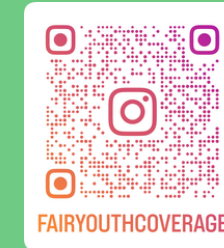


FYC

FAIR YOUTH COVERAGE



Our Goals

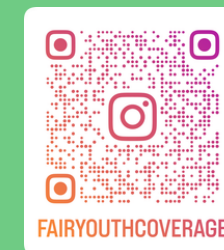


build media
practices that
support young
people

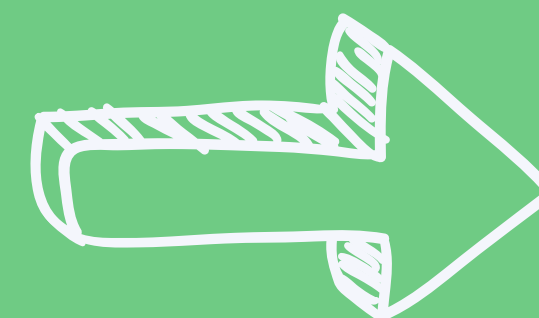
shift media to
solution-focus and
strength-based
framing

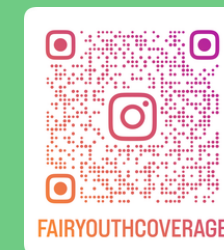
increase positive
stories of young
people in media

Approach: Broadcast Real Stories - Promote Ethical
Reporting - Journalism Award



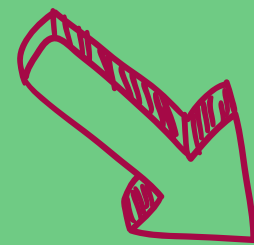
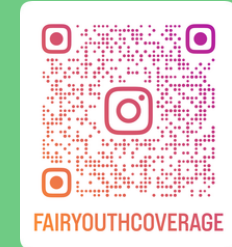
When stereotypes are purported
by **news media** they **influence**
public perception towards
our youth.





Which influences policies made
for **our youth** & most importantly
directly impact youth
self-perception →

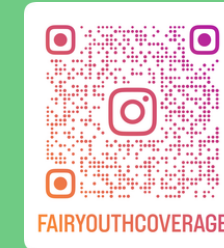
purported **media** stereotypes
influence **public** perception



1. policies 2. youth self-perception

“When stereotypes are purported by the news media, they influence how the public perceives young people. They influence the policies made (or not made) for young people, and importantly, they influence young people’s **perception of themselves.**”

The Data



A report from **Foundation for Young Australians** revealed that young people's voices are largely absent and often stereotyped in news coverage, stories, or headlines (FYA, 2020).

59%

of headline mentions about young people were not supported by quotes or case studies in the body copy (FYA, 2020).

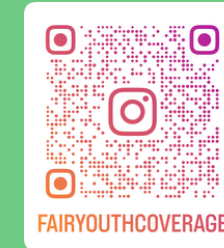
75%

of The Australians' coverage used stereotypes identified by the report, including dangerous, lazy, and lacking resilience (FYA, 2020).

71%

of articles that mentioned Gen Z on economic well-being were negative in sentiment (FYA, 2020).

The Data



66%

believe that news media organisations have no idea what the lives of young people their age are like (Notley et al. 2020)

81%

of youth crime-related headlines in QLD were found to be negative (Riddle, S. et al., 2023)

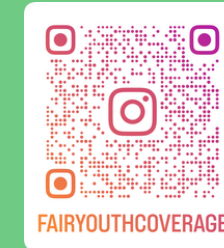
3%

of stories are about issues which affect large numbers of young people (Notley et al. 2019).

"Young people are neither represented fairly nor equitably in Australian news media" (Notley & Dezuanni, 2023)

The Effect

Negative media coverage has real-world consequences



Disrupted Sense
of Belonging

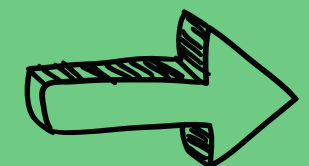


Increased Public
Hostility and Racism



Created **Barriers** to:

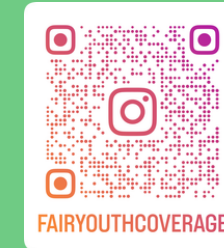
1. Education
2. Employment
3. Emotional and Social Well-being



(Macaulay & Deppeler, 2020)

The Effect

Negative media coverage has real-world consequences



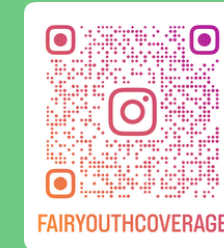
Negative portrayals in media:

1. Reinforce Harmful Stereotypes
2. Lead to Public Distrust of Young People
3. Fuel Discrimination
4. Limit Social and Economic Opportunities



(Macaulay & Deppeler, 2020)

Fair Youth Coverage



What

A national youth-led campaign.



About

How our youth are being detrimentally misrepresented in the media.



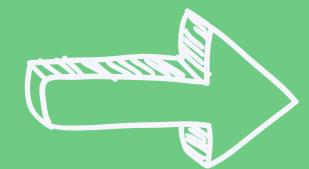
Detriment

Harmful and unethical reporting is detrimental to youth & greater society.



Approach

Broadcast Real Stories - Promote Ethical Reporting - Journalism Award



100 Young...

DRAFT compilation of some of the young people's message to the media

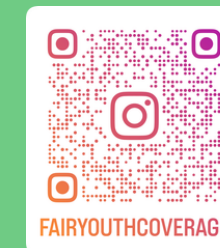


people across Australia are leading a powerful shift in how youth are represented in the media.

Young people are their own experts
They speak for themselves



Co-designed with young leaders, this campaign features 100 diverse voices that challenge harmful stereotypes and celebrate everyday strength, resilience, and brilliance, showing that positive youth stories aren't rare, they're just rarely told.



FYC

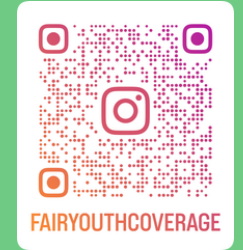
We believe...

in fair, respectful media coverage that centres young voices and **equips journalists to report ethically and with care.**

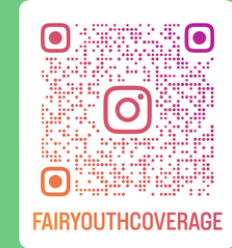


Because...

young people are too often portrayed unfairly in the media, in ways that overlook their diversity, strength, and lived experience.



So we...

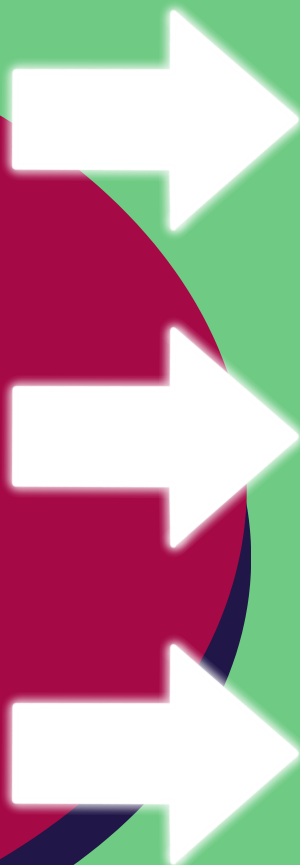


That results in...

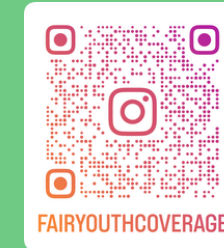
- are sharing **100 positive stories** from 100 young people;
- promoting **NAPCAN's Media Guidelines**;
- and launching a **national journalism award** to encourage positive reporting.



- building media practices that support young people.
- challenging harmful stereotypes.

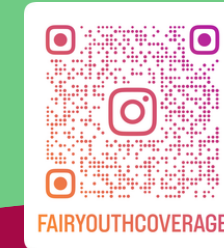


Which leads to...

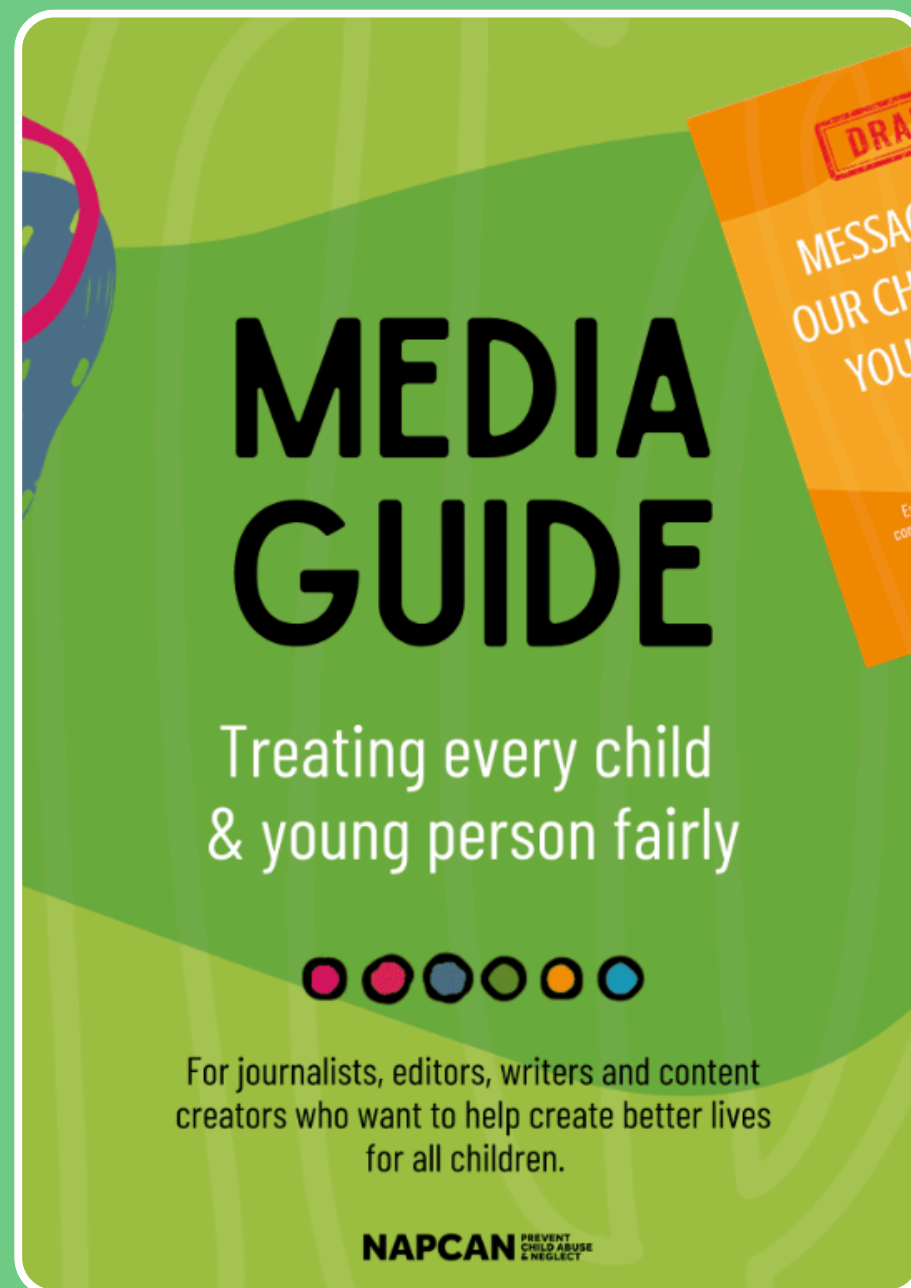


- a shift in public conversation;
- young people seeing themselves fairly reflected in media;
- better tools for journalists;
- and a culture of reporting that upholds the dignity and rights of children and young people

Media Guidelines



FYC



Media Guide



Launched in Parliament in 2024, and designed in the Northern Territory in collaboration with experts and young people.

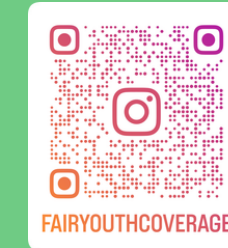
- These guidelines are an **evidence-based**, practical toolkit for journos.
- They have served as a guiding framework for how NYSO has approached the interviews.
- The guide will support the campaign's call for journalists and media outlets to adopt **ethical, strengths-based practices** when engaging with children and young people.

MESSAGE GUIDE - YOUTH JUSTICE

MESSAGE GUIDE - CHILD ABUSE & NEGLECT

MESSAGE GUIDE - OUR CHILDREN & YOUNG PEOPLE

National Journalism Award



The Walkley Foundation is the custodian of quality Australian journalism. As a charitable foundation steeped in the craft of journalistic excellence, they work independently with all media organisations and selected partners to encourage and support journalism of the highest standard. Now in their 70th year, the annual Walkley Awards, first presented in 1956, is a national high water mark for excellence and ethical practice.

NAPCAN wishes to partner with the Walkey Foundation to create a journalism award for at least 3 years. This would be another stage of the campaign to properly incentivise better, fairer and ethical journalism.

This partnership is still to be confirmed.



NAPCAN

The National Association for Prevention of Child Abuse and Neglect (NAPCAN) is a leading national organisation dedicated to ensuring all children and young people in Australia are safe and supported.

We focus on the prevention of child abuse and neglect, with a strong emphasis on addressing domestic and family violence and upholding the rights of children and young people.

Through partnerships with communities, organisations, and all levels of government, we deliver impactful national campaigns, evidence-informed programs, and advocacy that drives lasting change.



SOME NAPCAN FRIENDS



Australian Government
Department of Social Services



NSW
GOVERNMENT

Communities
and Justice



Parenting
Research Centre



Domestic
Family and
Sexual
Violence
Commission



Australian Government
Australian Institute of
Family Studies



Third Sector



ACTS OF
KINDNESS
— COMMUNITY OUTREACH —



ACT
Government



QUT



yourtown



Queensland
Family & Child
Commission



FRAME
WORKS



Safe Steps



every child thriving
aracy



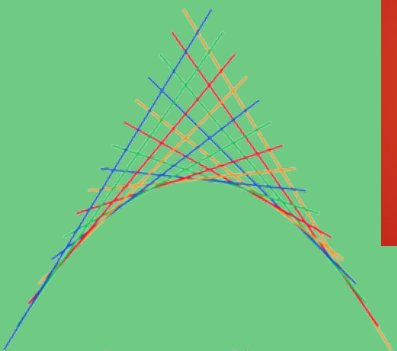
Daniel
Morcombe
FOUNDATION INC.
Keeping kids safe!



LIFE
WITHOUT
BARRIERS



anti-poverty week
act on poverty



Australian
Centre to Counter
Child Exploitation



FamiliesAustralia



Australian
Human Rights
Commission



Relationships
Australia®



THE
AUSTRALIAN
CENTRE FOR
SOCIAL
INNOVATION



vfff
Vincent Fairfax Family
Foundation



The
Hatchery



RUN
AGAINST VIOLENCE



ACU
AUSTRALIAN CATHOLIC UNIVERSITY

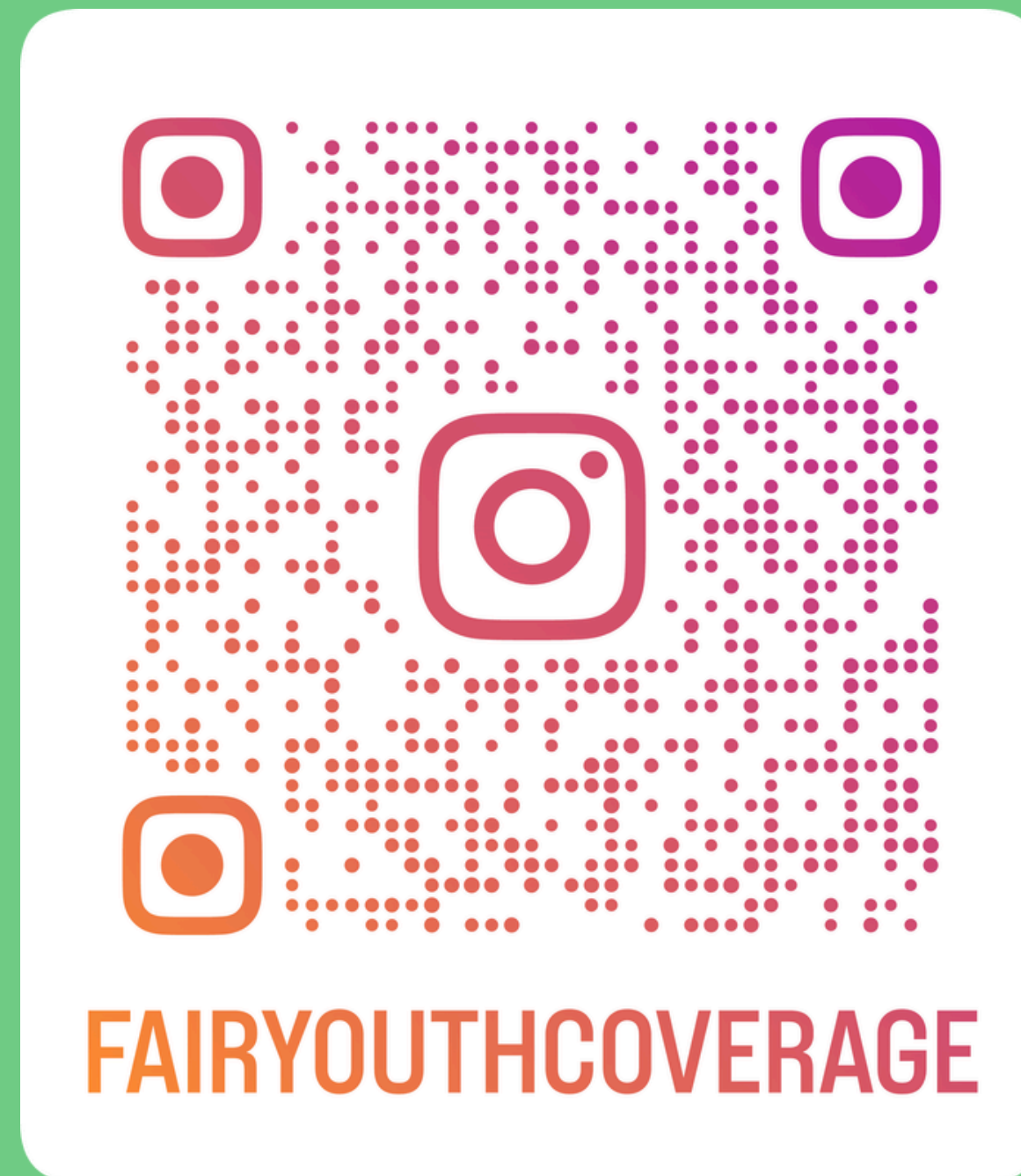


e
Safety
Commissioner



Thriving Queensland
Kids Partnership
connect • catalyse • learn

Instagram



Sources

- Western Sydney University (2020) News and Young Australians in 2020. Available at: Subtitle
- Foundation for Young Australians (FYA) (2021) Missing Young People in Australian News Media. Available at: Subtitle
- Riddle, S., et al. (2023) 'Moving beyond deficit media figurations of young people: troubling the contemporary "youth crime crisis"', Continuum, 37(6), pp. 756–769. doi: 10.1080/10304312.2024.2313565.
- Macaulay, L. and Deppeler, J. (2020) 'Perspectives on negative media representations of Sudanese and South Sudanese youths in Australia', Journal of Intercultural Studies, 41(2), pp. 213–230. doi: 10.1080/07256868.2020.1724908.
- Notley, T., Dezuanni, M. and Zhong, H. F. (2019) The Inclusion and Representation of Young People in the Australian News Media. Western Sydney University. Available at: https://www.westernsydney.edu.au/__data/assets/pdf_file/0009/1568250/Young_Australians_in_the_News_FIN_small2.pdf