

THE COPENHAGEN CRITERIA

News Values for Gen-Z

- **Educational** – show us news that helps us learn and understand more about relevant topics
- **Empowering** – show us news that encourages us and provides tools to take action based on informed decisions
- **G-local** – show us how global events impact us locally and vice versa
- **Human** – show us diverse representation through personal experiences, that evoke empathy, compassion and inspiration
- **Impactful** – show us events that affect numerous people and influence us or those involved
- **Objective** – show us fact-based news, unbiased and from different perspectives
- **Timely** – show us current news and prioritize ongoing events



Read more: www.newsarcade.eu/news-values



Engaging Generation Z in digital journalistic products is an ongoing struggle for news outlets worldwide. **The Copenhagen Criteria** provide news producers with a set of guiding values when producing news products for young audiences.

Around 70 international students have co-defined the news values in partnership with news editors and journalists prior to the World News Media Congress 2024 in Copenhagen. The results were presented by student representatives during the congress session: *“How to Sell Your Journalism to News Avoiders”*.

Danish Media
Association:



NEWSARCADE

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