



## Unit 10

# Newspaper campaigns

### International cultural knowledge – National and regional newspapers

#### 1 Read the texts and answer the questions.

- 1 Which newspaper is daily? Which is weekly?  
.....
- 2 Were the campaigns run by national or regional newspapers?  
.....
- 3 What did each campaign have as its aim?  
.....

#### B Editor's role-swap with engineering apprentice

**The editor of a regional daily has handed over his job for a day to an apprentice as part of a campaign to help young people into work.**

Brian Aitken from Newcastle title *The Journal* has thrown himself into a drive to find 100 apprenticeships in 100 days by trading places with a young engineering apprentice. He swapped his editor's chair with 20-year-old Liam Rogerson who is carrying out a three-year apprenticeship with Newcastle University's School of Marine Science and Technology.

The role-swap day was held as part of a campaign launched by *The Journal* to encourage companies to create 100 apprenticeships for young people.

During the role-swap, Brian found out about the inner workings of wind turbines and wave simulation tanks, while Liam was introduced to the world of deadlines, headlines and fonts and helped to choose what went on the front page of the paper.

Liam chose a story about the county council considering replacing charity collection bins at recycling centres with bins of their own.

During his day at the university, Brian helped test different wave conditions on some boat parts. He said, 'I was absolutely blown away by the kind of high-tech work being carried out.

#### A Newspaper's campaign raises £18,000 for homeless

**A CHARITY CAMPAIGN by a weekly newspaper to provide shelters for homeless people has raised £18,000 in just a month.**

The *Kentish Gazette* launched the *Give Them Shelter* fundraising drive in November calling on readers to donate money towards night shelters run by local charity *Catching Lives*.

It raised £18,000 within a month, allowing the charity to commit itself to operating shelters in church and community halls during the winter months.

Editor Leo Whitlock said: 'It never ceases to amaze me how readily our readers put their hands in their pockets when it really matters. In the freezing cold

weather, the contribution of our readers made a massive difference to people's lives.'

Jon Limebury, project co-ordinator for the night shelters, added: 'We owe a debt of gratitude to the *Kentish Gazette* and its readers because we couldn't have done it without them. Far more money has rolled in than we expected, including several large donations, which means that if the project continues to go well, we can keep the winter shelters running through February.'

The day reminded me how important it is to help north-east businesses find and train the right people. I am determined that *The Journal's* campaign to find 100 apprentices in 100 days will play a key role in that.'

And Liam said his day at *The Journal*, which took place as part of National Apprenticeship Week, had given him an insight into how the newspaper was put together.

He said: 'There is an incredible amount of work that needs to be done before an edition can go to press and it was interesting to get a feel for all the different departments that are involved, including the news desk, production and the features department. It did make a career in journalism look exciting, but I'm not sure I would be happy with the long hours.'

The two papers launched their apprenticeships campaign in partnership with the National Apprenticeship Service to boost the local economy and help young people take their first steps on the career ladder.

#### 2 Match these verbs with the endings to make collocations that are in the texts. Underline the collocations in the texts.

boost give hold make play raise take

- 1 ..... you an insight into something
- 2 ..... your first steps to complete a process
- 3 ..... an economy
- 4 ..... money for a campaign or charity
- 5 ..... a key role in achieving something
- 6 ..... an event for a day
- 7 ..... a difference to somebody's life

#### 3 Complete the sentences using one to three words.

- 1 The role-swap day publicises the campaign to get local businesses to offer ..... to young people.
- 2 Liam took part in selecting what went on the ..... of the newspaper.
- 3 Liam wouldn't like working .....
- 4 The ..... of the *Kentish Gazette* was amazed at how willing readers were to contribute to the charity.

#### 4 Answer the questions.

What do you think of the two campaigns?

.....  
If you worked for a newspaper, what kind of campaign would you like to run for your local community?  
.....