TopEasy200000

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Ministry for Social Affairs
Austria

News and Easy Language
Who we are

- Austrian Press Agency
  - The content provider for xy media in Austria
- capito
  - The expert for easy comprehensible information

Thanks
to Austrian Ministry for social Affairs, Ashoka and Zero Project
40 percent of all adults in Austria and Germany have difficulties to understand daily news published of quality media.

Source: LEO Study, University Hamburg, 2011
The effects of incomprehensible news

• forming of own opinion is constrained
• participating on social discussions is limited

People feel helpless and angry in the face of governments and powerful groups.
People who have problems to understand common news services

Social NGO networks

Daily news service in easy language

Compact news overview including four to six stories, five times a week

Media (newspapers, tv-stations, online media)

40.000 People per month
Outcome and Impact

Empowered people who make informed decisions.

A society, where opinion making will be done well informed.
Feedback of users

Which topics are most interesting for you?

- Politics: 81%
- Culture: 65%
- Economy: 62%
- Sports: 54%
Next Steps – Targets and Vision

• Providing an additional easy to read level (A2)
• Providing more distribution channels for easy access
• Creating a consortium of media and supporters for up-scaling
• Employing a person with learning difficulties in the editorial office of the APA
Financial Issues and Challenges

- Federal Ministry of Social Affairs in Austria
- APA Members
- Consortium Members

Target: Up-scaling the impact and creating a sustainable business model.
More Information?

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