

Young People: Beyond 'blessers' and Youth Month

Editors Breakfast

28 June 2016

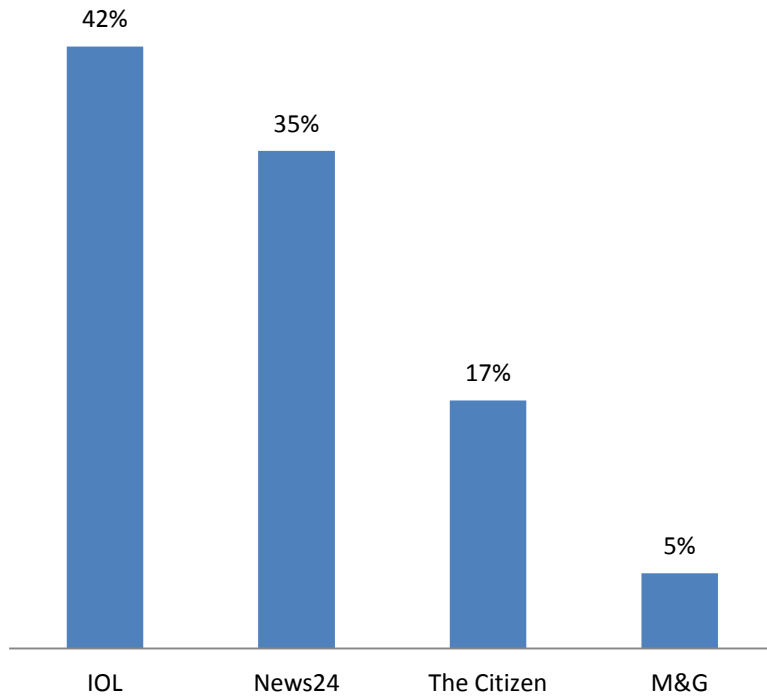
Ayabulela Poro

What we did

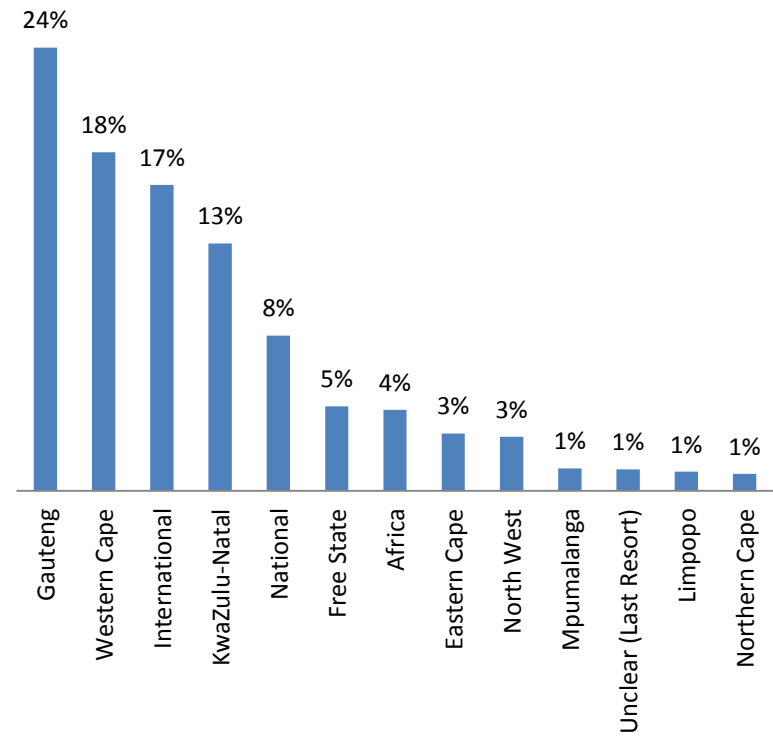
- Analysed the coverage of youth for 5 months (February – June 2016)
- Baseline Study
- Online News Media: *IOL, M&G, News 24, The Citizen.*
- Monitoring Tool: Dexter
- Each story read and only relevant stories analysed (criteria)

Key Findings

Number of stories per media

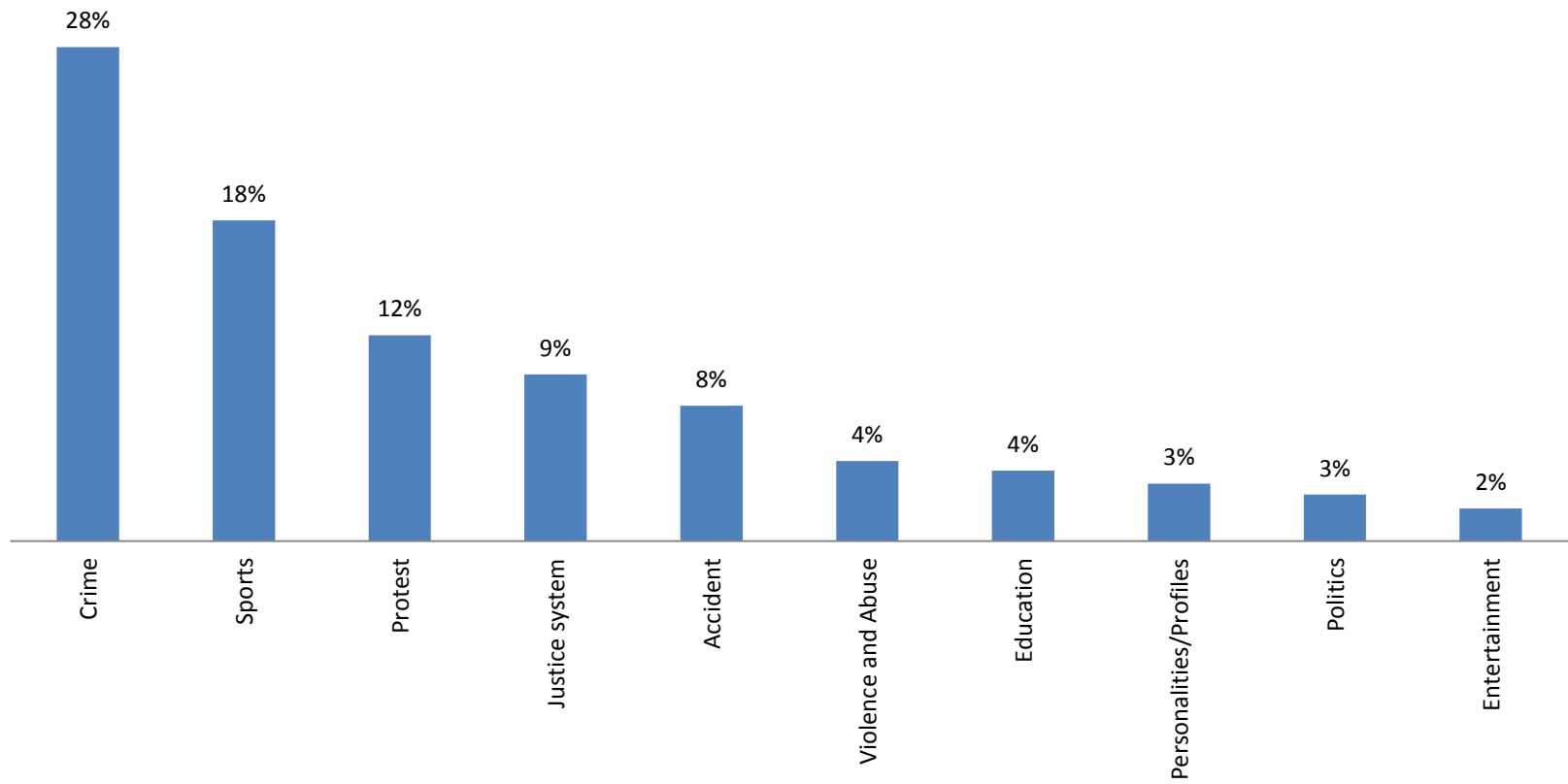


Origins of the stories



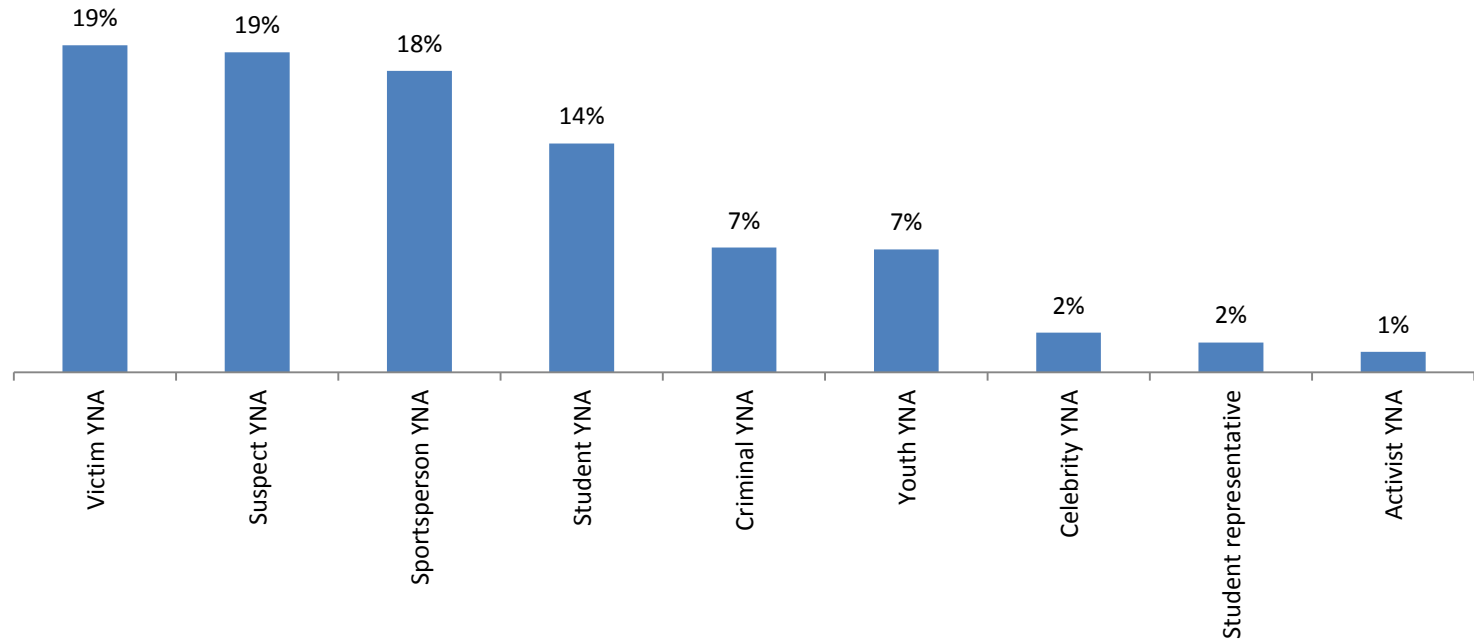
Topics

Top 10 topics



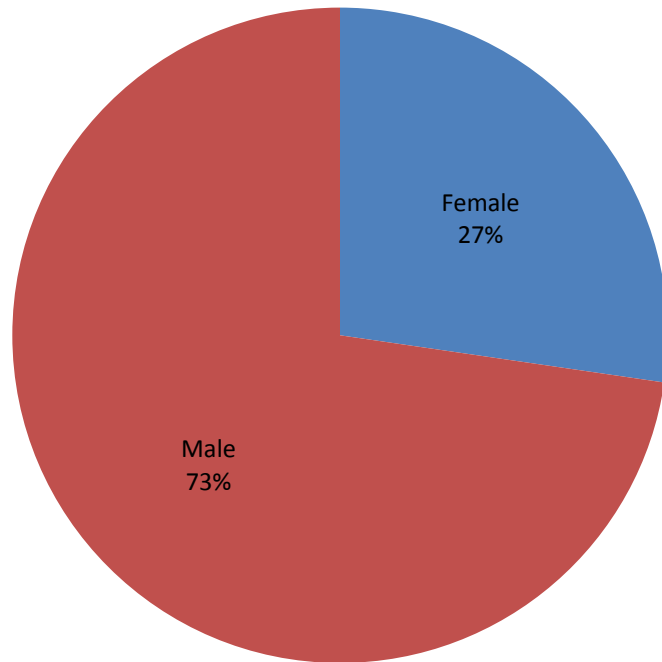
How are they portrayed?

Top 10 Roles

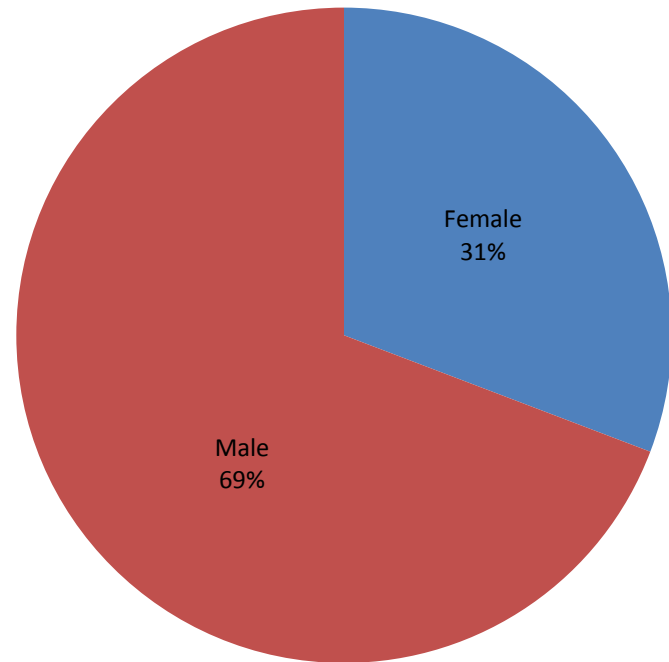


Access by Gender

Mentioned



Quoted



Focus Group Discussions

- Vosloorus, Gauteng.
- Group of 20: 18 – 30
- **Key Questions:**
 - *What issues are important to the youth?*
 - *What do youth expect from the media?*
 - *Which media do you engage with and why?*
 - *How can the media improve?*

Findings

- **Sources:** Mostly online and television, News24, ENCA popular.
- **Issues:** *Education, Entrepreneurship, Youth development and Employment, Positive Profiles, History (Black leaders and Context).*
- **Mostly negative Perceptions:** Lack of Relevance, Stereotypes, Lack in Diverse views

Youth Month, Elections and Beyond

- *“If media doesn’t start catering for youth stories who are they going to be selling the papers to, in the next few years?”* Fezile, 22.
- Need for continuous and in-depth coverage
- Scrutiny of political candidates
- Youth Profiles including young local leaders
- Adopt social media’s appeal