augsburg and Stadtwerke, they serve as partners in Corporate Social Responsibility.

Process

1. Identify municipal cooperation partners willing to display posters or screens at public locations.
2. Establish a workflow: volunteers receive a detailed plan specifying in which weeks they publish a daily fact-check on the collection website (or plan ahead).
3. The campaign is promoted across all social media channels and also in the newspaper (print & digital). The graphic materials and the blueprint are available free of charge from the Günter Holland School of Journalism, so the campaign can easily be rolled out in other cities.

More info at: azol.de/augsburgcheckts

Storytelling-Podcast

Thüringer Allgemeine: Consumed — Between Voluntary Service and Far-Right Extremism

Germany is a nation of clubs and associations. The allotment gardening club, the volunteer fire brigade, the football team — these are the places where we meet. But what happens when these spaces fall into the crosshairs of the far right? Two young men find themselves caught in the middle of this conflict — and on opposing sides. One, Michel, seeks to infiltrate associations as an AfD member; the other, Nico, fights against right-wing extremism within his volunteer fire brigade. Both are facing a defining moment.

Concept and Core Idea

"We must get into the shooting clubs, we must get into the parish communities, we must get into the carnival associations," says Björn Höcke, chairman of the Thuringian AfD. Drawing on two very different protagonists, the podcast examines how right-wing extremists are deliberately infiltrating associations and applying pressure — through threats, the withdrawal of charitable status, and the accusation of failing to remain "neutral." This pushes associations into the public discourse and turns voluntary engagement into a battleground for cultural power. The podcast accompanies Michel and Nico across four 30-minute episodes. One is actively recruiting for the AfD within associations; the other is fighting against right-wing extremism in his volunteer fire brigade.

Process

1. Podcast host Anna Lea Jacobs, a graduate of the German School of Journalism, spent three months researching alongside protagonists, associations, and advisory centres in Thuringia.
2. After the first meetings — before any recording took place — approximately 30 hours of raw audio material were gathered, along with video sequences to support the podcast's social media promotion.
3. Production of the storytelling podcast, including original sound recordings, sound design, and audio branding.

More info at: bit.ly/vereinnahmt

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Interactive School Series

Best Practice: Tagesspiegel

With an interactive series on shortcomings in Berlin's school system, Tagesspiegel showed how a vast dataset can be transformed into a powerful narrative — revealing the roots of an urgent social issue and exposing its real-world consequences. The story was told clearly and compellingly through data and facts.

WINNER
Deutscher Lokaljournalistenpreis 2023

Concept

The core idea

- Led by the Tagesspiegel Innovation Lab, the four-part series documented for the first time in summer 2023 the full extent of the teacher shortage at every public school in Berlin.
- The eight-member journalism team investigated the impact of this shortage and revealed stark disparities between individual schools.

Process

1. Data collection and visualisation — Information from 588 Berlin schools was gathered and presented as an interactive map, making it possible for the first time to see where the teacher shortage was most severe.
2. Foundation for further research — The processed data served as a starting point for deeper investigation and analysis.
3. Context and human perspective — Additional graphics illustrated, for instance, where children from disadvantaged and affluent backgrounds were most likely to remain in the same schools. The team successfully connected data and facts with personal stories, giving those affected a voice. One headteacher, for example, spoke openly about the concrete impact of the teacher shortage.

More information at: https://bit.ly/3M5UXyE

What is our tax money used for?

We're on-site: format idea by IPPEN.MEDIA for an active, visible presence on location

A short street survey, a sharp fact-check, and an interview with the mayor together reveal how public money is spent — and where citizens' expectations meet or clash with reality.

Formats

Street Survey:

5 people
Question: "What should our town be spending more money on this year — and why?"

Fact-Check

Source: Town hall or mayor's office
Research and verify key local budget data, such as:

- The top five expenditure items of the current year
- Planned investments and their timelines
- One to two major projects per district
- Deferred or cancelled projects — and the reasons behind those decisions

These insights form the foundation for transparent reporting that helps readers understand where public money flows and what priorities shape their community.

Mayor:

Focus: Transparency and accountability in local spending via video interview

- Which three budget lines cost the most — yet often go unnoticed?
- How will the expenditures affect the everyday lives of citizens this year? Where can they see changes?

Video production

1 **Selfie-Video**
"What should our town spend more on?"

2 **Street survey**
What should our town spend more on this year, and why?

3 **Selfie-Video**
Fact-check explained: this is where your taxes actually go.

4 **Mayor interview**
What are your plans? Where do civic wishes meet reality? What will residents see from their money this year?

5 **Selfie-Video**
Expectation vs. reality: do they add up?

Where Do People Feel Unsafe at Night?

We're on-site: format idea by IPPEN.MEDIA for an active, visible presence on location

Through a street survey, a fact-check, and an interview with the police, we explore safety after dark: where people feel insecure, what the numbers actually reveal, how perception differs from reality — and what's changing in 2026.

Formats

Street Survey:

5 people
Question: "Which areas in our town make you feel unsafe at night — and why?"
(Optional follow-up: "What would make you feel safer there?")

Fact-Check:

Source your data from the police or public order office: Crime statistics for the locations named, planned safety measures for 2026, lighting concepts, patrol schedules and response times. What has already been improved or reinforced — and what has not?

Police / Public Order Office:

Video interview
Three core questions:

- "Which factors genuinely make places unsafe?"
- What specific changes to local safety can residents expect in 2026?
- "Where does the public's sense of safety align with the data — and where does it fall short?"

Video Production

1 **Selfie Video**
"Where do you feel unsafe at night?"

2 **Street survey**
Which places make you feel unsafe at night, and why? (Optional: What would make you feel safer?)

3 **Selfie video**
Fact-check explained: what the data actually show (hotspots, lighting, response times, planned measures for th upcoming year).

4 **Police / public order office interview**
What genuinely makes places unsafe? What is about to change in 2026? Where does perception meet reality — and where does it not?

5 **Selfie video**
Perception vs. statistics: do they add up? And what will make a tangible difference in 2025?

What happens after you graduate from school?

We're on-site: format idea by IPPEN.MEDIA for an active, visible presence on location

Through a schoolyard survey, a fact-check, and interviews with careers advisors, school leaders, and chambers of commerce, we uncover what students are really planning for their future, how prepared they feel, and what support they still need.

Preparation

Schoolyard Survey:

5 People
Card selection: hold up one of four cards (Apprenticeship / University / Voluntary Service / Gap Year / Undecided) — brief reasoning:

- Do you feel well prepared for it?
- What would help you?

Fact-Check:

Source: Careers advisory services, schools, and chambers of commerce
Gather and verify data on:

- Transition rates from school to training or higher education
- Local demand and open positions (apprenticeships, advisory services, trade fairs, internships)
- Available support — including key deadlines, NC requirements, accommodation options, and funding opportunities
- What is working well, what is missing, and where last-minute vacancies still exist

These insightsshed light on how prepared students are to take their next steps — and how effectively local systems support them.

Interview:

Speak to representatives from careers advisory services, school leadership, and chambers of commerce o explore the most common paths taken by school graduates.

Video Production

1. **Selfie Video**
   "What do school graduates choose to do next?" We will find out with the help of a schoolyard survey
2. **Schoolyard survey**
   Card selection: Apprenticeship / University / Voluntary
3. **Selfie video**
   Fact-check explained: transition rates, local demand and open positions, support available, what is working, what is missing, where are there last-minute vacancies?
4. **Interviews (careers advisory, school leadership, chambers of commerce / skilled trades)**
   Which paths do school leavers most commonly take, where is concrete help available, which sectors need new talent right now, and how do you get a foot in the door fast?
5. **Selfie Video**
   Plan vs. reality: which options are immediately within reach — and what next steps do the experts recommend?

69

Investigative Collaborations Among Local Media

Best Practice: CORRECTIV.Lokal

CORRECTIV.Lokal Grimme Online Award 2022

The Rhine connects regions, countries, and people. When we received tip-offs about a large number of unknown chemical substances in the river's water, we reached out to our CORRECTIV.Lokal network. What followed were dozens of local publications along the Rhine.

Concept

The Core Idea

- Whether data analysis or investigative research — collaborations breathe life into local journalism.
- CORRECTIV.Lokal is a platform for investigative research. The network connects more than 2,000 media professionals across publishing boundaries.
- Many grievances at the local level also have regional or national significance.

Why This Format?

CORRECTIV.Lokal is a response to the media crisis. We strengthen local journalism and aim to enable deeper local investigations through the network. We believe that collaborative research can achieve more than individual reports ever could.

Process

1. All members of the network are regularly informed about current research projects via newsletter.
2. The CORRECTIV.Lokal team connects local media outlets that have expressed an interest in the topic.
3. Major stories with nationwide relevance are published simultaneously by local media outlets. CORRECTIV collects responses for potential local follow-ups.

More infos at: correctiv.org/projekte/lokal/
On the investigation

Newsletter Ideas

Local-Regional Good NewsLetter

Best Practice: Günter Holland School of Journalism for Augsburger Allgemeine

The fastest-growing newsletter of the Augsburger Allgemeine

A focus on solutions, diversity of perspectives, and success stories from the region! That is the promise of the Good NewsLetter — with which volunteers are successfully making a statement against news fatigue and highlighting the relevance of local journalism.

Concept

The Core Idea

- More space for solutions and success stories: volunteers from the Günter Holland School of Journalism compile constructive news from the region and around the world into a weekly newsletter.
- This allows them to reach a new, young target audience. The GNL is the fastest-growing newsletter of the Augsburger Allgemeine.

Why This Format?

- Volunteers demonstrate through this curated offering that there are solutions to major problems in the region. This increases the relevance of local journalism.
- Through the Good NewsLetter, the volunteers from the Günter Holland School of Journalism actively counter news fatigue.
- Thanks to the impulses from the volunteers, local editorial teams are also paying greater attention to constructive reporting.

Process

1. Assemble a team of volunteers who are interested in constructive journalism.
2. Establish a workflow in the editorial system so that constructive articles in the CMS or editorial planning tool are easier to find. This saves time when curating the GNL.
3. Build trust: volunteers are allowed to write in the GNL in their own style. This ensures a varied tone, authentic appeal, and genuine authenticity.
4. Write good things and talk about them — the GNL should be announced across all channels. Volunteers become hosts — they build trust, create closeness, and give the brand a young face.

More info at: azol.de/goodnews

72

Pop-Up Event Newsletter for Kiel Week

Planung/Best Practice: Kieler Nachrichten (KN) - MADSACK Media Group

A daily pop-up newsletter for Kiel Week keeps readers informed every morning with a compact overview of the programme, weather, and highlights — serving as a personal service companion through Northern Europe's largest summer festival.

Concept

The Core Idea

- Daily event newsletter throughout Kiel Week
- Delivered over a total of ten days, each morning at 4:55 AM
- Curated overview: programme, weather, tips
- Clearly structured and locally anchored

Why This Format?

- An enormous range of events with a high need for orientation
- Kiel Week dominates local life
- Readers want to know quickly what matters today
- The newsletter serves as a personal companion throughout the event

Results:

- Over 1,500 new subscribers gained
- Daily prize draw as an additional incentive
- Transition into a regular SaaS newsletter

Special Features

Curation in an Overflow of Content
Selecting the most relevant highlights from thousands of events each day — without overwhelming readers.

Targeted Curation of Diversity
Deliberately bundling a range of different interests and reflecting them through rotating thematic focal points.

Clarity Through Structure
Translating complex event diversity into a clear, easily digestible format.

Establishing New Workflows
Successfully integrating smart technology into everyday editorial operations.

Efficient Daily Production
Early dispatch combined with lean processes and minimal strain on the editorial team.



Sample Newsletter for Kiel Week


Community

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Hidden Gems Of Home

Best Practices 2025: Free guides

Across the IPPEN.MEDIA network, we offered downloadable guides for free to local excursion destinations in several regions. The “Hidden Gems of Home” collections were created from reader recommendations and contributions from our colleagues. The initiative led to a strong wave of reader registrations and engagement.

BEST PRACTICE 2025



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Pub Quiz

LJD 2026 Planning: VRM

Concept

The Core Idea

Create a point of connection through a shared love of local identity — independent of any news products or editorial messaging that might otherwise shape community activities.

Target Audience

Quiz-goers are reached directly through the pubs themselves, often including non-readers and new participants. This format opens doors to **entirely new audience** segments while strengthening community bonds in an informal, engaging setting.

Schedule

- 6:00 pm — Doors open
- 6:30 pm — Teams take their places
- 7:00 pm — Quiz begins (5 rounds)
- 9:30 pm — Winners announced

Coverage & Broadcast

In addition to standard reporting, produce an after-quiz edition for the online website and make it available for replay. The format can also serve as a training ground ahead of the next pub quiz, either by republishing highlights or using them as a call for new question contributions.

Preparation

1. Select an experienced partner pub and agree on a date.
2. Develop a joint visual identity (combining the look of the pub and the media organisation — each promotes it on their own channels).
3. Registration for the pub quiz is handled via the pub, which allocates the places. Entry to pub quiz evenings is generally free. A small portion of the capacity is kept open for walk-ins on the night.
4. Develop the questions (ideally 5 rounds with 5–10 questions each, covering a range of topics and question types). Model the quiz evening on the pub's established format (visitors come to a pub primarily because they enjoy the game-show atmosphere — so run one trial quiz first, then build the local quiz along the same lines).
5. Prepare analogue and online rating materials: questions must be printed for each group on the night; for users of the news portal, rebuild the quiz online.
6. Organise moderators (e.g. pub landlord and editorial team).
7. Arrange prizes for the winners.

Local Heroes

Community Format: Idea by OVB

Readers nominate people from their community who have made an outstanding contribution to local life.

Concept

The core idea

- Invite readers to nominate fellow citizens who have made a particularly meaningful contribution to their community.
- Feature these individuals — and, where relevant, their supporters — in personal portraits.
- Enable readers to show their appreciation by voting for their Local Heroes through a public vote.
- Celebrate all nominees at a public event.

Why choose this format?

- **Community engagement:** encourages active participation through nominations and voting.
- **Constructive storytelling:** shines a light on positive role models and uplifting stories.
- **Local connection:** strengthens community bonds and demonstrates local relevance.
- **Cross-media reach:** integrates print, online, and social media channels for broader impact.

Process

1 **Nomination phase**
- Call for nominations across all channels.
- Provide an online nomination form.

2 **Portraits**
- Introduce nominated individuals and their work.
- Accompany publication with ongoing social media coverage.

3 **Voting**
- Organize a public vote via an online portal or app.
- Where appropriate, enable additional voting via social media.

4 **Event**
Celebrate and recognise all nominees at a local event.

"Local Heroes" shows how local journalism builds community — through stories that inspire, connect, and bring people together.

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Campaign „Licht zeigen”

Best Practice: Kieler Nachrichten

WINNER
Deutscher Lokaljournalistenpreis 2022

The Freundeskreis Yad Vashem approached Kieler Nachrichten in search of new ways to keep the culture of remembrance alive. The challenge: there are now hardly any eyewitnesses left who can share first-hand experiences of life in Kiel under National Socialism. The result was the campaign “Shine a Light.”

Concept

The core idea

- The project set out to revisit individual stories from Yad Vashem’s archives, drawing on survivors’ testimonies to view them anew from their original starting point.
- In Kiel, the story centred on the Chanukah menorah of the Posner family. In 1932, the Posners captured a photograph that would later become world-famous: the menorah standing on their windowsill, with a Nazi swastika flag hanging from the building directly across the street.
- This photograph became a lasting symbol of quiet resistance to a murderous regime.
- The Kieler Nachrichten editorial team turned the menorah into a symbol — against forgetting, against hatred, and against exclusion.

Process

1. Kieler Nachrichten published extensive background coverage and distributed a sticker featuring the Chanukah menorah to its entire print readership, making the image visible across the city on Holocaust Remembrance Day and long afterward.

2. Each reader was invited to place the sticker on a windowpane, car window, or another visible spot — and to take part in the “Shine a Light” campaign, ensuring no one forgets what happens when the light goes out.

3. Photos of the stickers were shared online under the hashtag #lichtzeigen.

More information: https://bit.ly/48kbRCk

78

4,000 Tonnes of Potatoes for Berlin

Berliner Morgenpost: Strengthening the brand through **Positive Stories**

The Berliner Morgenpost, together with Ecosia and Osterland Agrar GmbH, rescued 4,000 tonnes of surplus potatoes from disposal and distributed them free of charge across Berlin. Over 1,300 institutions and private individuals registered as collection points within just 72 hours. With ten lorry tours, the potatoes were delivered to nurseries, schools, parishes, associations, and neighbourhood initiatives throughout the city. The Tafel food bank also participated. In total, 500 tonnes were distributed, of which almost half remained in Berlin.

Concept and Core Idea

Saving Food

At the launch of the 100th Green Week in Berlin, the Morgenpost took up a cause that resonated deeply with many people.

Decentralised Distribution

No central distribution point — instead, hundreds of local collection points. The Berliner Morgenpost became visible as a brand without placing itself at the centre.

Activating Civic Engagement

The Morgenpost itself went out into the field alongside the city's volunteers. The media outlet was able to use its own reach to carry something positive and meaningful to a large number of people.

Process

Registration (3 Days)

Via a dedicated landing page, institutions and private individuals were able to register as collection points. The locations were divided into delivery zones and all participants received personalised emails with delivery times. A map made the locations visible. Lorries delivered the potatoes directly to the collection points, from where recipients could distribute them further.

Media Coverage

The Morgenpost reported on the initiative and actively promoted its viral distribution — primarily via social media. Among other things, there was a feature on the potato campaign in Saxony. The Berliner Morgenpost also encouraged the Leipziger Volkszeitung to get involved. The campaign ultimately culminated in a recipe challenge.

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4,000 Tonnes of Potatoes for Berlin

Berliner Morgenpost: Strengthening the brand through **Positive Stories**





More Questions about the "Morgenpost-Kartoffeln"

Why We Did This

Strengthening the Brand

The Morgenpost responded to this campaign following an external enquiry. In the end, approximately 500,000 kilos were rescued, several million people were reached, the brand was given a significant positive boost — and, as a side effect, a sense of positive spirit was conveyed to a great many people.

Best Practices 2026

Joint meeting with the Federal President

Highlights

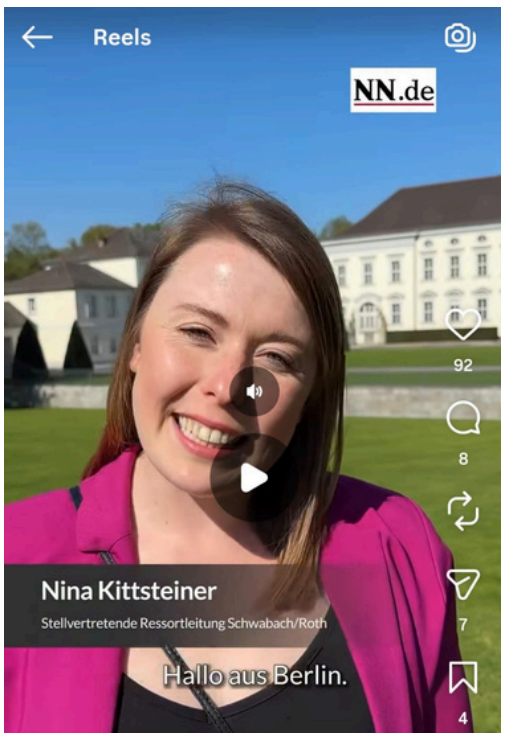
On April 21, 2026, Federal President Frank-Walter Steinmeier welcomed representatives from various local newspapers to Bellevue Palace, thereby acknowledging their work. Around 20 journalists attended the meeting. Subsequently, the participating media outlets published numerous articles and social media posts about the event, and the Federal President himself also wrote about the encounter on his website.



© Photo: Bernd von Jutrczenka/picture alliance/dpa

Link to the Federal President's article

Link to the Schwabacher Tagblatt post





Link to the Soester Anzeiger post

Joint meeting with the Federal President

Highlights

Several publishing houses organized a town hall meeting with Chancellor Friedrich Merz on April 30, 2026. The Chancellor answered questions live before an audience of around 250 citizens.

Participating publishers:

- Altmark Zeitung
- Elbe-Jeetzel-Zeitung
- Funke
- Lüneburger Landeszeitung
- Madsack
- Volksstimme Magdeburg



Photo: © Klaus-Dietmar Gabbert/picture alliance/dpa

NUMBERS

~145.000 Player-Impressions	**~10.200** Playback starts	**~1.200** concurrent viewers
~92.000 Unique users	**~1.960** Total duration in hours	**~11 - 12** Minutes Ø Watchtime

Joint meeting with Federal President

Highlights

In addition to the media outlets that were themselves involved in organizing the town hall meeting, the event was also picked up by numerous other media outlets—sometimes achieving significant reach—as this example demonstrates:

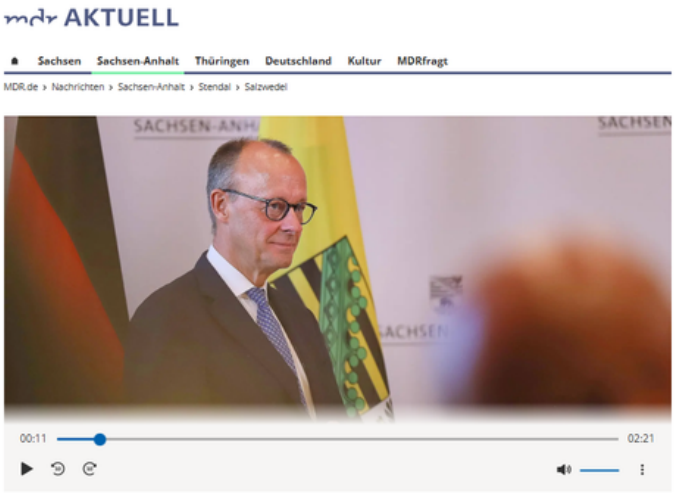


BÜRGER GRILLEN MERZ: Kanzler erntet Unverständnis und Zwischenrufe! | Tag des Lokaljournalismus

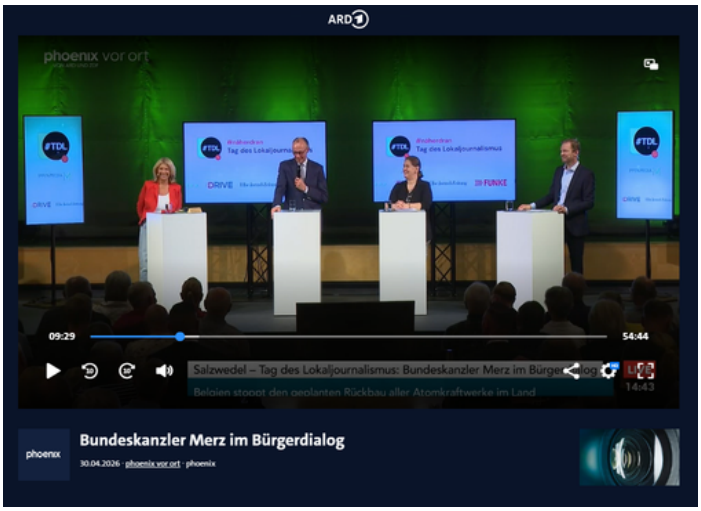
122.709
Views

1.054
Likes

The event was also covered in audio and video reports by various public service media outlets:



VIER MONATE VOR LANDTAGSWAHL
Friedrich Merz stellte sich Fragen in Salzwedel und sorgte für Proteste



Debate in the Bundestag

Highlights

To mark Local Journalism Day, the parliamentary groups in the German Bundestag discussed "local media as an indispensable pillar of our democracy." The fact that the role of local journalism was explicitly debated marked a first in the Reichstag. The debate also served as a tribute to the work of the many journalists involved.

„Lokaljournalismus ist das Immunsystem einer Region“: Bundestag debattiert über lokale Medienhäuser

07.05.2026, 17:18 Uhr
Von: Anne-Christine Merholz



Cordula Schmitz • 3.+ + Folgen ⋯
Chefredakteurin Hamburger Abendblatt #Futuristbyheart #Digi...
3 Wochen •

Danke, Tag des Lokaljournalismus. Das war gut! Mein persönliches Highlight? Die Debatte zum #Lokaljournalismus im #Bundestag

Am 5. Mai haben wir eine Menge ausprobiert. Das meiste hat funktioniert. Manches sogar besser als erwartet.

Was wir alles auf die Beine gestellt haben?
- Offene Redaktionskonferenz: Einblicke hinter die Kulissen.
- Gläserne Redaktion: Live-Arbeit an zwei Standorten.
- 12-Stunden-Podcast-Special & ganztägiger Live-Ticker.
- Live-Diskussionen zur Stadtentwicklung & E-Paper-Sessions.
- Team-Doppelseite: Gesichter hinter den Geschichten.

Was mich dabei am meisten gefreut hat: Wo immer wir Einblicke gegeben und unsere Arbeit erklärt haben, wollten die Menschen mehr davon. Das nehmen wir mit. Transparenz ist kein Aktionstag, sondern eine Haltung.

Zwei Tage später hat der #Bundestag in einer eigens angesetzten Debatte über #Lokaljournalismus gesprochen. Das allein ist schon bemerkenswert. Kulturstaatsminister Wolfram Weimer nannte #Lokaljournalismus das „Immunsystem“ der Regionen und „die Stimme, der die Leser vertrauen“. Schön gesagt. Und er hat recht.

Pop-Up newsrooms

Popular formats in 2026: Examples

On Local Journalism Day, several newsrooms relocated and invited readers to take a look behind the scenes at pop-up newsrooms.

BEST PRACTICE 2026

Tag des Lokaljournalismus

Siegener Zeitung auf Tour: Die Pop-up-Redaktion macht an diesen Stationen Halt

Reden Sie mit uns! Am 5. Mai ist Tag des Lokaljournalismus. Die SZ ist mit dem Digitalmobil im Kreis Siegen-Wittgenstein unterwegs – für Gespräche vor Ort in Neunkirchen, Siegen und Bad Berleburg.

Pop-up Newsroom of the Siegener Zeitung

Pop-Up-Newsroom by Merkur

Pop-Up-Newsroom by Fürstenfeldbrucker Tagblatt

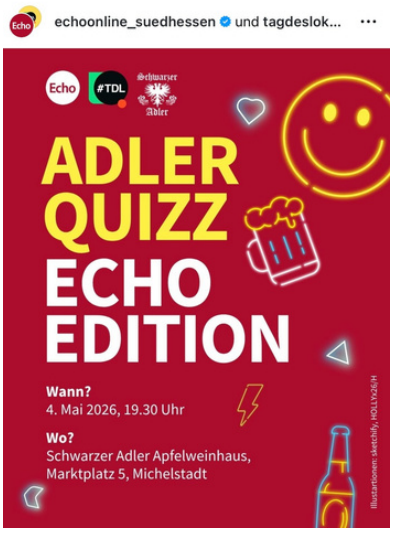




Quizzes and pub quizzes

Popular formats in 2026: Examples

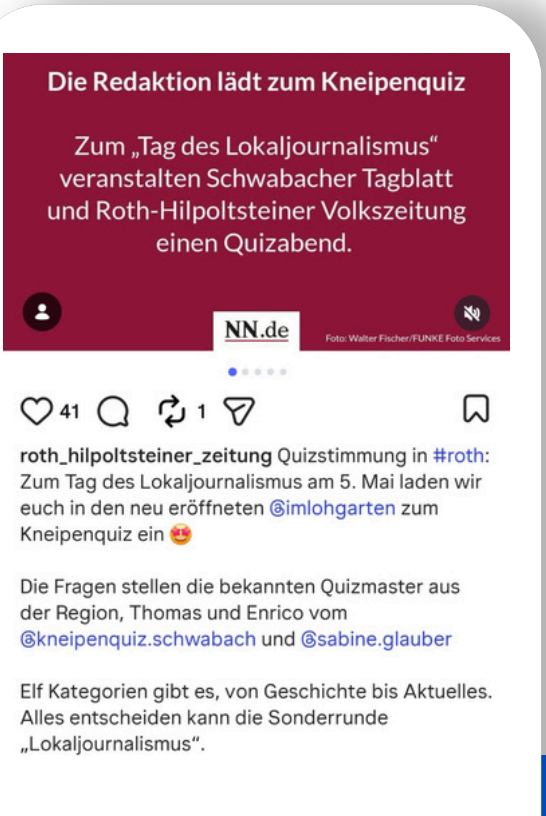
From quizzes about their home region to ones focused on local journalism, various newsrooms tested their readers' knowledge on Local Journalism Day. People also took part in quizzes at pubs and taverns in several regions.



Quiz by Echo



Pub-Quiz by Stimme



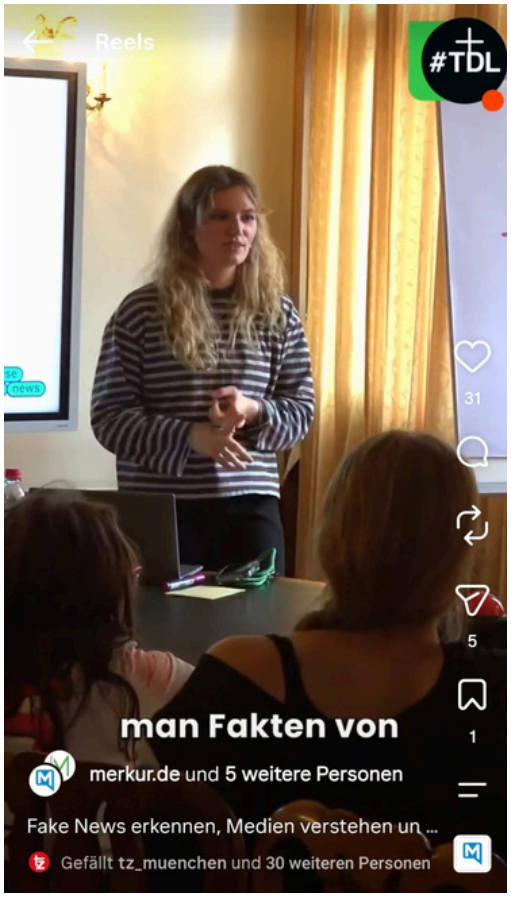
Pub quizzes are a great opportunity to connect with a new target audience—people who would not otherwise be among your readers.

Quiz by RHV

Workshops

Popular formats in 2026: Examples

As part of the LJD, various workshops were held — particularly for young people — that provided information on editorial work and the topic of fake news.



Read the article about the event here

Schüler besuchen Pforzheimer Redaktion und machen eigene Bildergalerien

Zwei Hilda-Gruppen schauen hinter die Kulissen der BNN und arbeiten direkt los. Dabei entstehen Bildergalerien mit sehr unterschiedlichen Blicken auf die Stadt.

The editorial team visits the students

Leserfragen, Schulbesuch, direkte Hilfe: So lief der Tag des Lokaljournalismus in Zeitz

Reporter der Zeitzer Zeitung treffen auf Menschen, die erzählen, was sie bewegt - und das auch im Klassenzimmer.

Von Angelika Andräs und Torsten Gerbank Aktualisiert: 05.05.2026, 18:16

On May 5th, a fact-checking workshop for students took place in Munich. Afterwards, there was a panel discussion with Philipp Lahm about disinformation and the power of news.

Fact-Checking Workshop

Panel discussions

Popular formats in 2026: Examples

Panel discussions were also a popular format for the Day of Local Journalism and were held by several publishing houses.



Tag des Lokaljournalismus und Amateurfußball Viele Fotos von der Podiumsdiskusion RN+

Stephan Schütze
Freier Mitarbeiter

Fußball, Demokratie und Fake News: Im Deutschen Fußball-Museum debattierten Experten und Betroffene über Gewalt, Diskriminierung – und die Kraft des Sports.

05.05.2026 09:00 Uhr

Panel discussion at the Ruhr Nachrichten



Startseite > Marl > Tag des Lokaljournalismus: Live aus Marl – Diskussion Kampstraße

Tag des Lokaljournalismus Unser Marl-Talk live von der Kampstraße

05.05.2026 16:05 Uhr

MZ

#TDL

MZ+ Marler Zeitung

00:00:00 01:04:02

Link to the Marler Zeitung live talk

On-site dialogue

Popular formats in 2026: Examples

At the TDL, engaging with readers through in-person dialogue events was also a high priority. In some locations, live interviews were conducted, or passersby were given the opportunity to ask the city's mayor questions in real time.

Read the report on the consultation hour from the Göttinger Tagblatt here

Tag des Lokaljournalismus

Live-Interviews mit Publikum: So lief die Sprechstunde der Redaktion auf dem Marktplatz

Am Tag des Lokaljournalismus öffnete auch die Tageblatt-Redaktion ihre Türen und trat auf dem Göttinger Marktplatz in die Öffentlichkeit. Interessierte konnten mit Redakteurinnen und Redakteuren diskutieren und Live-Interviews verfolgen. Die BG Göttingen nahm dabei eine wichtige Rolle ein.



View the BNN photo gallery here

In conversation with the Volksstimme

TAG DES LOKALJOURNALISMUS

Bürger diskutieren mit Redaktion über lokale Themen und Zeitung der Zukunft

Am Rathausplatz suchten trotz Regen zahlreiche Menschen das Gespräch mit der Volksstimme-Redaktion. Im Mittelpunkt standen die Bedeutung lokaler Berichterstattung und Wünsche an die Zeitung.

Von Theresa Gringmuth Aktualisiert: 05.05.2026, 19:22

Guided Tours

Popular formats in 2026: Examples

Joint hikes and tours were also very popular. During these, participants learned more about local journalism and discussed readers' concerns.

Tag des Lokaljournalismus

Mehr Parkplätze oder mehr Grün? LVZ-Leser wollen in Schkeuditz mitgestalten

Am Tag des Lokaljournalismus öffnete die Leipziger Volkszeitung ihre Arbeit für die Öffentlichkeit: Bei einer Tour durch Schkeuditz begleiteten Leserinnen und Leser Lokalreporter, bekamen Antworten direkt vom Oberbürgermeister. Wer sind die Menschen, die dabei waren – und warum haben sie teilgenommen?

A walk with the editorial team of the Leipziger Volkszeitung

City Walk with Stimme

Hiking tour with bnn

Wandern durch alle 27 Stadtteile: Respekt, liebe Karlsruher!

Unsere Tour führte uns durch sehr unterschiedliche Stadtteile, die aber alle eines gemeinsam haben: engagierte Bürger, die sich für ihre Heimat und ihre Mitmenschen einsetzen.





Newscamps

Popular formats in 2026: Examples

Berlin, May 5: At #Newscamp at Publix Berlin, 150 students learned how to distinguish facts from fakes, how research works, and what journalistic skills entail. Participants included Believe, codetekt e.V., Journalismus macht Schule, Lie Detectors, Medienanstalt Berlin-Brandenburg (mabb), Salon5 by CORRECTIV, ZEIT STIFTUNG BUCERIUS, and many others.

Frankfurt am Main, May 5: At the Museum für Kommunikation Frankfurt, around 120 students got an insight into how news is made at the #Newscamp. Among those showing them were dpa Deutsche Presse-Agentur GmbH, RTL Hessen GmbH, Frankfurter Rundschau, Frankfurter Allgemeine Zeitung, and VRM.



© Photo copyright: Karolina Granja



© Photo copyright:: Hannes P. Albert

Liveblogs and tickers

Popular formats in 2026: Examples

Live tickers in various formats — whether via the portal or social media — were a suitable way to give readers a glimpse into the editorial team's work.

Live blog by Aachener Zeitung



Wir bloggen einen Tag lang live aus dem Redaktionsalltag. Foto: Andreas Steindl

05.05.2026

Artikel anhören | Teilen | 0

05.05.2026 23:00 Uhr — Lara Kleyker

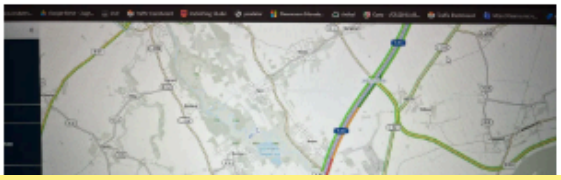
Gegen 23 Uhr verabschiedet sich auch der Spätdienst in den Feierabend: Alle Artikel sind bei Facebook, Instagram und per Push-Nachricht verteilt. Ich rufe bei den drei Polizeileitstellen in Aachen, Düren und Heinsberg an und erkundige mich danach, ob es am Abend noch weitere relevante Einsätze gegeben hat.

Heute ist alles ruhig geblieben. Damit klappe auch ich den Laptop zu, beende den heutigen Liveblog und wünsche unseren Leserinnen und Lesern eine gute Nacht. Danke, dass Sie uns den Tag über begleitet haben. Morgen sind wir wieder in aller Frühe mit frischen Nachrichten am Start.

2

05.05.2026 22:20 Uhr — Lara Kleyker

Mehrere Kollegen und Kolleginnen machen mich von ihrem Heimweg aus auf eine Sperrung auf der A44 aufmerksam. Ein Anruf bei der Autobahnpolizei bestätigt: Der Abschnitt zwischen Alsdorf und Jülich ist dicht. Heute ausnahmsweise nicht wegen eines Unfalls, sondern weil der dritte Castor-Transport von Jülich nach Ahaus anläuft. Ich telefoniere, recherchiere und publiziere eine Meldung mit den gesammelten Informationen.



Live-Ticker by Echo

Holitzka, Janka

Ein Tag in der ECHO-Redaktion

- Zum Tag des Lokaljournalismus lassen wir Sie, liebe Leserinnen und liebe Leser, einen Tag lang in diesem Liveticker mit in unseren Alltag.
- Wer gehört alles zur Redaktion? Was macht ein Reporter? Wie entstehen unsere Inhalte? All diesen Fragen wollen wir am heutigen 5. Mai auf den Grund gehen.
- Reporter Tom Wolff wagt einen Selbstversuch auf dem Rad in Darmstadts Stadtverkehr, Reporter Finn Holitzka ist zu Gast bei Merck und Gerichtsreporter Marc Wickel begleitet zwei Mordprozesse am Landgericht.
- Was wollten Sie schon immer mal von uns wissen? Schreiben Sie uns gerne, direkt über die Kommentarfunktion in diesem Ticker – oder per Mail an darmstaedter-echo@vrm.de.
- Was der Tag heute für uns bereithält, das wissen auch wir nur zum Teil. Denn das Schöne am Lokaljournalismus ist, dass jeder Tag anders ist. Wir sind also genauso gespannt wie Sie!

05.05.2026
17:30 Uhr

Maurer, Tim

Feierabend...

Update vom 5. Mai, 15.40 Uhr: *Stefan Gehre:* Der nächste Recherche-Auftrag: Von der Stadt möchte ich einiges zur Container-Schule an der Selmigerheideschule erfahren. Sie wird während des Umbaus Heimat für einen Großteil der Schüler, der Umzug soll in den Sommerferien erfolgen. Zudem habe ich eine Einladung von Pelkums Bezirksbürgermeister Axel Pütttner bekommen. Er möchte mit mir über die sanierten Wirtschaftswege in seinem Stadtbezirk sprechen. Jetzt heißt es, einen Termin zu finden.

Update vom 5. Mai, 15:28 Uhr: Christian Fecke, Bürgermeister und SPD-Ratsherr, war auch bei uns zu Gast und stand für ein kurzes Interview zur Verfügung:



Live-Blog by WA

Liveblogs and tickers

Popular formats in 2026: Examples

Through the live tickers, readers were directly present at the editorial conference or on-site during the research.

Tag des Lokaljournalismus

Einblicke in die WAZ-Redaktion Bochum: Unsere Konferenz im Video

Bochum. Was beschäftigt Bochum, wo müssen wir nachhaken? Das besprechen wir in unserer täglichen Redaktionskonferenz. Wie das abläuft, sehen Sie hier.

Experience the WAZ editorial meeting live

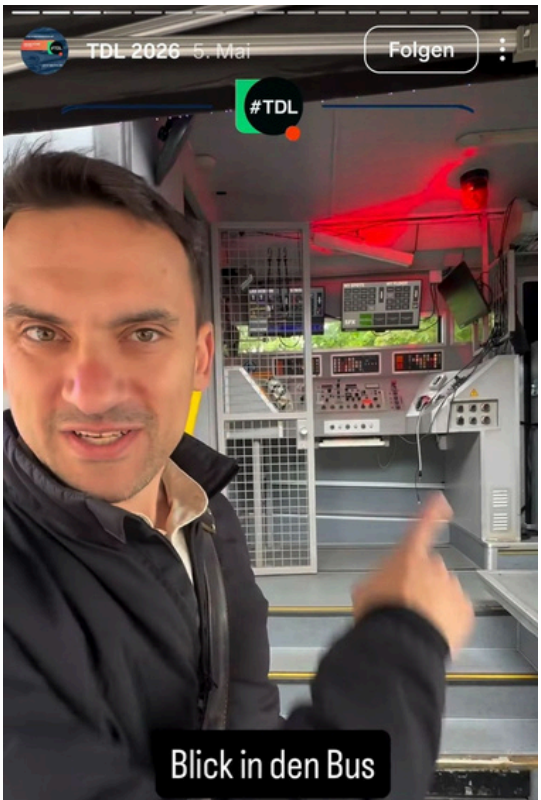
The visits to the 100 municipalities were covered via a live feed on suedostschweiz.ch.

TICKER TAG DES LOKALJOURNALISMUS

Der Ticker zum Nachlesen: Wir besuchten euch an einem Tag in den 100 Bündner Gemeinden

Im Rahmen des Tages des Lokaljournalismus waren Mitglieder unserer Redaktion am Dienstag in allen Gemeinden des Kantons anzutreffen. Hier alle Einträge zum Nachlesen.





Live insights into the research process at Kreiszeitung

Introducing the editorial team and its function

Popular formats in 2026: Examples

Many editorial teams also used the day to introduce themselves and their work, and to showcase the role they play in their region.

Blick hinter die Kulissen

Tag des Lokaljournalismus: Das ist die Redaktion des Täglichen Anzeigers Holzminden

Wer schreibt eigentlich die Artikel im TAH? Welche Laufbahn steckt hinter den Namen und Kürzeln? Anlässlich des Tags des Lokaljournalismus stellt sich das Redaktionsteam bei seinen Leserinnen und Lesern vor.

This is the editorial team of the Täglicher Anzeiger Holzminden.

Tag des Lokaljournalismus

Was ist eigentlich die Aufgabe von Journalisten?

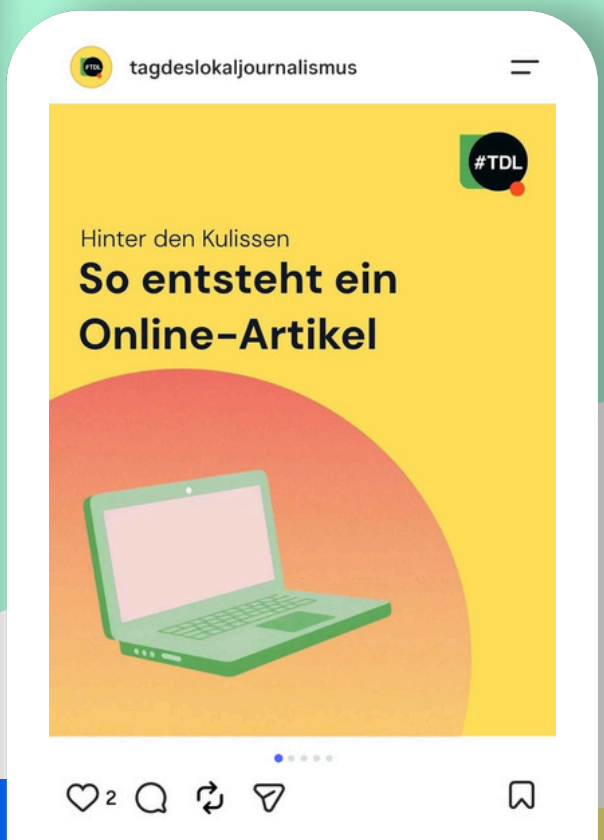
Zum Tag des Lokaljournalismus betont LN-Chefredakteur Kristian Blasel die Bedeutung regionaler Berichterstattung. Trotz wachsender digitaler Alternativen bleibt der Lokaljournalismus unverzichtbar. Was macht ihn so einzigartig?

Read the article by Lübecker Nachrichten

HNA sheds light on prejudices



Behind the scenes at Merkur.de



Newsroom tours & breakfast meetings with readers

Popular formats in 2026: Examples

Many editorial offices opened their doors, offered insights into their daily work, and engaged with their readers—including over a shared breakfast.



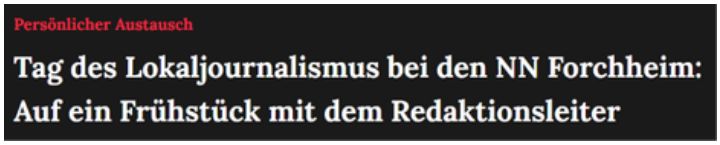
Leserbesuch zum „Speed-Dating“ in der Redaktion der Berliner Morgenpost

Berlin. Zum Tag des Lokaljournalismus hat die Morgenpost Leserinnen und Leser eingeladen, um Einblick in die Redaktion einer Tageszeitung zu erhalten.

Von Nelis Heidemann, Entwicklungsredakteur
05.05.2026, 06:00 Uhr

Bevorzuge uns auf Google

To the article in the Berliner Morgenpost



Persönlicher Austausch

Tag des Lokaljournalismus bei den NN Forchheim: Auf ein Frühstück mit dem Redaktionsleiter

To the article by NN



Kommen Sie heute vorbei! Die Redaktion lädt zum Tag des Lokaljournalismus ein

Mülheim. Die Redaktion lädt ein: Kommen Sie mit uns ins Gespräch, löchern Sie uns mit Fragen! Ein bekannter Mülheimer Musiker gibt ein Wohnzimmerkonzert.

Go to the article at WAZ



Go to the artic at WA

Collaborations with schools can be worthwhile: a visit to an editorial office leaves a lasting impression and can serve as an entry point for young students to engage with a media brand’s social media channels. It fosters media literacy and lays the foundation for trust.



Tag des Lokaljournalismus

Voerder Schüler beschäftigten sich mit Nachrichten in alten und neuen Medien

Voerde/Dinslaken. Schüler des Voerder Gymnasiums besuchten die NRZ-Redaktion. Fragen rund um die Arbeit einer Lokalredaktion wurden beantwortet.

Read the article by NRZ

Reporting on the achievements of local journalism

Popular formats in 2026: Examples

Newsrooms also demonstrated the impact of local investigative reporting and why it is indispensable for a vibrant democracy.

Das sollten Sie gelesen haben: Diese 6 Artikel bewegen uns noch heute

Osterode. Best of Harz Kurier: Unsere Redakteure teilen ihre liebsten Artikel aus der letzten Zeit – und erklären, warum Lokaljournalismus wichtig ist.

Best of Harzer Kurier

Meinung Journalismus

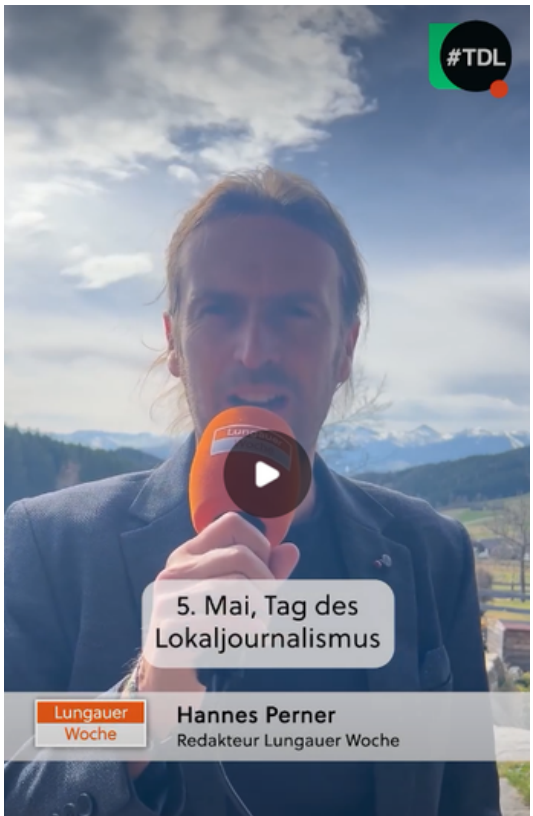
Der Ruf nach dem Positiven

Menden. Warum der Tag des Lokaljournalismus in Menden mit Graffiti beginnt und die Presse es nicht jedem recht machen kann. Ein Einwurf von Dirk Becker.

Ein Kommentar von Dirk Becker, stv. Redaktionsleiter
05.05.2026, 06:00 Uhr

Article by wp.de

Instagram post by Lungauer Woche



Tag des Lokaljournalismus 2026

Ruckelpiste in Osnabrück: Was eine noz-Recherche an der Ohnesorgestraße bewegen kann

Von Karin C. Punghorst | 05.05.2026, 06:00 Uhr

Read the NOZ investigation here

Zum Tag des Lokaljournalismus

Warum wir Lokaljournalismus für die Demokratie brauchen



LZ-Reporter Moritz Constantin im Interview mit einer Passantin.
Quelle: LZ

Article by Landeszeitung

Reporting on the achievements of local journalism

Popular formats in 2026: Examples

Editorial teams asked local people about their wishes. This brings new topics onto the agenda and shapes the coverage.

Was sich vor Ort unbedingt ändern muss

Ob Spielplätze, Straßen oder Zusammenhalt: Menschen aus Homburg, Bexbach, Kirkel berichten, was sie bewegt und was sie sich für ihre Heimatorte wünschen. Die Leute äußern sich anlässlich des Tages des Lokaljournalismus'.

LJD at the Saarbrücker Zeitung

Read the article in the Volksstimme

STRASSENUMFRAGE ZUM TAG DES LOKALJOURNALISMUS

Mit Video: Wofür sollte die Stadt Oschersleben mehr Geld ausgeben? Das sind die Wünsche der Bürger



View poll on Instagram

More information on saving the town center at NOZ

Tag des Lokaljournalismus 2026

„Die Seele des Ortskerns": Belmer wünschen sich Erhalt des alten Buffethauses in Icker

Von Laura Nowak | 05.05.2026, 12:15 Uhr

Local Journalism as Video Documentary

Popular formats in 2026: Examples

IPPEN.MEDIA put three local stories in the spotlight with a 'mini-documentary.

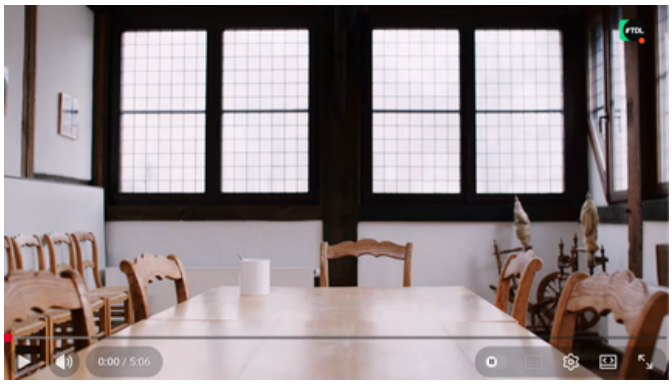
Watch the documentary here on YouTube



A Letter Shakes Bönen

Did the senior citizens' advisory council in Bönen, Westphalia, really embezzle 234,000 euros? Chairperson Wilma Olzewski is stunned by the baseless accusation.

Watch the documentary now



The Münsterländer Hof

The Münsterländer Hof in Drensteinfurt, Westphalia, is closing down. Is this the final end for the cult pub?

Watch the documentary here



Winter turf

A donation makes it possible to build a winter turf pitch at Rotenburger SV. But that's when the problems really begin.

...and many more format ideas

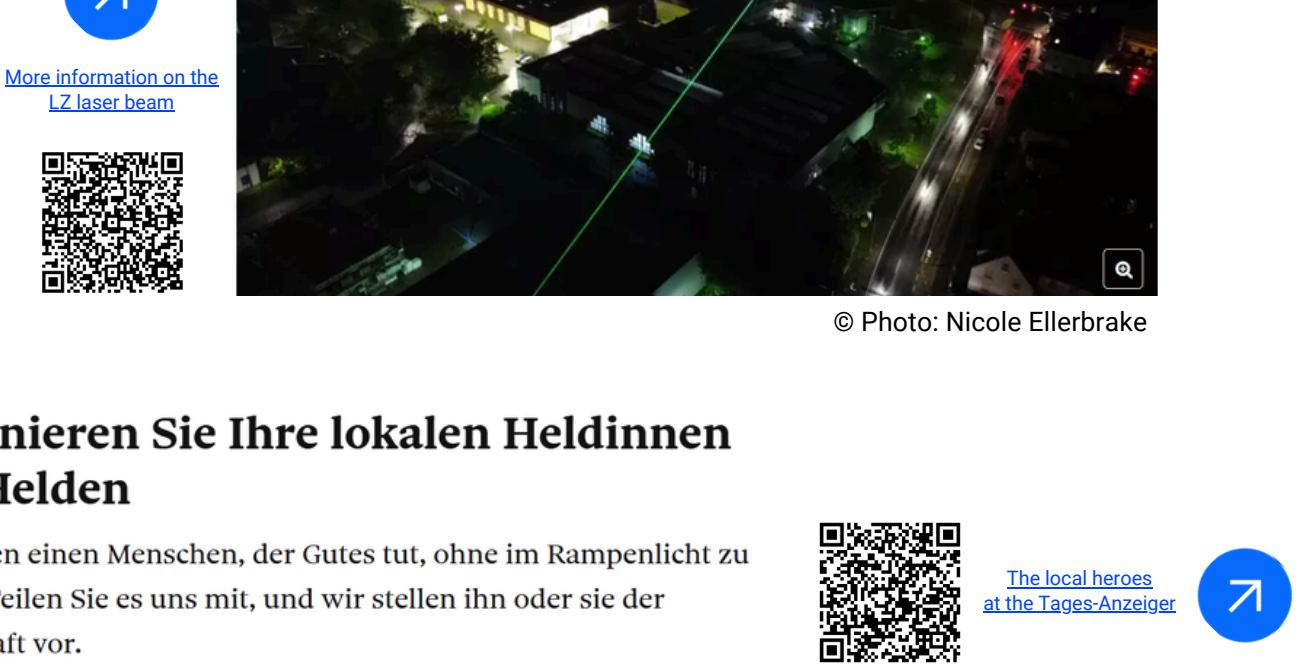
Popular formats in 2026: Examples

The Local Journalism Day showcased such a wide variety of format ideas that we couldn't possibly list them all. We are delighted by the diversity of approaches and the many opportunities to connect with people—both in person and via social media.

More information on the LZ laser beam



© Photo: Nicole Ellerbrake



The local heroes at the Tages-Anzeiger



Read more about the adventure pool at stimme.de

Best Practices 2025

Positive Stories, where Newsrooms made a difference

Best Practices 2025: Editorial Highlights

Putting a face to it — positive stories where editorial teams were able to make a real difference proved particularly popular. Even seemingly mundane topics can work well, as long as they genuinely resonate with the local community.

BEST PRACTICE 2025

HNA KASSEL

Startseite › Kassel

Nach 50 Jahren Mietverhältnis gekündigt: Paar findet durch HNA neue Wohnung

25.05.2025, 04:49 Uhr
Von: Bastian Ludwig

Read the article by HNA here

Merkur.de

Startseite › Lokales › Fürstenfeldbr…

Social Media reichte nicht: Rettender Aufruf für XXL-Flohmarkt

18.05.2025, 07:02 Uhr
Von: Kathrin Böhmer

Kommentare Drucken Teilen



Zahlreiche Besucher kamen zum Bücherflohmarkt in Gröbenzell. © Walter Weiß

Read the article by Merkur.de here

Read the article by HNA here

15.05.25 | Northeim

Wie Berichterstattung die Realität verändert: Gartenmöbel sind wieder Sperrmüll

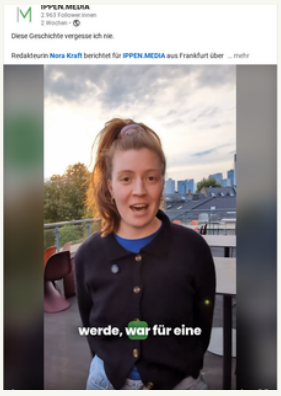
Das kann Lokaljournalismus bewirken: Dank beharrlicher Berichterstattung werden Gartenmöbel in Northeim bei der Sperrmüllabfuhr wieder mitgenommen.

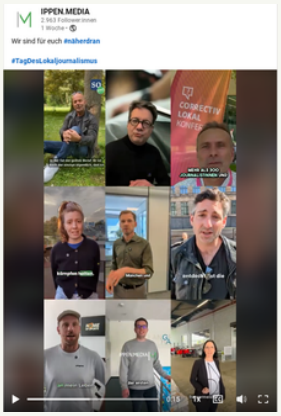
Social Media Posts

Best Practices 2025: Social Media Posts

Introduce your team, offer glimpses into investigative research that moved you or that was able to make a difference, show what you stand for, and where and how you work.

BEST PRACTICE 2025















Audience events

Best Practices 2025: events for subscribers

BEST PRACTICE 2025

From newsroom tours to reader festivals, we've built real connections with our audience — face to face and in conversation.

1

Newsroom tours, editorial breakfasts, and more
e.g. Münchner Merkur, Gießener Allgemeine

2

Discussions with editorial team members
e.g. sports or politics desk, editor-in-chief — e.g. Münchner Merkur, TZ

3

Open house days / open newsrooms

4

Panel discussion on the theme "A Passion for Local"
e.g. Offenbach Post

5

Print house tours
e.g. Westfälischer Anzeiger

6

Off-site locations opened to the public

7

Reporting

Performance Measurement and Reporting

KPIs

Quantitative Benchmarks

- Content volume: Number of articles and posts published on the action day
- Unique visitors: Individual users who accessed campaign content
- Newsletter sign-ups and registrations: New subscribers acquired during the campaign
- Social media impressions: Total reach of all posts featuring campaign hashtags
- Social media engagement rate: Likes, comments, and shares per post
- Number of attendees at events
- Reader contacts: Direct conversations and interactions with citizens

Tracking

- Hashtag monitoring: Please use #LJD #LocalJournalismDay on all posts
- Mentions tracking
- Engagement rate
- Reach analysis

Reporting

- Prepare an internal report
- Extract learnings and transfer successful formats into regular operations

Partner

About IPPEN.MEDIA & DRIVE

The Initiators

LJD-Initiator

IPPEN.MEDIA

The IPPEN.MEDIA network is one of Germany's leading platforms for local journalism. The network brings together more than 80 brands, including Münchner Merkur, Frankfurter Rundschau, HNA, Kreiszeitung, and Westfälischer Anzeiger. Around 720,000 print editions are published each day, alongside several million copies of weekly magazines. With roughly 300 million digital visits per month, the IPPEN.MEDIA network ranks among the largest digital media groups in Germany.

Contact

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IPPEN.MEDIA

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Project Coordination
IPPEN.MEDIA

Christina Büscher
tag-des-lokaljournalismus.de

ippen.media/tdl

LJD-Co-Initiator

DRIVE

Founded in 2020, the Digital Revenue Initiative (DRIVE) brings together the German press agency dpa and the management consultancy Highberg, working with 30 regional publishers from Germany, Austria, and Switzerland to increase digital revenues. DRIVE draws on expertise in data science, artificial intelligence, editorial change, and open exchange among participating publishers to drive the digital transformation of regional media forward. Further information is available in the white paper "The Day After: Lokalzeitung ohne Print".

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About Our Partners

These associations support the LJD

Associations from Germany

The BDZV — Federal Association of Digital Publishers and Newspaper Publishers — represents, as the leading organisation, the interests of newspaper publishers and digital publishers in Germany and at EU level.

bdzv.de

The Börsenverein des Deutschen Buchhandels is the umbrella association of the German book trade. We represent the interests of 4,000 bookshops, publishers, wholesale book distributors, and other media companies vis-à-vis politics and the public. The association was founded in 1825 in Leipzig and is today headquartered in Frankfurt am Main.

boersenverein.de

VBZV | Verband Bayerischer Zeitungsverleger

Newspaper publishers from across Bavaria and their associated digital companies are united in the Association of Bavarian Newspaper Publishers e. V. (VBZV).

vbzv.de

LOKALZEITUNGEN & LOKALMEDIEN
Verband Deutscher Lokalzeitungen und Lokalmedien e.V.
die Lokalen

The Association of German Local Newspapers and Local Media e. V. is the representative body for local newspapers and media outlets. It brings together around 70 smaller and medium-sized daily newspapers that have a combined readership of approximately five million readers. The VDL represents their interests in both print and online.

lokalpresse.de

Woche der Meinungsfreiheit 2026

Die Woche der Meinungsfreiheit - kurz & bündig:

Bundesweite Aktionswoche
Jedes Jahr vom 3.-10. Mai

Ziel: Setzt sich für die Freiheit des Wortes ein. Schafft Aufmerksamkeit in der Gesellschaft für die Bedeutung der Meinungsvielfalt und Debattenkompetenz.

Initiator: Börsenverein des Deutschen Buchhandels e.V.

Motto 2026: „Was ist wahr?“

Die Initiative wird getragen von einem breiten zivilgesellschaftlichen Bündnis: überparteilich, kultur- und demokratiefokussiert.

Reichweite & Wirkung: 132 Mio. Kontakte über Print, TV, Hörfunk, Online & Out-of-Home

- 660.000 Social-Media-Kontakte
- 100+ Veranstaltungen deutschlandweit
- 3.000 Außenflächen (Plakate & Videoscreens)
- 90+ starke Partner aus Kultur, Medien, Bildung & Zivilgesellschaft

Unser Credo: Die Woche der Meinungsfreiheit ist eine attraktive Möglichkeit für verantwortungsvolle privatwirtschaftliche Unternehmen, gesellschaftliches Engagement sichtbar zu machen und ein klares Zeichen für respektvollen, offenen Dialog und demokratische Werte zu setzen.

Woche der Meinungsfreiheit

Plakat zur Woche der Meinungsfreiheit 2026
Download



Stiftung Freedom of Expression

Woche der Meinungsfreiheit
3.–10. Mai 2026

About Our Partners

These associations support the LJD

International Associations

The INMA (International News Media Association) is a global association of news media companies focused on reinventing their business models in the digital age.

inma.org

The publishers' association SCHWEIZER MEDIEN (VSM) is the industry organisation of private media companies in Switzerland, with a focus on print and digital.

schweizermedien.ch

The Verband Österreichischer Zeitungen (VÖZ) is the representative body for daily newspapers, weekly newspapers, and magazines in Austria.

voez.at

The World Association of News Publishers (WAN-IFRA) is the world's largest press organisation. It represents more than 3,000 news publishers and technology companies, as well as 40 member associations representing 18,000 publications in 120 countries.

wan-ifra.org

Save the Date: The most important gathering of the global publisher community is coming to Germany for the first time in its 98-year history — 4–8 May 2026.

On 7 May, at the INMA World Congress in Berlin, the first results and highlights of Local Jounralism Day will be presented by Markus Knall, Katja Fleischmann, and Hannah Suppa.



GLOBAL SENIOR PRACTICAL STRATEGIC PREMIUM

not bureaucratic
not ceremonial
not tactical
not political
not promotional

Where news media leaders make the business decisions that shape the future

inma
International News Media Association

Journalism-based organisations have a mission — and they must run strong businesses to sustain it. Now more than ever, those leading that mission need context, ideas, and peer connection. INMA brings together 26,307 members across 95 countries, focused on the business of news.



World Congress of News Media

Berlin • May 4-8,2026

Who attends: CEOs,publishers, editors, product,revenue, audience leads



Media Innovation Week

Madrid • September 21-25, 2026

Who attends: Product,marketing, audience,data, tech, newsroom leads



Media Tech & AI Week

San Francisco • October 19-23, 2026

Who attends: AI, product, tech, newsroom, strategy leads



Media Advertising Summit

New York • December 7-10, 2026

Who attends: Marketing,brand, agency, media, ad tech leads



Media Subscriptions Summit

Oslo • March 8-12, 2027

Whoattends: Leads forsubscriptions, product, marketing, audience



World Congress of News Media

New York • May 17-21, 2027

Whoattends: CEOs,publishers, editors, product, revenue, audience leads

INMA.org/InPersonEvents

WAN-IFRA

Services by WAN-IFRA



WAN-IFRA, the World Association of News Publishers, delivers programmes and services to support its hundreds of local news media members. These include a virtual community where local news professionals can connect. Members can also connect with each other in person, for example at the annual Newsroom Summit or at “News Creator Exchange” events.

Newsroom Summit 2026

WAN-IFRA is bringing together leading figures in the media industry at the Newsroom Summit in Oslo, Norway, on 18-19 November 2026. The expert speakers will share their visions and ideas for reshaping newsrooms and the media landscape.

The summit will be held at Verdens Gang (VG), one of Norway's leading digital media companies. Expand your knowledge and connect with peers in this valuable opportunity. Experts will present solutions and practical ideas suitable for newsrooms of all sizes.

Senior editors will showcase best practices and explain how they are transforming their workflows to develop successful editorial strategies. Use this opportunity to exchange ideas with other newsroom strategists, discuss common challenges, and develop ideas for the future!

More information

News Creator Exchange

WAN-IFRA's News Creator Exchange Workshops bring together creators and journalists from traditional media outlets.

The goal is to find common ground and practical ways to collaborate, because both sides can benefit from working together – the motto now is: Don't compete, collaborate!

Click here for more information

About Our Partners

These initiatives support the LJD

Initiatives

INITIATIVE ACHTZEHN
FREE, SAFE & SUSTAINABLE MEDIA

Initiative 18 advocates for free, secure, and sustainable media to be recognised and promoted as the 18th Sustainable Development Goal of the United Nations — thereby complementing and reinforcing the existing SDGs.

initiative18.org

"An even better newspaper" is the stated goal of the ITZ Initiative Tageszeitung e. V. The ITZ dedicates itself to local reporting and therefore places it at the heart of its work.

initiative-tageszeitung.de

jule

The jule: Initiative Junge Leser GmbH is the knowledge network of newspapers for the important future field of young readership.

junge-leser.info

#use the news

The #UseTheNews initiative researches news consumption and news literacy among young people, and develops new information and educational offerings to ensure that this target group is reached by journalistic content.

usethenews.de

About Our Partners

These partners support the LJD

Further Partners

CORRECTIV

CORRECTIV is a public interest media house that strengthens democracy. As a multiple award-winning newsroom, CORRECTIV stands for investigative journalism. A further focus is fact-checking to counter disinformation.

correctiv.org

drehscheibe
aus Lokalredaktionen für Lokalredaktionen

The drehscheibe is the forum for good ideas and concepts in local journalism, published by the Lokaljournalistenprogramm (Local Journalism Programme) of the Bundeszentrale für politische Bildung/bpb (Federal Agency for Civic Education).

drehscheibe.org

GÜNTER HOLLAND JOURNALISTEN SCHULE

The Günter Holland School of Journalism (GHJS) is part of the broadly positioned media group Presse-Druck. The GHJS continues to rank among the most renowned and innovative journalism schools in Germany.

www.ghjs.de

KONRAD ADENAUER STIFTUNG

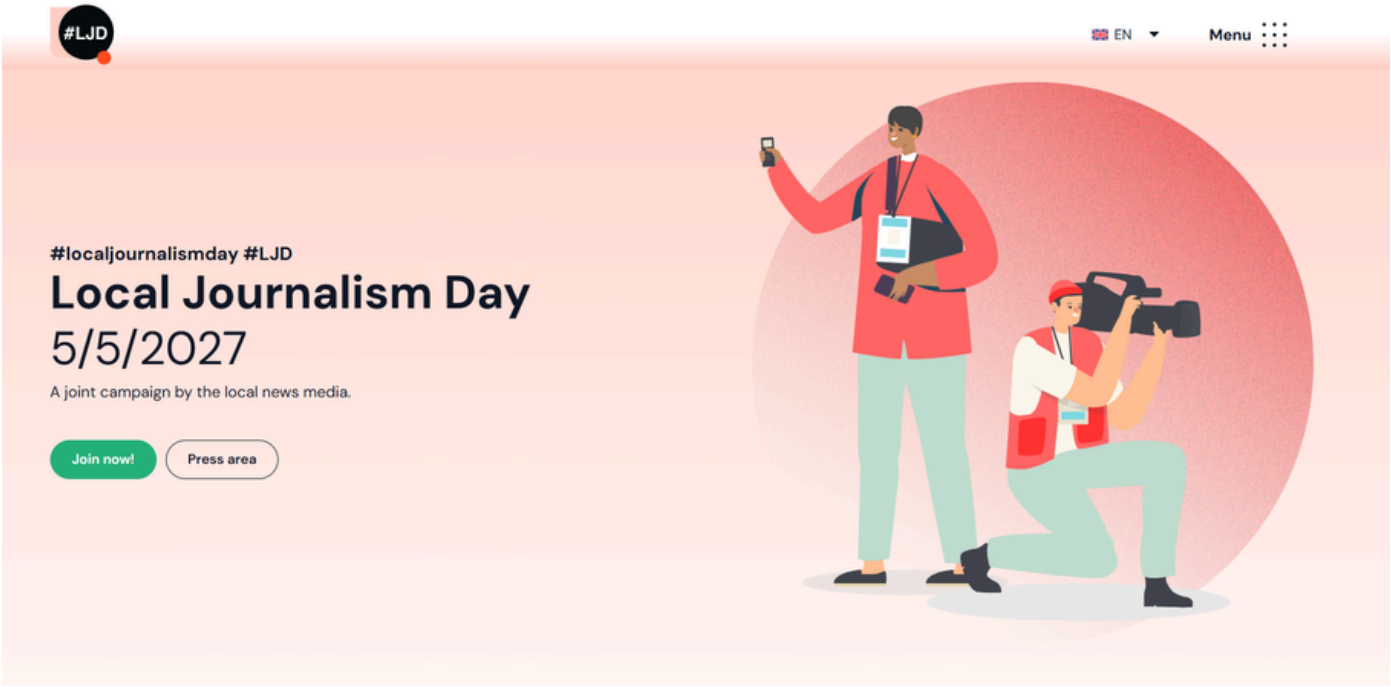
The Konrad-Adenauer-Stiftung honours journalists, reporters, and editorial teams who have set an example for local journalism in Germany. The award is regarded as one of the most prestigious accolades in German journalism.

kas.de/de/deutscher-lokaljournalistenpreis

Website

localjournalismday.com

Visit the website: All information in one place



Our website offers…

Logos & Templates

Use the LJD logo and our templates to create your LJD content.

Webinars

Browse our webinars and gather useful knowledge and tips for your action day.

Looking Back

The LJD website is continuously growing and provides a brief overview of the previous year's action day.

Social

The website will offer an overview of social media posts using the hashtags #LJD and #LocalJournalismDay.

LJD 2027

LJD 2027

Join now!



Save the date for next year:
We will be celebrating LJD 2027 again on May 5th!

If you would like to be part of LJD 2027, send an email to:
ljd@localjournalismday.com

Join us!

Together we are strong

#LJD