



 World Association
of News Publishers



BestCities
ORIGINAL ANALYSTS



World Association of News Publishers – 2024 World News Media Congress

- Protect and promote the rights of journalists and publishers to operate free, independent, sustainable media.
- Foster innovation to help members navigate technological advancements and change audience behaviours.



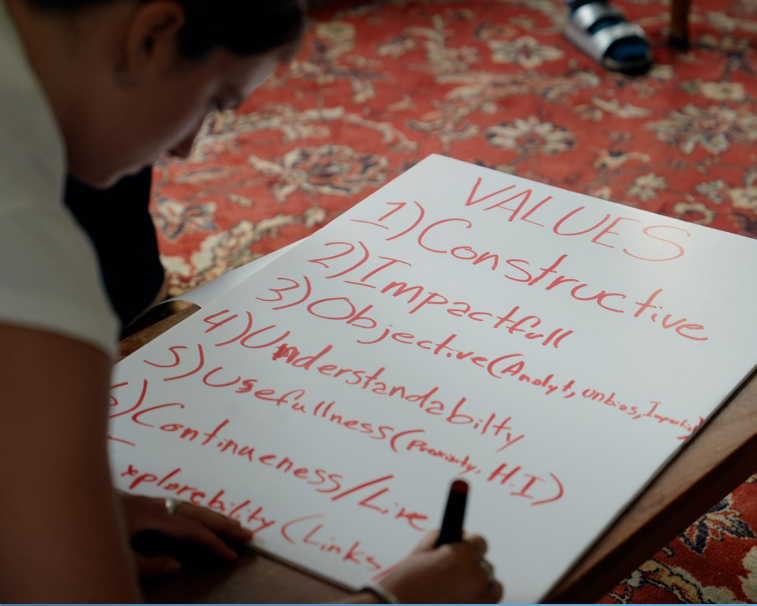
May 27-29, 2024, Copenhagen, Denmark

Objective:

Combat news avoidance among young and marginalized demographics by exploring ways to make news more relevant and accessible to Gen Z.

Innovative Elements:

- Ahead of the 2024 World News Media Congress, WAN-IFRA held a **workshop for Gen Z students and a group of editors** to identify ways for news organizations to appeal to younger audiences. The resulting “Copenhagen Criteria” was presented during a congress session on news avoidance.
- **Gen Z representatives presented at the congress session**, and their classmates were invited to attend – ensuring Gen Z’s voices were heard and validated.



Evidence of Impact:

- The pre-World News Media Congress represented a **successful collaboration between Gen Z and members of the media industry**, with results amplified during the Congress session on news avoidance.
- Three blog posts on the Gen Z workshop posted to the WAN-IFRA website had a **viewership of over 1,000 editors**.
- Congress email marketing had an **audience of 30,000 per email**.
- The model of a **pre-congress workshop informing the congress session** will be replicated at the next WAN-IFRA event.

Future Plans:

- **Advance the Copenhagen Criteria** by hosting a workshop in Krakow, Poland at the 2025 World News Media Congress.
- **Compile a guide** with practical ideas to overcome news avoidance, with a focus on marginalized groups such as women and immigrants.
- **Support a young, media-literate society** that can work towards building a better world.

“The Copenhagen Criteria provided a practical framework that we can use to rethink how we create and present news content.”

- Editor participant at pre-World News Media Congress workshop

