

HOW TO GUIDE

Modern Editorial Guide for Youth Workers:
Nurturing Creativity and Empowering Voice



EDITORIAL BOARD



MOTIVATION

SKILLS & PASSIONS

TRAINING

CREATIVITY

CHALLENGES

DESIGN

REPORTING



PUBLISHING

Introduction:

This is a summary of recommendations that youth workers can follow to successfully create a youth editorial board. In today's fast-paced digital age, youth workers play a crucial role in guiding young individuals towards effective self-expression and critical thinking through editorial endeavors. This editorial guide merges the classic principles of editorial board work with a pedagogical approach tailored for a diverse group of youngsters and young adults. It also incorporates modern methods of communication and self-expression to engage and empower the youth – also transnationally.

*Do remember that the young personnel are in training, and we need to accommodate the degree of demand to their level of knowledge and skills.

Outline

- Recruiting youth and putting together a team
- Editorial Board structure and distribution of main tasks
- Production and publishing
- Target audience, promotion & distribution of your magazine
- Maintaining the Youth Editorial Board

Recruiting Youth:

1) Engaging and Motivating Youth

The first step is presenting the project to possibly interested young people. Nowadays we know that a great majority of youth are not fond of reading, much less reading print materials. Young people prefer audiovisual consumption. Recruiting youth and putting together the team is essential for the success of any publication, be it a magazine, website, channel, etc.

So, **how can we attract them to our editorial work? Here are a few suggestions:**

- a) Organize a gathering of young people. You might want to advertise and offer some goodies.
- b) Then, tell them about the project, but before you start with your pitch, ask them questions about where they get news information on topics they might be interested in, what digital media they might use, and what famous or public figures they might want to meet. Learning to ask questions is a key competence in journalism. Lead the way by being creative in your line of questioning.
- c) Making young people talk about what they like or might be interested in may work... Then, tell them about your project. Take the lead from what they told you about their likes and wants. For example, they could go to interview those people they would like to meet. Or offer them to investigate a topic they mentioned they are interested in learning more about.
- d) Then, ask straightforward who is in... Keep simple and honest!

2) Setting up a Youth Editorial Board Team:

- a) **Recruitment:** Form an editorial team comprising enthusiastic and motivated young individuals. Diversify the board to reflect various perspectives.
- b) **Training:** Provide comprehensive training on editorial principles, writing skills, and ethical considerations. Foster a sense of teamwork and responsibility.
- c) **Assigning Roles:** Allocate specific roles such as editors, writers, graphic designers, and social media managers. Ensure that each member plays a vital part in the editorial process.



3) Nurturing Creativity & Encouraging Self-Expression

- a) **Freedom Within Structure:** Balance guidance and creative freedom. Establish guidelines while allowing room for individual expression and innovation.
- b) **Workshops and Skill Building:** Organise regular workshops on writing, photography, audio as well as video editing, and multimedia content creation to enhance their skill set.
- c) **Mentorship:** Assign mentors or experienced members to guide newcomers and provide constructive feedback.
- d) **Editorial Meetings:** Conduct regular meetings to brainstorm ideas, discuss content, and share progress. Encourage open and constructive feedback.
- e) **Thematic Months:** Dedicate specific months to explore themes like for example mental health, climate change, or social justice. This allows for deeper exploration of important topics.
- f) **Editorial Challenges:** Organise contests or challenges to ignite creativity and motivation among the editorial team.

Editorial Board structure:

1) Editorial Board & organization

In this step, we need to organize the basic teams involved: the Editorial Board, the Newsroom, and the Arts & Design Department.

- a) Look for individual preferences and likes among young participants.
- b) Check individual skills and ask them what they know or what skill they want to acquire.
- c) People skills and competencies you need for the Editorial Board:
 - i) Commitment
 - ii) Enthusiasm
 - iii) People management skills
 - iv) Writing or media experience
- d) People skills and competencies you need for the Journalists and Photo reporters:
 - i) Ease talking to people for interviewing in person or on the phone
 - ii) Ability to search the net for information and leads
 - iii) Creativity for taking pictures and video
 - iv) Experience is welcome

2) Responsibilities of the Board

The following are the main responsibilities of the Editorial Board:

- a) Submitting articles/stories
- b) Suggesting topics and authors
- c) Providing feedback and commentary
- d) Peer review
- e) Helping to promote and disseminate content

Also important are the 'people skills' and competencies you need in the Art & Design Department:

- a) Knowledge of design software.
- b) Interest or experience in arts and drawing.
- c) A good sense of visual perspective.
- d) Find someone interested in learning about technology for media production.



Decide on your publication methodology and editorial line:

- a) Look for an open and democratic process in which everyone has a say over each new issue/post/submission for content and design.
- b) It is preferable to have a small Editorial Managing Team leading the news and content sections and the Arts and Design department with only three to four members who will be in charge.
- c) Decide on the aims and scope as well as profile your readership.

Production and publishing:

1) News writing and production process:

- a) Provide equipment and materials if the young reporters, designers, and illustrators do not have access to them.
- b) The Arts & Design team must come up with a header and cover page (if needed) as well as the interior design. A digital format allows a lot of creativity and freedom.
- c) Based on the editorial line and scope, you can now start to choose topics and distribute stories and tasks (writing, picture) for the launching of your publication.
- d) Youth workers need to go to the basics of each story with the team assigned to it. You must consider:
 - i) Gathering basic facts for the selected topic.
 - ii) Find a possible news angle: At least two sources must confirm the same information.
 - iii) Keep working on sources of information to make your story relevant or "newsworthy."
 - iv) Decide if you need interviews, pictures, etc. and work on the presentation and digital format. You could include videos, cartoons, podcasts, and so on. Make sure that your presentation attracts the reader and keeps them interested to the end of the story.
 - v) Write the story and select the illustrations and audiovisual information.
 - vi) Peer-review process: The editorial managing team (with the assistance of youth workers) must proofread, and facts check the story.
 - vii) Once approved, the story and materials can be sent to the Arts & Design department.
- e) The Editorial Managing Team must decide the order of the stories (when necessary).
- f) The Arts & Design department will work with all materials previously approved. They will use the content provided by the Newsroom and the publication criteria established by the Editorial Board.
- g) Once produced, the content is proofread one more time and final decisions are made.

2) Modern Communication Methods:

- a) **Digital Platforms:** Utilise social media, websites, blogs, audio/video platforms, and email newsletters to reach a wider audience. Teach youth about online etiquette and responsible content sharing.
- b) **Interactive Content:** Encourage the use of interactive content like polls, quizzes, and live streams to engage with readers, listeners and/or viewers.
- c) **Visual Storytelling:** Emphasise the power of visual storytelling through infographics, videos, and photo essays.



3) Ethical Considerations:

- a) **Fact-Checking:** Instill the importance of fact-checking and responsible journalism. Teach them to discern credible sources from misinformation.
- b) **Respect and Inclusivity:** Promote diversity and inclusion in content creation. Ensure that all voices, regardless of race, gender, or background, are heard and respected.
- c) **Transparency:** Maintain transparency in editorial decisions, corrections, and conflicts of interest. Build trust with your audience.

Target audience & distribution:

1) Choosing your target audience and disseminating your content

- a) All these tasks should be performed by marketing people with the supervision of the Editorial Board.
- b) Once you decide on information aims and scope as well as an editorial line, you need to profile your readers.
- c) The readership will point to the key elements of your marketing strategy. How do we achieve maximum dissemination?
- d) How do you promote to reach and enlarge your audience?
 - i) Presence in other media
 - ii) Social media strategy
 - iii) Reach out to specific organizations, institutions, etc. where you can find readers
- e) What platform will you use for the distribution of the digital product?
- f) Create a launch event for your first issue.
- g) You should put in place analytical metrics to measure the success of your publication and track your results. For example, the most read stories of a specific issue of your magazine.

2) Understanding Your Audience

- a) **Demographic Diversity:** Recognise the diverse backgrounds, interests, and perspectives of the young people you work with. Tailor your editorial approach to accommodate this diversity.
- b) **Identify Passion Points:** Encourage youth to explore and express their interests, passions, and concerns through cross-media and creative expression. This creates a sense of ownership and engagement.
- c) **Active Listening:** Be an attentive and empathetic listener. Create a safe space for open dialogue where every voice is valued, heard, and respected.

Maintaining the Board - Evaluation and Reflection:

Feedback is the most important motivator in maintaining an Editorial Board. This could be:

- Feedback from viewers
- Feedback from professionals

Consider utilizing the following:

- 1) **Feedback Loops:** Regularly collect feedback from both the editorial team and the audience to refine your approach.
- 2) **Reflect and Adapt:** Be open to change and adapt to evolving trends and preferences in communication and content creation.
- 3) **Celebration of Achievements:** Acknowledge and celebrate the accomplishments of your editorial team, whether it's winning an award, reaching a milestone, or making a positive impact in the community.

This helps to motivate the whole team and to make the next Magazine even better!

Conclusion:

As a modern youth worker, combining traditional editorial principles with a pedagogical approach and contemporary communication methods can empower young individuals to find their voice and engage with the world around them. Creating a Youth Editorial Board is a great way to foster creativity, ethical responsibility, and self-expression. This endeavor contributes to the personal and social development of the youth worked with, preparing them to be informed, empowered, and confident contributors to society.

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