



# Digital newsreporting for and with young people

Reporting for younger audiences is a core value and goal for The Danish Broadcasting Corporation.

In the recent year we have established two new initiatives in order to better understand the mindset of young people and report in ways that captivate them: Nyhedsnetværket (The News Network) and a Youtube Channel.



## The News Network

Nyhedsnetværket (The News Network) was created in April 2018.

The Network is a cooperative project where we engage with people from the age of 17 to 24 through social media and live events.

The heart of The News Network is a transparent editorial process that gives users the opportunity to follow and influence all aspects of reporting from ideas to finished stories.

They pitch ideas, provide insights through own experiences and guides us to publish in ways that caters to their needs. The stories are published on Facebook, Instagram, Youtube, Podcast, Snapchat, Messenger, radio and our website.

The News Network is made up of a closed Facebook group with 1.200+ members and a series of live events where young people meet the journalists on the team and collaborate on ideas and stories.

This collaboration with young people has resulted in journalism that brings new insights to the reporting, focuses on solutions based on young people's ideas and experiences and engage young people in both the journalistic process and the stories being published.



# Youth under pressure

Near the end of 2018 we asked the members of the Facebook group what occupied their minds the most. On the top of that list was "pressure in the educational system".

This was followed up with a live event where our journalist met with a large group of students that told us about their experiences with stress and what they wanted us to report on it.

The result was a plan in three steps:

1. A description of the personal feeling of being stress
2. Pinpointing the factors that causes stress
3. Finding solutions based on young people's ideas and experiences.



We engaged the audience by asking them to send pictures illustrating "how their stress looked like" through Instagram, Snapchat, radio and our website resulting in over 80 submissions with deeply personal stories.





One of them was from Simone (26) who told us she had painted her own personal experience with stress.

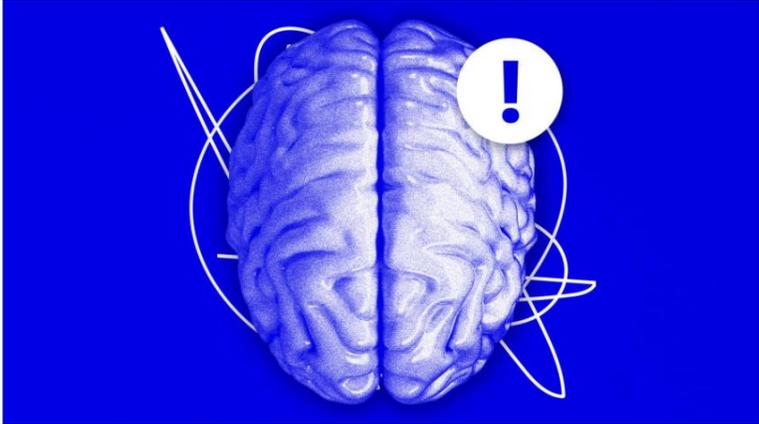
We included her story in the coverage and invited her to be a part of The News Network and help develop the story further.

The coverage continued with articles and updates on Instagram and Snapchat with info about policies and educational systems. All illustrated and explained in a way young people can relate to.

 **INDLAND**

### It is hardere to deal with pressure when you are young - Here is the physical explanation

The frontal lobes are not fully developed, and maintaining an image takes a toll on learning.



[www.dr.dk/nyheder/indland/det-er-svaerere-haandtere-pres-som-ung-her-er-de-fysiske-forklaringer](http://www.dr.dk/nyheder/indland/det-er-svaerere-haandtere-pres-som-ung-her-er-de-fysiske-forklaringer)

 **POLITIK**

### Grade-free high school classes: Less stress, but more professional uncertainty

More than two out of three high school students feel less pressured without grades, study shows.



[www.dr.dk/nyheder/politik/karakterfri-gymnasie-klasser-mindre-stress-men-mere-faglig-usikkerhed](http://www.dr.dk/nyheder/politik/karakterfri-gymnasie-klasser-mindre-stress-men-mere-faglig-usikkerhed)

 **POLITIK**

### Progress reform, education ceiling and quick start bonus! The biggest changes when you read on for the past 10 years

The grade bonus has, among other things, been introduced and abolished again.



[www.dr.dk/nyheder/politik/fremdriftsreform-uddannelsesloft-og-hurtigstartsbonus-de-stoerste-aendringer-naar-du](http://www.dr.dk/nyheder/politik/fremdriftsreform-uddannelsesloft-og-hurtigstartsbonus-de-stoerste-aendringer-naar-du)

#### Additional articles

- [www.dr.dk/nyheder/politik/unge-viser-hvordan-stress-ser-ud-i-uddannelsessystemet](http://www.dr.dk/nyheder/politik/unge-viser-hvordan-stress-ser-ud-i-uddannelsessystemet)
- [www.dr.dk/nyheder/indland/det-er-svaerere-haandtere-pres-som-ung-her-er-de-fysiske-forklaringer](http://www.dr.dk/nyheder/indland/det-er-svaerere-haandtere-pres-som-ung-her-er-de-fysiske-forklaringer)
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# NYHEDS NET — VÆRKET

## How we did it

The team behind The News Network consists of four journalists who collaborate with our social media desk, designers and editors on web, podcast and radio.

They develop and cultivate the stories while additional platform specific reporting is done by the respective platform specialists.

The stress-project was done with 4-5 reporters, one graphic designer and a photographer working on and off the project during a period of two months.

# Impact

The stress-project was our first large scale collaboration with our audience. It has transformed both our understanding of young people and how we can benefit from their insights in our reporting.

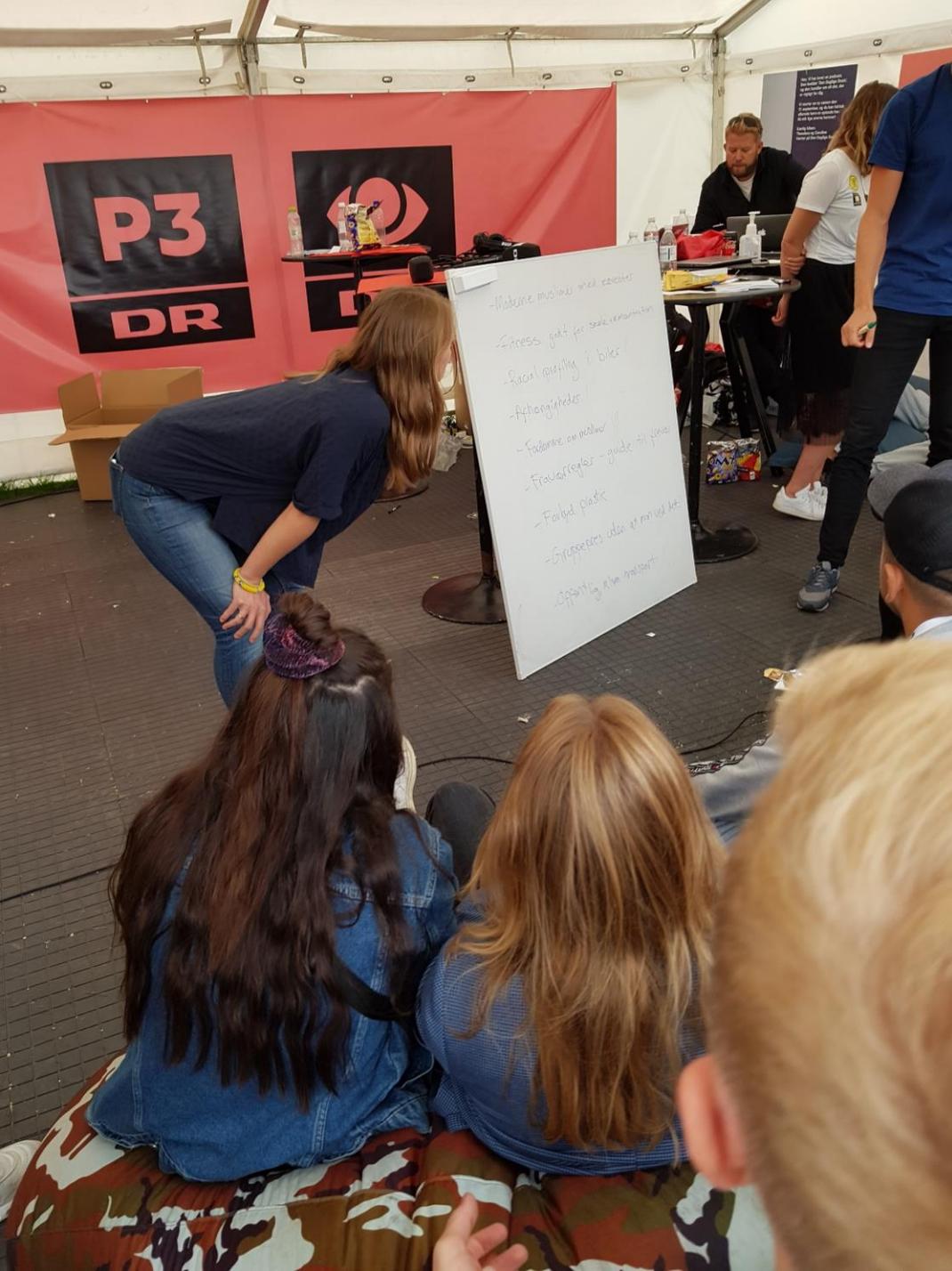
Looking back the participants call the process empowering. And during the recent election the minister of education, Tommy Ahlers, spoke in favor of changing the limit to how many BA-degrees people can study – a limit that make young people fear making the wrong decision. A point that was presented by The News Network during their meeting with the minister.

The raw numbers show 90.000+ impressions on dr.dk

An estimated 350+ people contributed to the story with insights and opinion during live events and call outs on social media.

The radio and Podcast shows featuring stress reached an combined audience of 550.000+





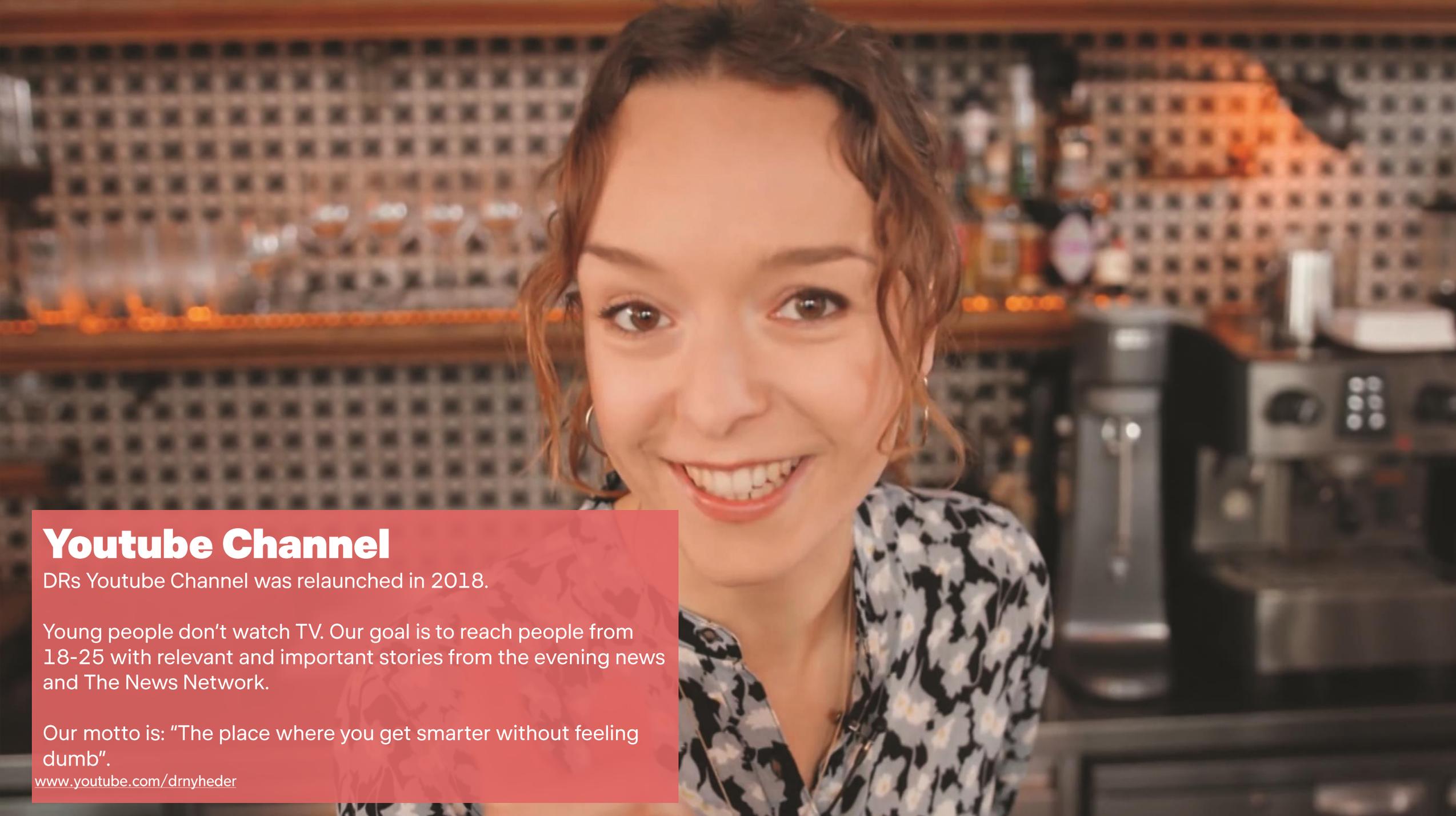
# Impact

Since then The News Network has continued to grow and keep making new stories. Until now we have covered a wide range of topics including:

- Climate change
- Youth psychiatry
- Integration
- EP-election
- Cutting

We still have much to learn, but The Network has become an invaluable tool in our constant struggle to understand and reach a notoriously difficult audience.

We find that changing the relationship with our young audience is key to making news content that matters to them, and the News Network has been the primary innovation driver in changing this relationship. We can only recommend that other newsrooms follows this strategy.



## Youtube Channel

DRs Youtube Channel was relaunched in 2018.

Young people don't watch TV. Our goal is to reach people from 18-25 with relevant and important stories from the evening news and The News Network.

Our motto is: "The place where you get smarter without feeling dumb".

[www.youtube.com/drnyheder](http://www.youtube.com/drnyheder)

We upload new content on the channel every Monday and Thursday.

We communicate with the users in the comment-section and they help us choose new subjects through votes and community updates.

Our main goal is to give our audience the necessary tools and knowledge to take part in the national conversation.

This means that all our videos are based on stories that originated in the evening news, a documentary or from The News Network.

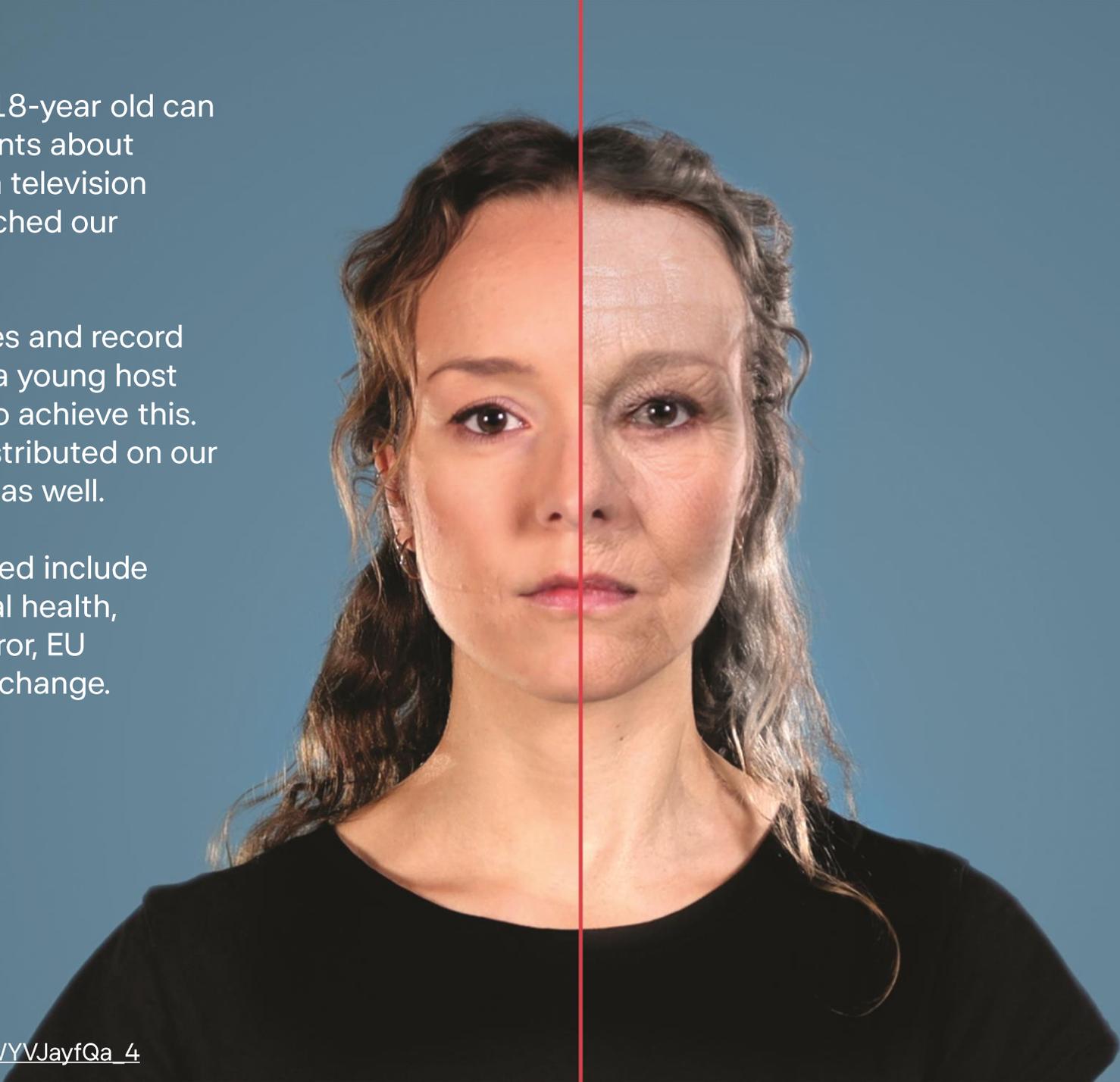


[www.youtube.com/watch?v=oOojEpphEIA](http://www.youtube.com/watch?v=oOojEpphEIA)

We are happy when a 18-year old can talk with his grandparents about something they saw on television because he or she watched our channel.

We rework all the stories and record our own versions with a young host and graphics in order to achieve this. The videos are then distributed on our website and Facebook as well.

The topics we've covered include eating disorders, mental health, freedom of speech, terror, EU legislation and climate change.





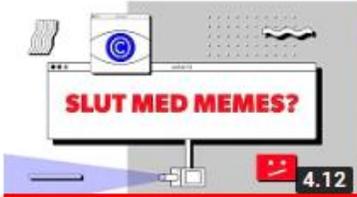
The Youtube-team consists of :

- 1 Editor
- 1 producer
- 1 motion graphics designer
- 4 journalists
- And a host

# Elections

During the elections for the European Parliament and the Danish parliament we dedicated our Youtube Channel to election coverage.

The elections and campaigns ran from 7<sup>th</sup> of may to 5<sup>th</sup> of June. We published 14 videos during that period.

				
<p>One long campaign - What happened?</p> <p>58 t visninger • for 2 uger siden <a href="#">Undertekster</a></p>	<p>Can climate legislation save the world?</p> <p>20 t visninger • for 3 uger siden <a href="#">Undertekster</a></p>	<p>Freedom of speect - What is allowed?</p> <p>143 t visninger • for 3 uger siden <a href="#">Undertekster</a></p>	<p>Debate: Who are responsible for the climate?</p> <p>32 t visninger • for 4 uger siden <a href="#">Undertekster</a></p>	<p>EU laws that affect your life</p> <p>24 t visninger • for 1 måned siden <a href="#">Undertekster</a></p>
				
<p>Article 13 - A law that can change the internet?</p> <p>57 t visninger • for 1 måned siden <a href="#">Undertekster</a></p>	<p>Who should I vote for?</p> <p>30 t visninger • for 1 måned siden <a href="#">Undertekster</a></p>	<p>Does the queen elect the new prime minister?</p> <p>23 t visninger • for 1 måned siden <a href="#">Undertekster</a></p>	<p>Debate: When are you a real dane?</p> <p>121 t visninger • for 1 måned siden <a href="#">Undertekster</a></p>	<p>What happened since the last election?</p> <p>77 t visninger • for 1 måned siden <a href="#">Undertekster</a></p>

[General election playlist with all videos](#)

[EP election playlist with all videos](#)

# Disagreeing together

During the elections DR ran a cross platform initiative called 'Uenige Sammen' (Disagreeing Together). A project that paired people from all over the country together to about their political views and in the end agree to disagree.

We did two special editions of this format on Youtube.

In each of them we brought together seven people from all walks of life to debate the topics of the elections.

The first one was a debate about integration and what it means to be a Dane. The second when was about climate change.

Despite being more classic and simple studio setup, almost a townhall concept, the videos were well received and contained a lot of nuances.



# Impact

The election coverage was a big success for us.

The videos accumulated 650.000+ views from 189.000 unique viewers and a retention rate of 57% on average.

54% of the viewers were between 13 and 25.

A couple of the videos trended on the Danish Hot Chart with our debate about being Danish reaching the top spot at one point.



# Impact

The entire Youtube endeavor has been successful as well. We have engaged new difficult to reach audiences and successfully infiltrated a very noisy platform and injected it with news.

Since we relaunched in 2018 we have had a near 200% increase in subscribers and are currently sitting at around 32.000.

We have over a million views each month and around 300.000 unique viewers. Half of them between 13 and 25 - mainly male.

The average viewer watches four of our videos and the average retention rate is 58%.

The next goal is to grow the community even further. We get a lot of suggestions for new video topics and want to start developing stories around them.

