

# Local Journalism Day

# #LJD

05 May 2026

# PLAYBOOK

FEBRUARY 2026

WORK IN PROGRESS /// VERSION 1

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

Dated: February 2026

## ➤ Editorial

Version 1 /// work in progress

# Why We Launched the Day of Local Journalism



Dear colleagues,

On 5 May 2026, we will celebrate the second Day of Local Journalism across the German-speaking markets. After the success of its 2025 premiere, 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

Digital platforms and AI are changing how communities stay informed – and how trust is built. Local journalism feels this pressure every day. Our answer is simple: we stay close. To our readers. To our towns. To the truth.

### 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: February 2026

## ➤ Editorial

Version 1 /// *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 one 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 the Local Journalism Day is all about.

### Local Journalists at the Heart of the Community

A sense of belonging between local journalists and the people they serve is essential. Newsrooms need to be seen as part of the community itself. This happens when journalists are visible on the ground, report with people’s needs in mind, and invite interaction and participation. When that happens, people feel included – and realise 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 editors take on, the essential thing is to reach out – to show people: we’re not outsiders; we’re part of this place. Trust and belonging don’t come from simply talking about the importance of local journalism. They grow over time – step by step – by doing things together.

### Getting Out and Connecting

That’s exactly why the Local Journalism Day, on 5 May 2026, 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*

Dated: February 2026

# #LJD Playbook

Version 1 /// work in progress



## Table of Contents

	Page number
<b>01 Concept</b> Idea & Objective	01
<b>02 Logo and Usage</b> Colour Variations	03
<b>03 Social Media Guideline</b> Content Creation Guide	07
<b>04 We're in!</b> Format: Editorial Faces	09
<b>05 Create Maximum Visibility</b> We're on-site	10
<b>06 What is our tax money used for?</b> We're on-site	11
<b>07 Where Do People Feel Unsafe?</b> Format: Street Survey	12
<b>08 What happens after you graduate?</b> Format: Street Survey	13

	Page number
<b>09 Wort vor Ort</b> Format by Luxemburger Wort	14
<b>10 Pubquiz</b> Format idea by VRM	15
<b>11 List of ideas "We're on-site"</b> Format idea by Drehscheibe	16
<b>12 Local Heroes</b> Community format idea by OVB	19
<b>13 Audience events</b> Best Practices 2025	20
<b>14 Hidden Gems Of Home</b> Best Practices 2025	21
<b>15 Positive Stories</b> Best Practices 2025	22
<b>16 Engaging Young Audiences</b> Co-Creation with Students	24

Dated: February 2026

# #TDL Playbook

Version 1 /// *work in progress*

## Table of Contents

	Page number
<b>17 Mini-Newscamps</b> Format idea by #UseTheNews	25
<b>18 Bringing Local Journalism to Life</b> Best Practices by #UseTheNews	26
<b>19 Chemnitz Talks</b> Winner dt. Lokaljournalistenpreis	27
<b>20 Campaign „Licht zeigen“</b> Winner dt. Lokaljournalistenpreis	28
<b>21 Interactive School Series</b> Winner dt. Lokaljournalistenpreis	29



	Page number
<b>21 Your Idea</b> Please briefly describe your idea	
<b>22 Your Idea</b> Please briefly describe your idea	
<b>23 Webinars</b> Webinar Topics	30
<b>24 Reporting</b> KPI Overview	31
<b>23 Contact &amp; Partners</b> Contacts & Partners	32

# Concept

## ➤ A Symbol for Democracy

### The Origins of our Initiative

Local Journalism Day was launched in 2025 out of a clear conviction: 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 more often to unverified sources, 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 2026, Local Journalism Day enters its second round. This underlines the ambition to establish a lasting tradition.**

# 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.

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### 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](mailto:tdl@tag-des-lokaljournalismus.de)**.

Get Involved!  
For more information,  
email us at  
[tdl@tag-des-lokaljournalismus.de](mailto:tdl@tag-des-lokaljournalismus.de)

### 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 2026 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.

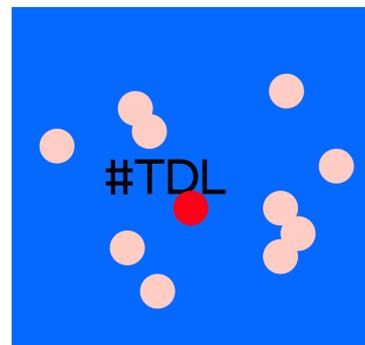
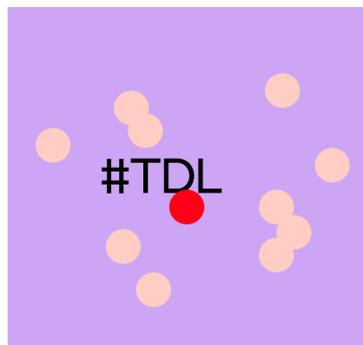
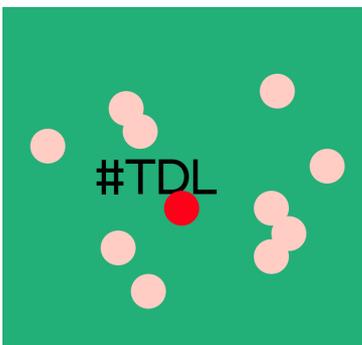
**FOCUS 2026:** The central element in 2026 will be "on-location activities", shared across social media under #LJD and #LocalJournalismDay

# Logo

## ➤ Colour Variations

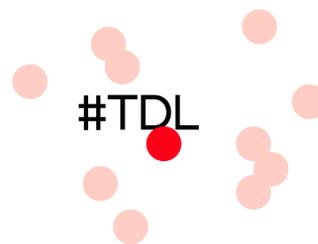
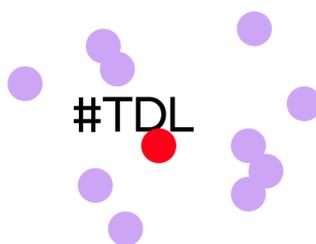
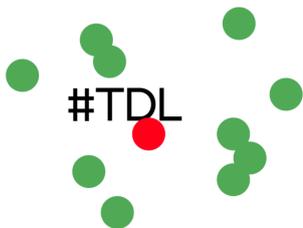
### Colour Variations – Solid Background

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

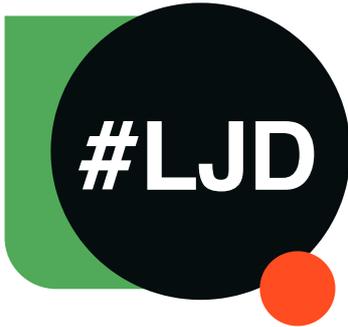
- Print products
- Large-format backgrounds such as presentations, display stands, etc.
- Outros in videos



[Download the template as a ZIP file](#)

# Logo Variations for Social Media

## ➤ Colour Variations

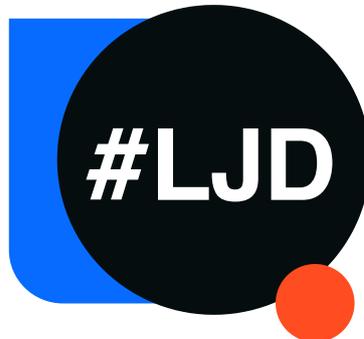
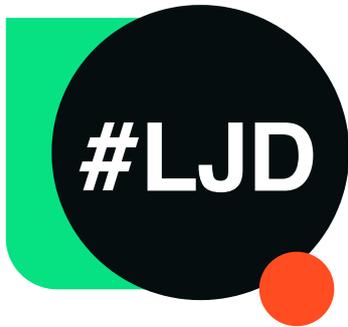


### Applications

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

### Colour Variations

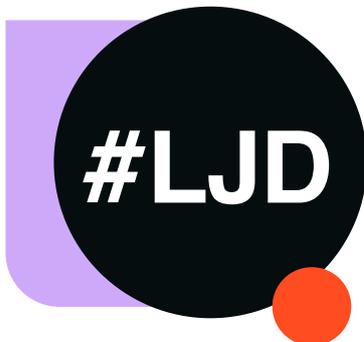
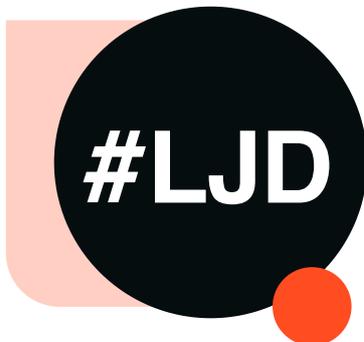
green, blue, salmon, lilac



[Canva template for Reels](#)



[Canva template for Instagram Posts](#)



[Download template as ZIP file](#)

# Logo Variations for Article Images

## ➤ Logo Variant for Article Images

**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

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

# Logo Images for Articles

➤ Logo Variant for Article Images incl. Author

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



[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

- 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 an independent 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 that place the author front and centre.

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

# Social Media Guidelines

➤ Guidance for content creation

## Mission

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### 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

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### 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 2026:

Local Journalism Day

#### 6–20 May 2026:

Follow-up & post-event coverage

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### 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

# Social Media Guidelines

➤ Guidance for content creation

## Formats

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### Team & People

- Team introductions
- "What do our volunteers 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

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### 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](mailto:tdl@tag-des-lokaljournalismus.de)

## We're in!

- **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, 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.

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### 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."

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### 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!"

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### 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

# 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."

# 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

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### Street Survey:

**5 people**

**Question:** "What should our town be spending more money on this year – and why?"

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### 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.

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### 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?

## Umsetzung des Videos

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- 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

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### 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

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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 the 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 insights shed 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 to 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?

# “Wort vor Ort”

[↗](#) TDL 2026 Planning: Mediahuis Luxembourg

Luxemburger Wort takes its editorial team out into the regions – meeting readers where they live. With “Wort vor Ort” (“Word on the Street”), the newsroom visits local communities to bring municipalities and citizens together, showing how local journalism fosters dialogue and fuels public debate.

## Concept

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### 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

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### 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.

# Pub Quiz

➤ LJD 2026 Planning: VRM

## Concept

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### 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.

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### 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.

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### 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

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- 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.

## 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

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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

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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

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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

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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

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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.

## 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

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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"

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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

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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

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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.

## 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

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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

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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

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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](#).

# Local Heroes

🔗 **Community Format:** Idea by OVB

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

## Concept

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### 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

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- 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.

# Audience events

➤ **Best Practices 2025:** events for subscribers

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

**BEST PRACTICE  
2025**

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**

# 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**



## **27 ATEMBERAUBENDE AUSFLUGSTIPPS**

Bayerns schönste Seiten entdecken –  
ideal für Wochenenden & Kurzurlaub

## **PRAKTISCHE INFOS AUF EINEN BLICK**

Alle wichtigen Infos zu Anfahrt,  
Preisen, Öffnungszeiten und mehr

# Positive Stories, where Newsrooms made a difference

➤ Best Practices 2025: Editorial Highlights

Putting a human face on the news – positive stories showing how newsrooms can make a real difference proved especially popular. Even seemingly everyday topics resonate deeply when they connect to what matters locally.

BEST PRACTICE  
2025



Startseite > Kassel

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



Roswitha und Hilmar Klie in ihrer neuen Wohnung. © privat



Startseite > Lokales > Fürstenfeldbrunn

## 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



15.05.25 | Northeim

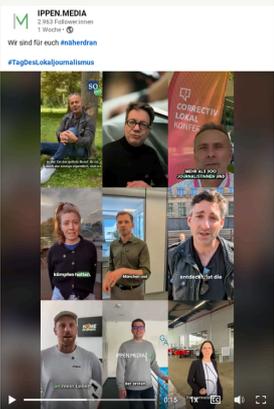
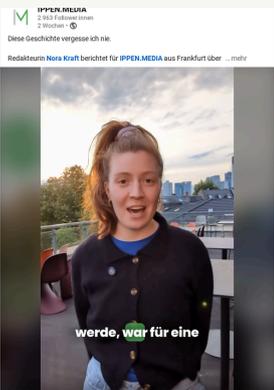
## Wie Berichterstattung die Realität verändert: Gartenmöbel sind wieder Sperrmüll

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.



# 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

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### 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

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### 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

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)

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#### 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 Tage / 45 Teilnehmende / 5 Challenges von versch. Initiativen / 8 Pitches / Unterstützung durch Coaches

## Example 2

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

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#### Concept

„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"](#).

# „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>

# Campaign „Licht zeigen“

➤ **Best Practice:** Kieler Nachrichten



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>

# 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.

## 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>

# Webinars

## [➤ Offerings](#)

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:

## Simple, authentic, effective – the Instagram LJD for beginners

**Content:** Just do it! Instagram doesn't take much to bring the topic of local journalism closer to the community: selfie videos from the editor-in-chief as a daily documentary, a reader quiz, recaps of the most-clicked articles of the past few weeks, or even short videos in which editors explain their passion for local journalism. It's easy to produce, fun, and boosts team spirit. Björn Knips will explain how it worked at the local newspaper a year ago and what the editorial team is planning for this year.

**Target audience:** This webinar is aimed at editorial teams that haven't yet explored Instagram and similar platforms extensively or that only rely on a few colleagues. This channel allows us to easily present our daily work and our passion for local journalism to users. And above all, it should be fun for everyone!

**Speaker:** Björn Knips (editor-in-chief at Mediengruppe Kreiszeitung)

[Register now](#)

# Performance Measurement and Reporting

## 📈 KPIs

### Quantitative Benchmarks

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- 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

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

### Reporting

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

# 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

Editor-in-chief  
IPPEN.MEDIA

Markus Knall  
[markus.knall@ippen-digital.de](mailto:markus.knall@ippen-digital.de)

### Contact

Project Coordination  
IPPEN.MEDIA

Christina Büscher  
[tag-des-lokaljournalismus.de](http://tag-des-lokaljournalismus.de)

## LJD-Co-Initiator



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".

### Contact

Co-Initiator  
DRIVE

Meinolf Ellers  
[ellers.meinolf@dpa.com](mailto:ellers.meinolf@dpa.com)

### Contact

Project Coordination  
DRIVE

Katja Fleischmann  
[fleischmann.katja@dpa.com](mailto:fleischmann.katja@dpa.com)

# About Our Partners

➤ These associations support the TDL

## Associations from Germany



The BDZV – Bundesverband Digitalpublisher und Zeitungsverleger – this association represents the interests of newspaper publishers and digital publishers in Germany at the highest organisational level and at EU level.

➤ [bdzv.de](http://bdzv.de)



Newspaper publishers from across Bavaria and their affiliated digital companies are united under the association Verband bayerischer Zeitungsverleger e. V. (VBZV).

➤ [vbzv.de](http://vbzv.de)



The Association of German Local Newspapers and Local Media (Verband Deutscher Lokalzeitungen und Lokalmedien e. V.) is the representative body for local newspaper and media companies. It unites around 70 small and medium-sized daily newspapers with approximately five million readers. The VDL represents their interests in both print and online.

➤ [lokalpresse.de](http://lokalpresse.de)

# About Our Partners

➤ These associations support the TDL

## International Associations



INMA (International News Media Association) is a global association of news media companies that focuses on how they can reinvent their business models in the digital age.

➤ [inma.org](https://www.inma.org)



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

➤ [schweizermedien.ch](https://www.schweizermedien.ch)



The Verband Österreichischer Zeitungen (VÖZ) is an advocacy association representing daily newspapers, weekly newspapers, and magazines.

➤ [voez.at](https://www.voez.at)



The World Association of News Publishers, or WAN-IFRA, is the world's largest international press organization representing 3,000 news publishing companies and technology entrepreneurs, and 40 member publisher associations representing 18,000 publications in 120 countries.

➤ [wan-ifra.org](https://www.wan-ifra.org)

# About Our Partners

➤ These initiatives and partners support LJD

## Initiatives



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

➤ [initiative18.org](https://initiative18.org)



"A better newspaper" is the stated goal of the ITZ Initiative Tageszeitung e.V. Local reporting is therefore the central focus of its work.

➤ [initiative-tageszeitung.de](https://initiative-tageszeitung.de)



jule is the knowledge network of newspapers dedicated to the vital future topic of young readers.

➤ [junge-leser.info](https://junge-leser.info)



The #UseTheNews initiative researches news consumption and media literacy among young people, and develops new information and educational offerings to reach this target audience through journalistic content.

➤ [usethenews.de](https://usethenews.de)

## Other Partners

### drehscheibe

aus Lokalredaktionen für Lokalredaktionen

drehscheibe is the forum for good ideas and concepts in local journalism, published by the Lokaljournalistenprogramm of the Bundeszentrale für politische Bildung/bpb.

➤ [drehscheibe.org](https://drehscheibe.org)

### GÜNTER HOLLAND JOURNALISTEN SCHULE

The Günter Holland School of Journalism (GHJS) is part of the broadly diversified media group Presse-Druck. The GHJS remains one of the most prestigious and innovative journalism schools in the country.

➤ [www.ghjs.de](https://www.ghjs.de)

### KONRAD ADENAUER STIFTUNG

The Konrad Adenauer Foundation honors journalists and newsrooms that have made exemplary contributions to German local journalism. The prize "Deutscher Lokaljournalismuspreis" is considered one of the most prestigious awards in German journalism.

➤ [kas.de/de/deutscher-lokaljournalistenpreis](https://kas.de/de/deutscher-lokaljournalistenpreis)