



LINA
Local & Independent News Association


Clickstarter

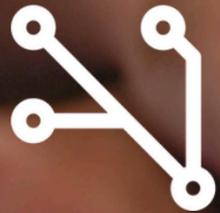
LinkedIn Local™
Meta Blueprint

News Avoidance in Australia.

What we'll look at.

- 01** The Extent
- 02** Cause & Effects
- 03** A look at video
- 04** Content that clicks

Dante St James



TECH
AUSTRALIA
ADVOCATES

Great
Mondays



Clickstarter

∞ Meta

LinkedIn Local™



**News has gone a
little weird lately**



THE

President: The wealth of the

Stocks Seen Higher;
Eyes on tax policy



80.00%
70.00%
60.00%
50.00%
40.00%
30.00%

48



FAKE

NEWS

Brain-Dead Teen, Only Capable Of Rolling Eyes And Texting, To Be Euthanized

VIDEO: NEWSROOM
January 31, 2012
VOL 48 ISSUE 05
Video · Our Annual Year 2012



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NOVEMBER 7, 2020 · VOL. 56 ISSUE 44

WEATHER



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INSIDE

POLITICS
QAnon Followers Frustrated After Q Calls For Respecting Election Results, Uniting Behind Biden
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POLITICS
Donald Trump Jr. Refuses To Step Down From Post Of President's Oldest Son
Page 5

HIGHLIGHTS



Media Lambasts Biden Administration For Failure To Solve Coronavirus
NEWS: Page 2



Lincoln De...

'You Have Disappointed Me,' Trump Tells Room Full Of Supporters While Strapping On Gas Mask



WASHINGTON—Facing slowly back and forth as he delivered his words, President Donald Trump reportedly told a room full of his supporters, "You have disappointed me" Wednesday while strapping on a gas mask. "The only thing I ever asked of you was your support, and indeed you've failed me at that," said Trump, securing the military-grade breathing device in place as the sound of a click and his broke the stunned silence and a dark, noxious fume engulfed the terrified crowd. "You've followed me through the dawn of my rise and my darkest hours, and I always counted you among my most loyal disciples. But now I can see my trust was misplaced. I can't believe I put faith in your obedience. You're weak—all of you, weak." At press time, Trump slowly headed for the exit, treading over the mass of still, silent bodies on the floor with a crunch. @

Crying Eric Trump Asks Father If They Poor Now



Jubilant Reaction To Trump Defeat Quickly Soured By News Of Biden Win

CHICAGO—Seconds after the room had erupted into cheers, applause, and a few big sighs of relief, sources confirmed Tuesday that a local group of friend's jubilant reaction... forced to deal with the fact that his replacement will be Joe Biden. Ugh, why does the single best ob...



the ONION®

America's Finest News Source

metania Slowly Mixes Cyanide Into Son's Morning Oatmeal
NEWS: Page 8

**Australia is a world leader when
it comes to avoiding news**



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CANBERRA

DIGITAL NEWS REPORT: AUSTRALIA 2023

WOMEN AND NEWS SPECIAL REPORT:

GENDER GAPS IN NEWS CONSUMPTION AND ENGAGEMENT

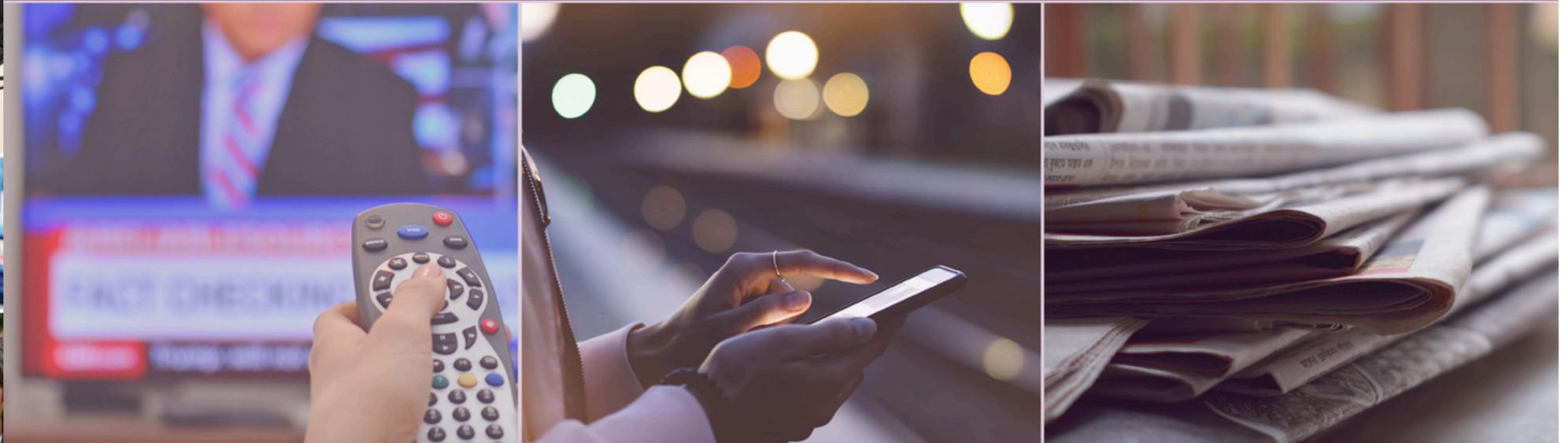


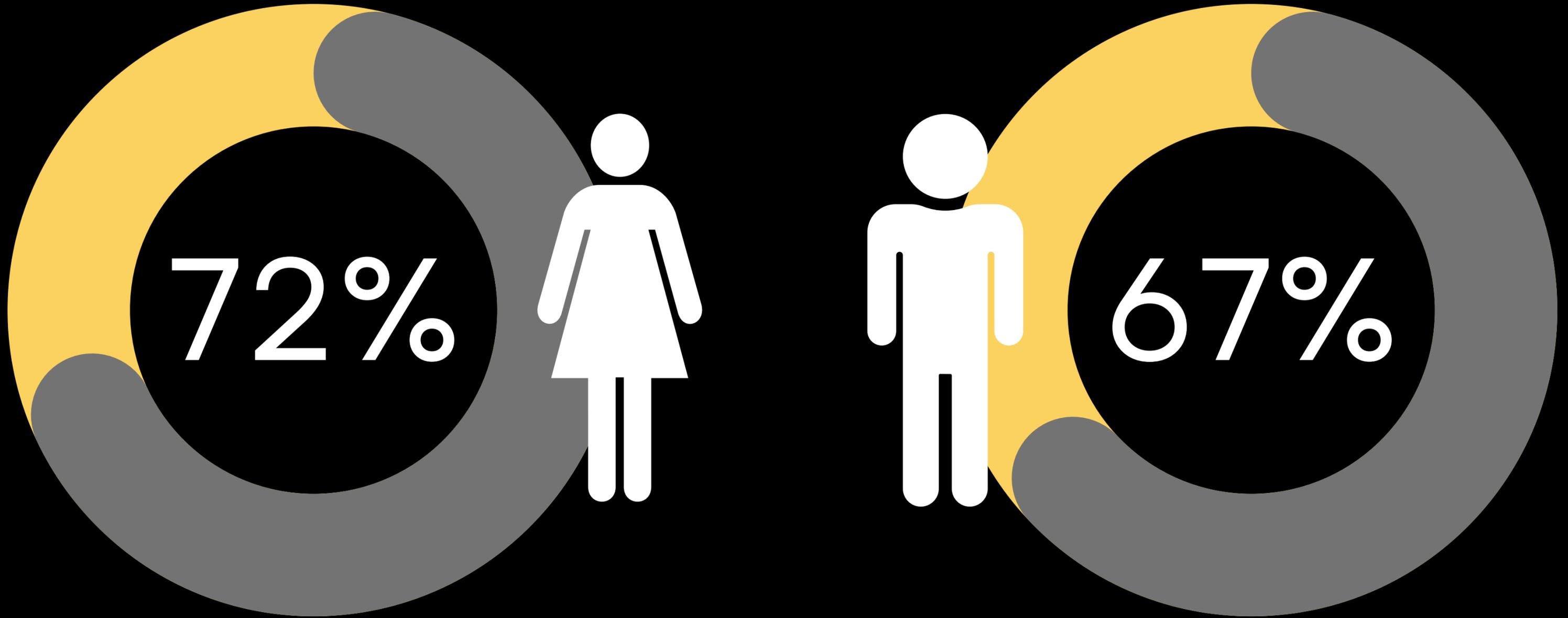
Australians and news

Impartiality and commercial influence

Qualitative research

January 2020

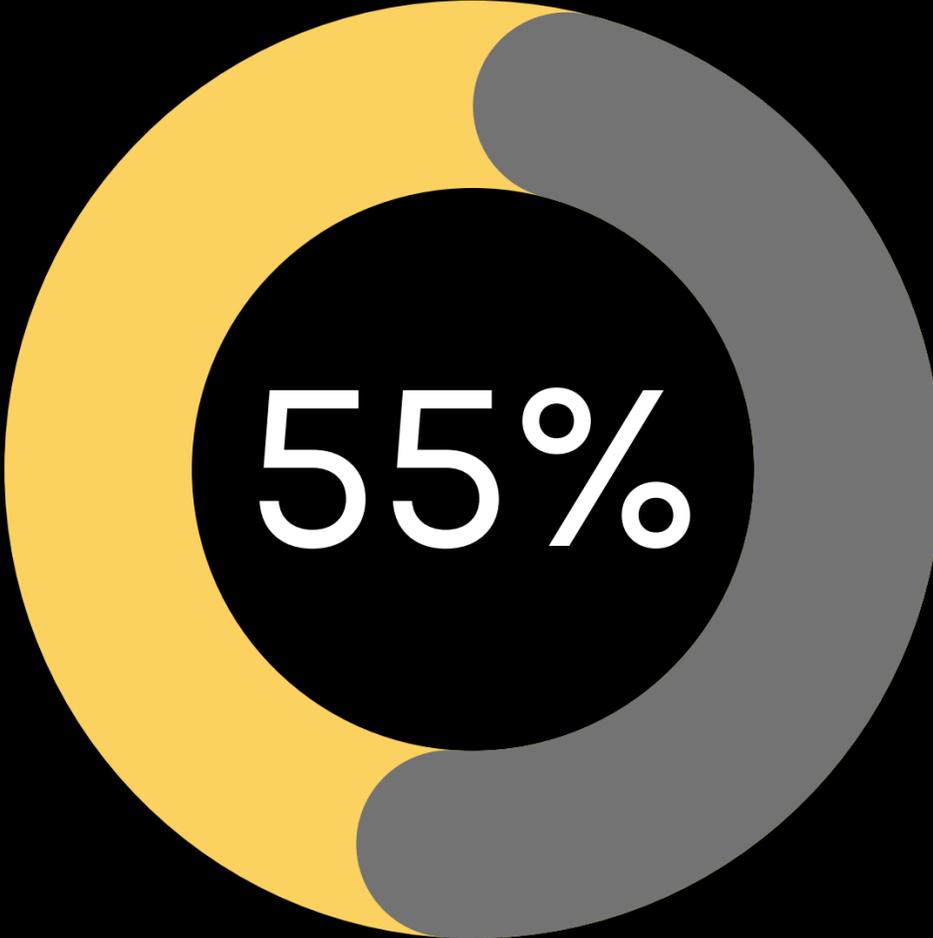




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CANBERRA

Lack of issues that represent what women care about

Lack of issues that represent what women care about



55%

**of women want more
positive news**



CULTURE

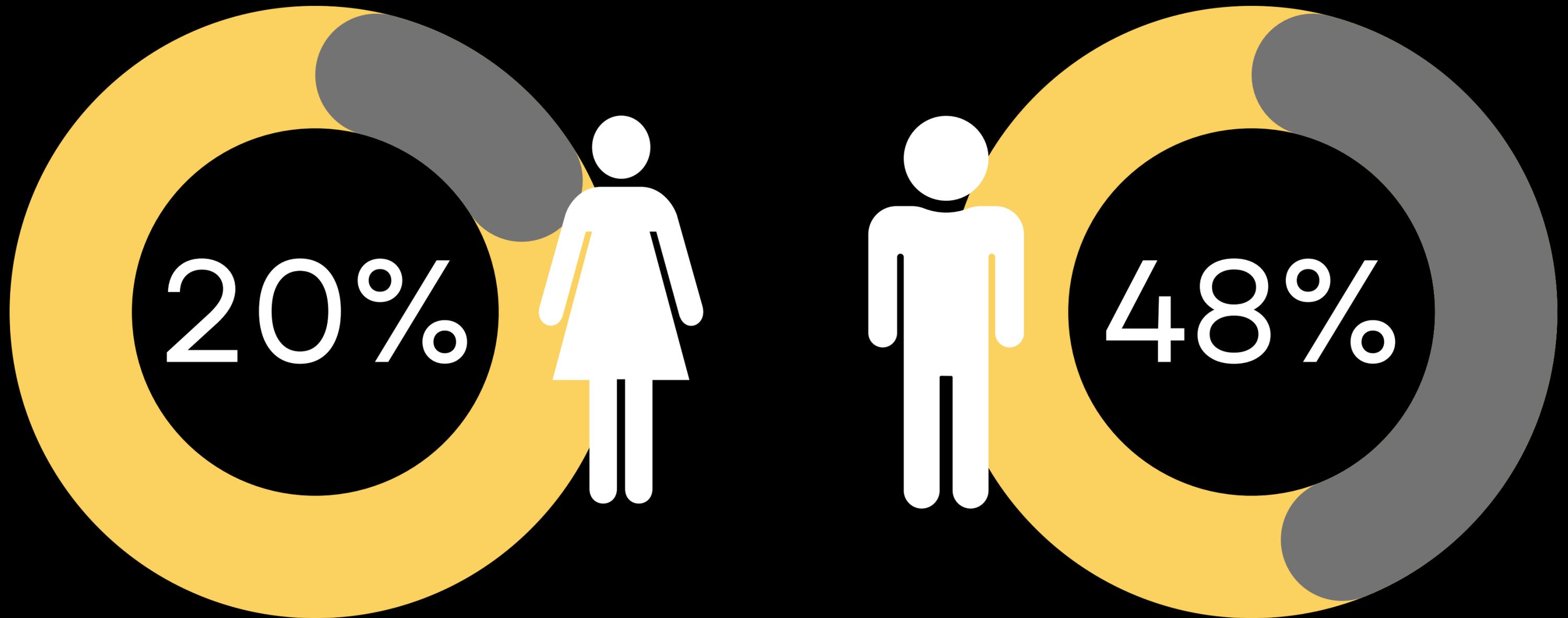


LIFESTYLE



LOCAL

How about political news?



Financial & Economic?



Mainstream News?



News is coming from social media



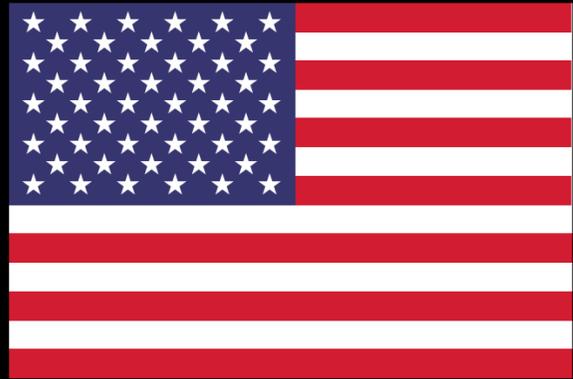
TikTok



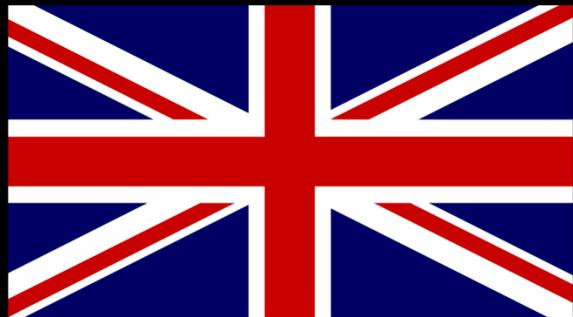
YouTube

facebook

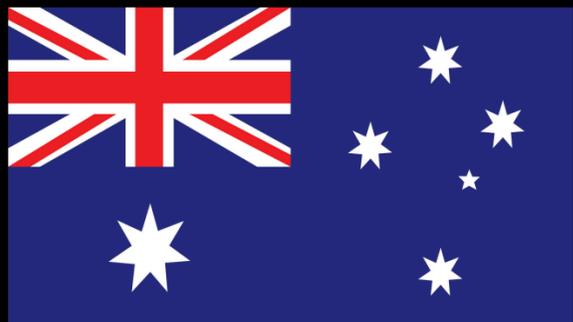
Distrust in news is strong



68%



60%



49%

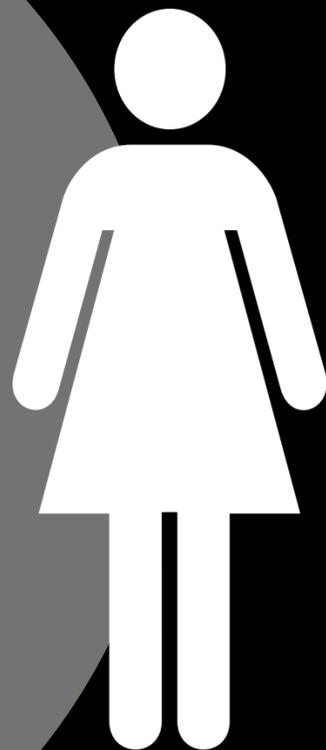
0 10 20 30 40 50 60 70

That was in 2019.

How about 2023?

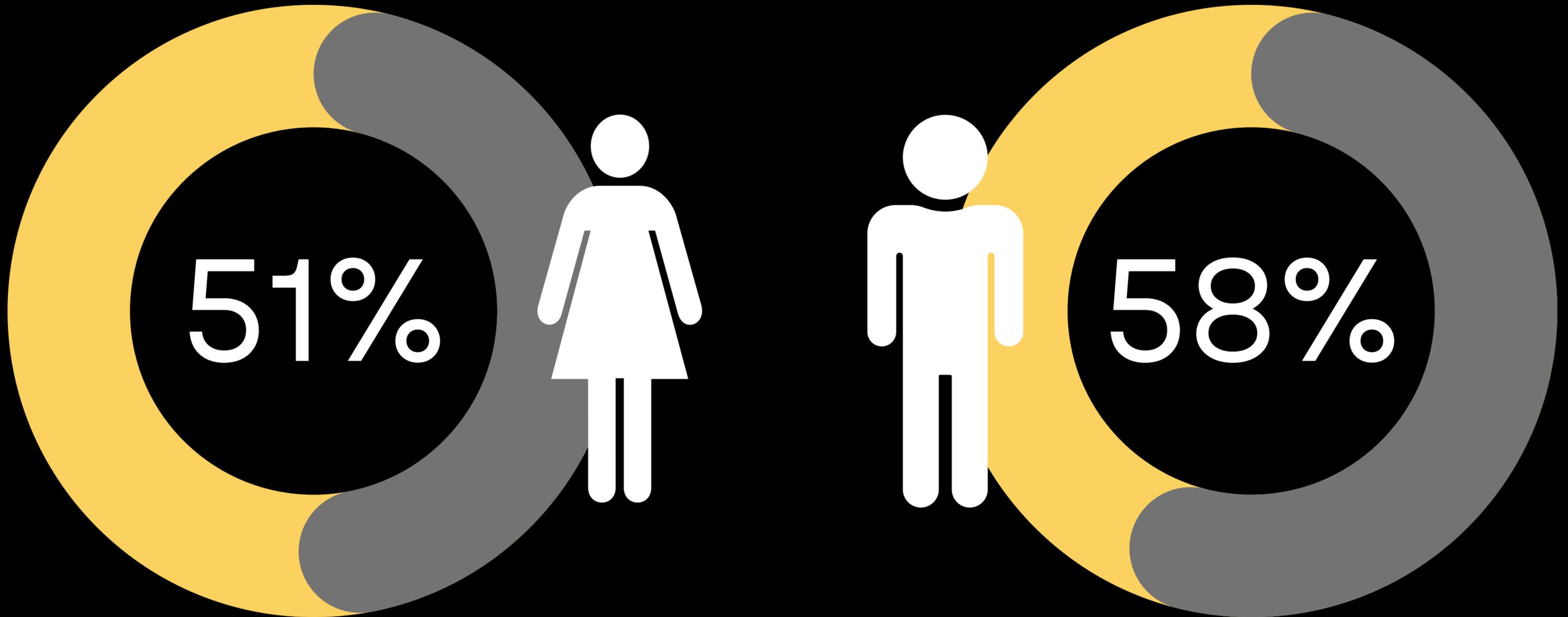
The Guardian

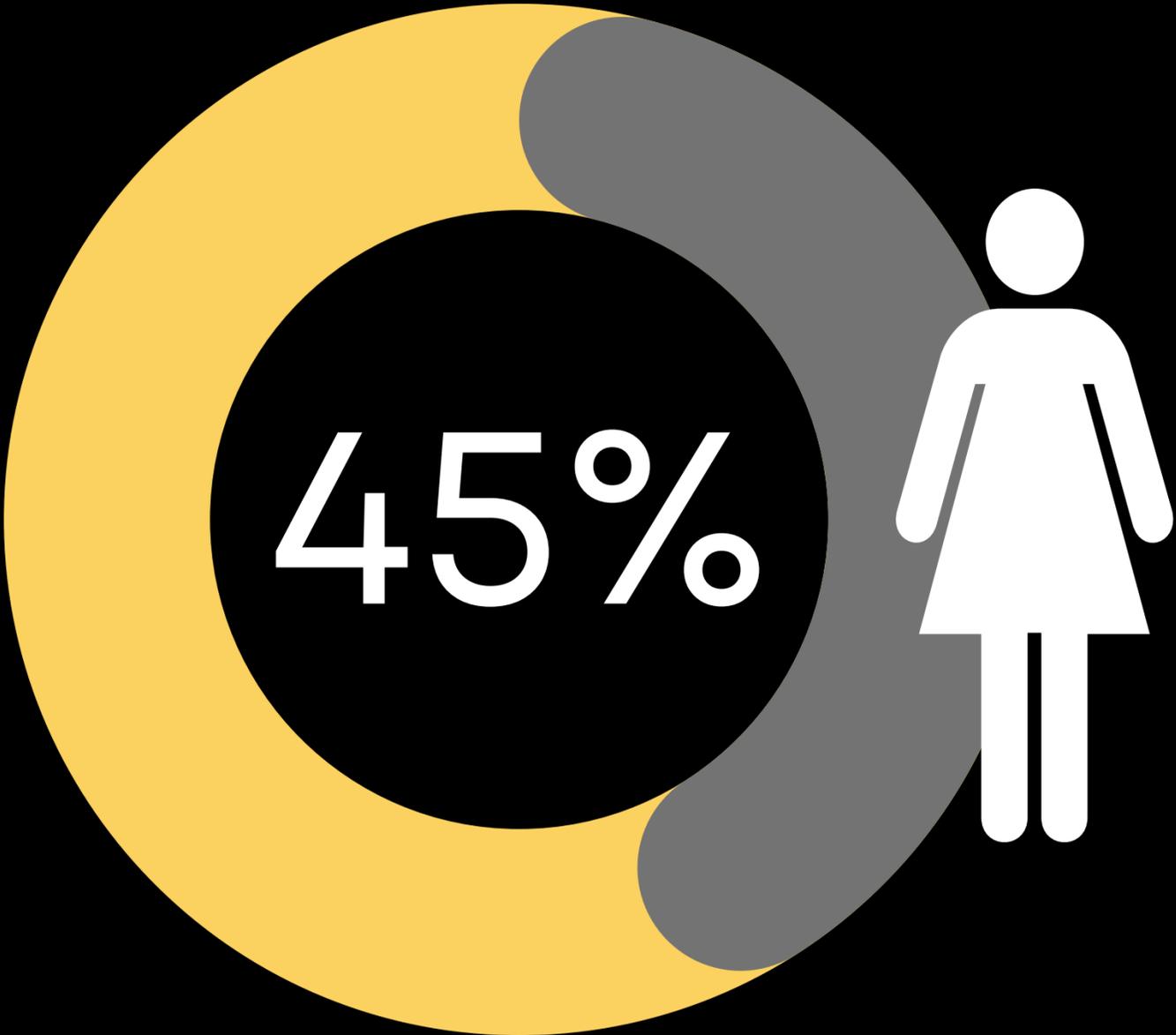
47%



58%

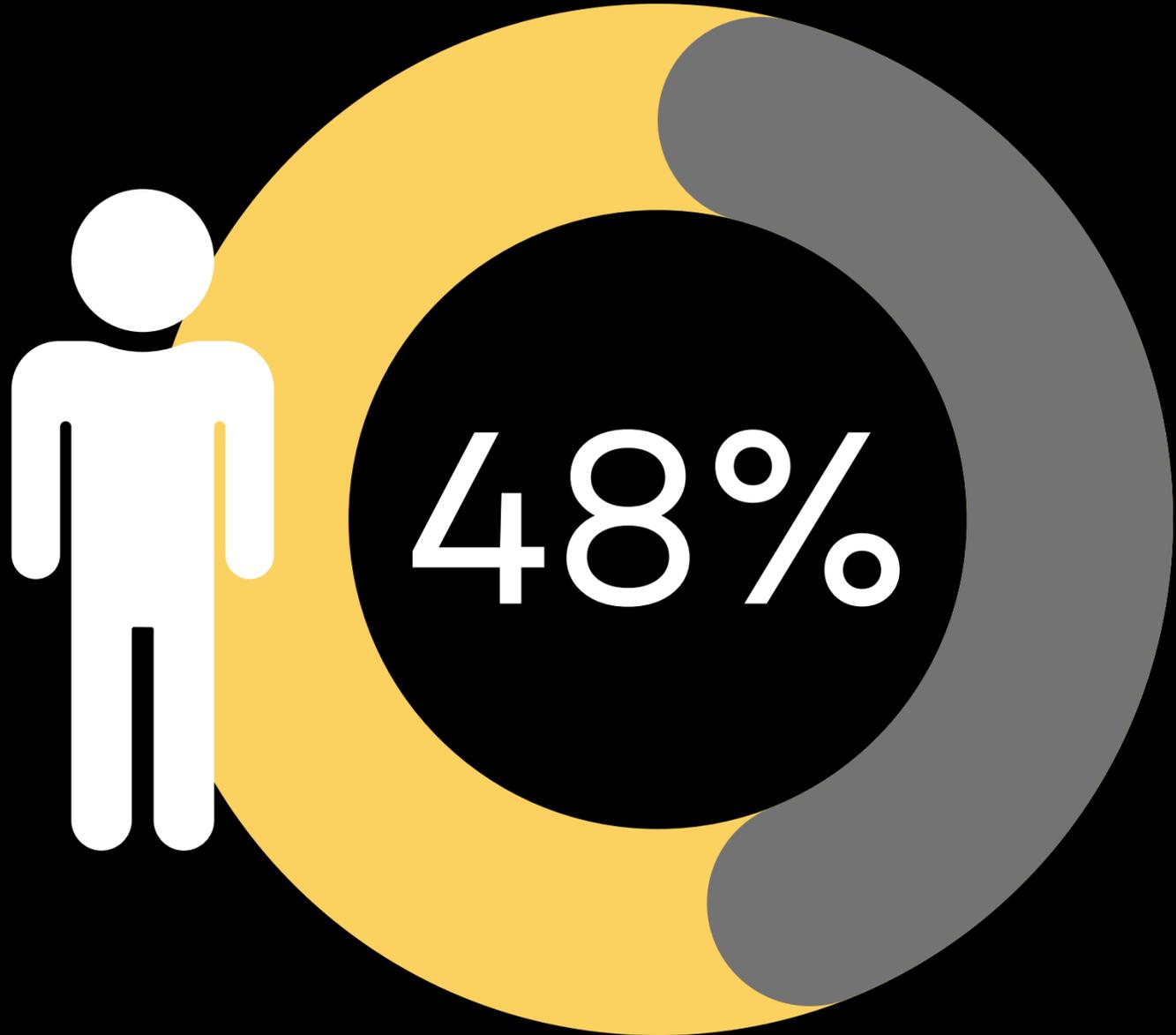
THE AUSTRALIAN **FINANCIAL REVIEW**





45%

The infographic for 45% features a large yellow circle with a grey segment on the right side. Inside the yellow part is a black circle containing the text '45%'. To the right of this circle is a white silhouette of a woman.

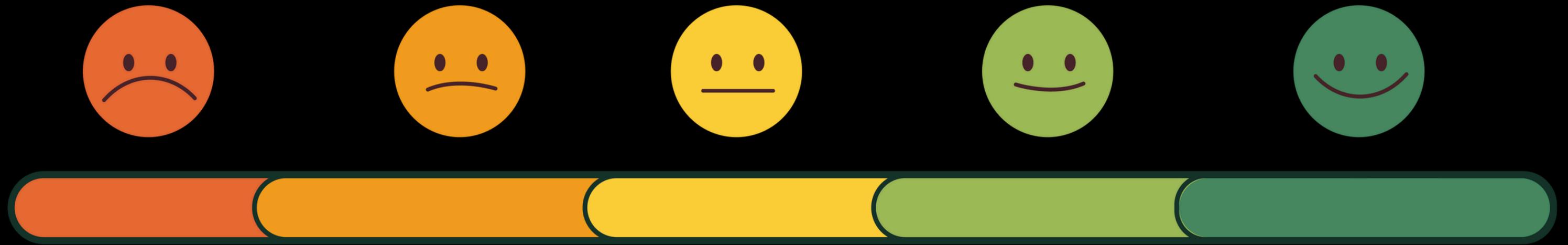


48%

The infographic for 48% features a large yellow circle with a grey segment on the right side. Inside the yellow part is a black circle containing the text '48%'. To the left of this circle is a white silhouette of a man.







The news affects my mood.

**The news isn't
relevant to me.**



**I prefer an
alternative
source.**



**Crisis
Fatigue.**



Do we just pack up and go home?

WHY?

**did we get into
news anyway?**





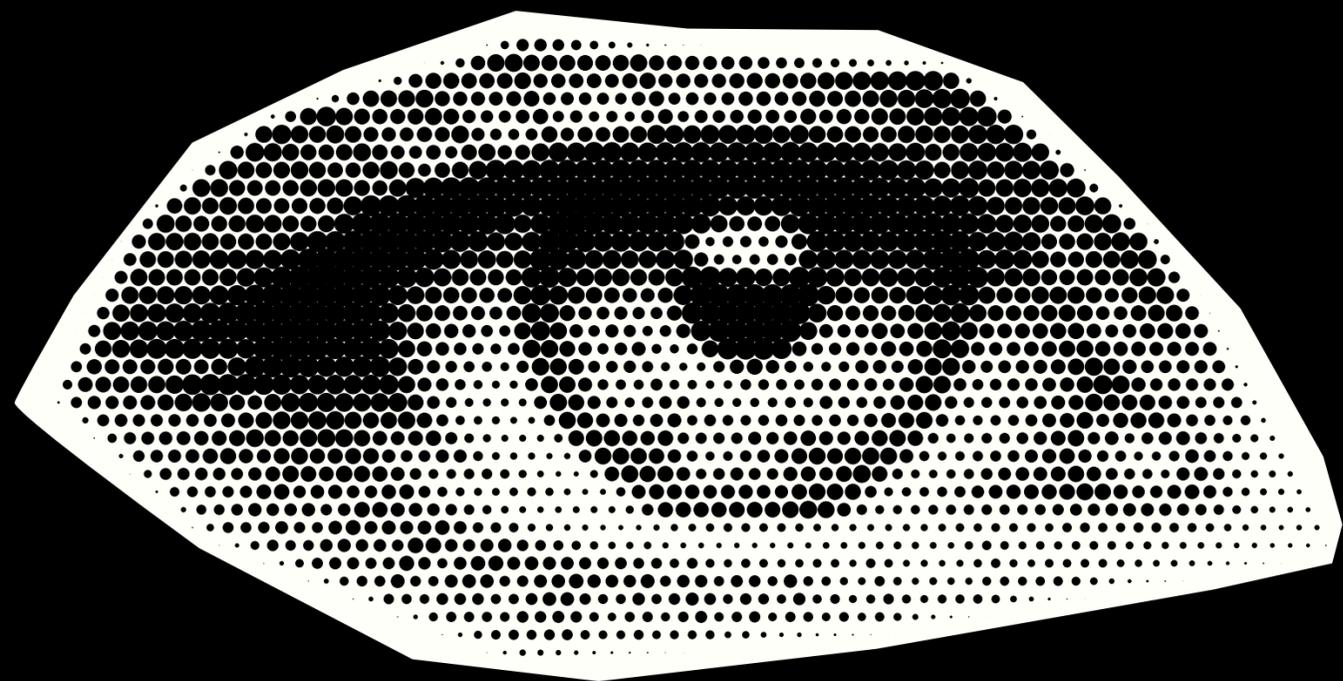
TRUMP
-2020-

TRUMP
-2020-



AWARE







GB 05050807

50

100

20

20

85926

in

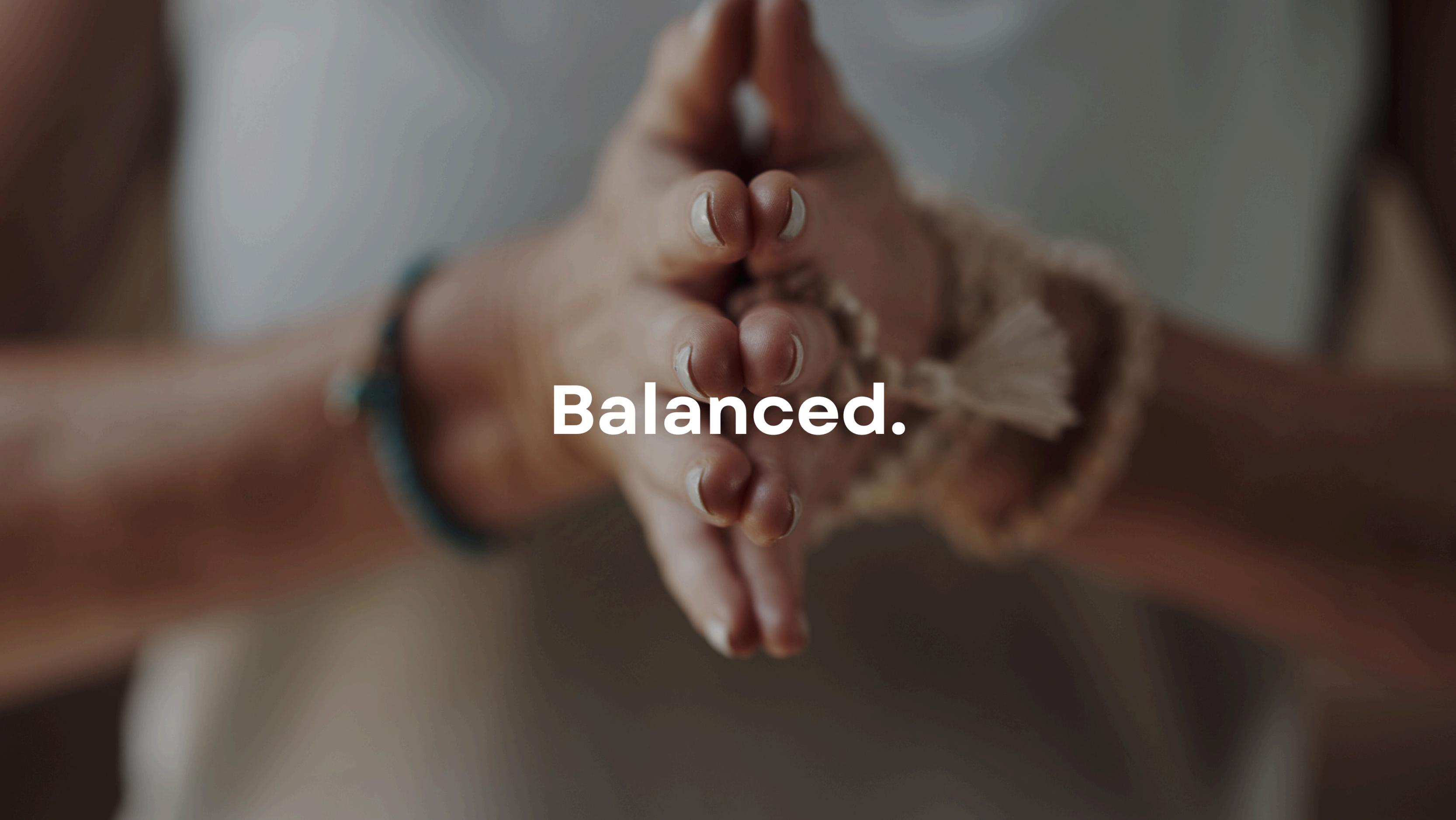
POUNDS

How do we turn this around?

BUZZFeed

CRASH



A close-up photograph of a person's hands holding a small, round wooden bowl filled with dried, light-colored herbs. The person is wearing a white t-shirt and a dark green wristband on their left wrist. The background is a soft, out-of-focus grey. The word "Balanced." is written in a clean, white, sans-serif font across the center of the image, overlapping the hands and the bowl.

Balanced.

A young woman with dark hair is shown in profile, looking intently at a glowing screen in a dark room. The screen displays a colorful, abstract image. The word "Engaging." is overlaid in white text across the center of the image. The lighting is dim, with the primary light source being the screen, which casts a soft glow on the woman's face and the surrounding environment. The overall mood is one of focused attention and engagement.

Engaging.

Adaptable.



A group of six young people are posing on a hillside at sunset. The scene is silhouetted against a warm, golden sky. From left to right: a young man in a dark jacket and pants holds a camera; a young woman in a light-colored hat and jacket; a young man in a dark jacket and pants; a young man in a plaid shirt and dark pants; a young man in a dark hoodie and pants; and a young man in a dark jacket and pants in a dynamic, lunging pose. The word "Generational." is overlaid in large, white, sans-serif font across the center of the image.

Generational.

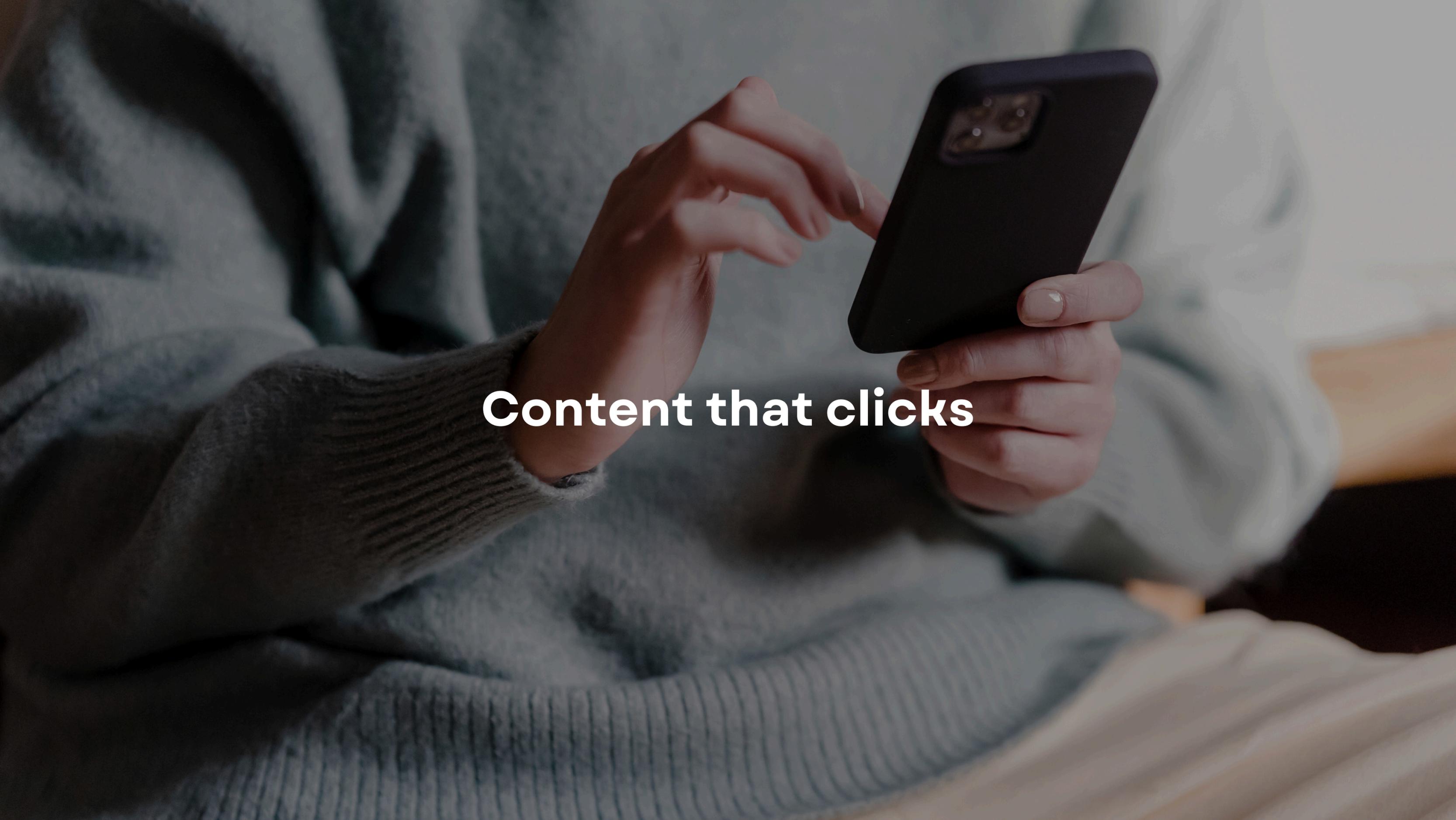


Data Driven.

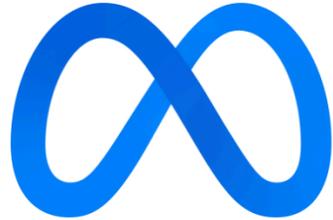
A close-up photograph of a person wearing a white lab coat and white nitrile gloves. The person is pouring a clear liquid from a glass beaker into a glass Erlenmeyer flask. The flask already contains a blue liquid. The background is a soft, out-of-focus blue. The word "Experimental." is overlaid in white text in the center of the image.

Experimental.

DAILYMOTION

A close-up photograph of a person's hands holding a dark-colored smartphone. The person is wearing a grey, ribbed sweater. The background is softly blurred, showing a light-colored, textured surface, possibly a bed or a chair. The overall lighting is soft and natural, creating a calm and focused atmosphere. The text "Content that clicks" is overlaid in the center of the image in a clean, white, sans-serif font.

Content that clicks

 Meta

Linked  [®]

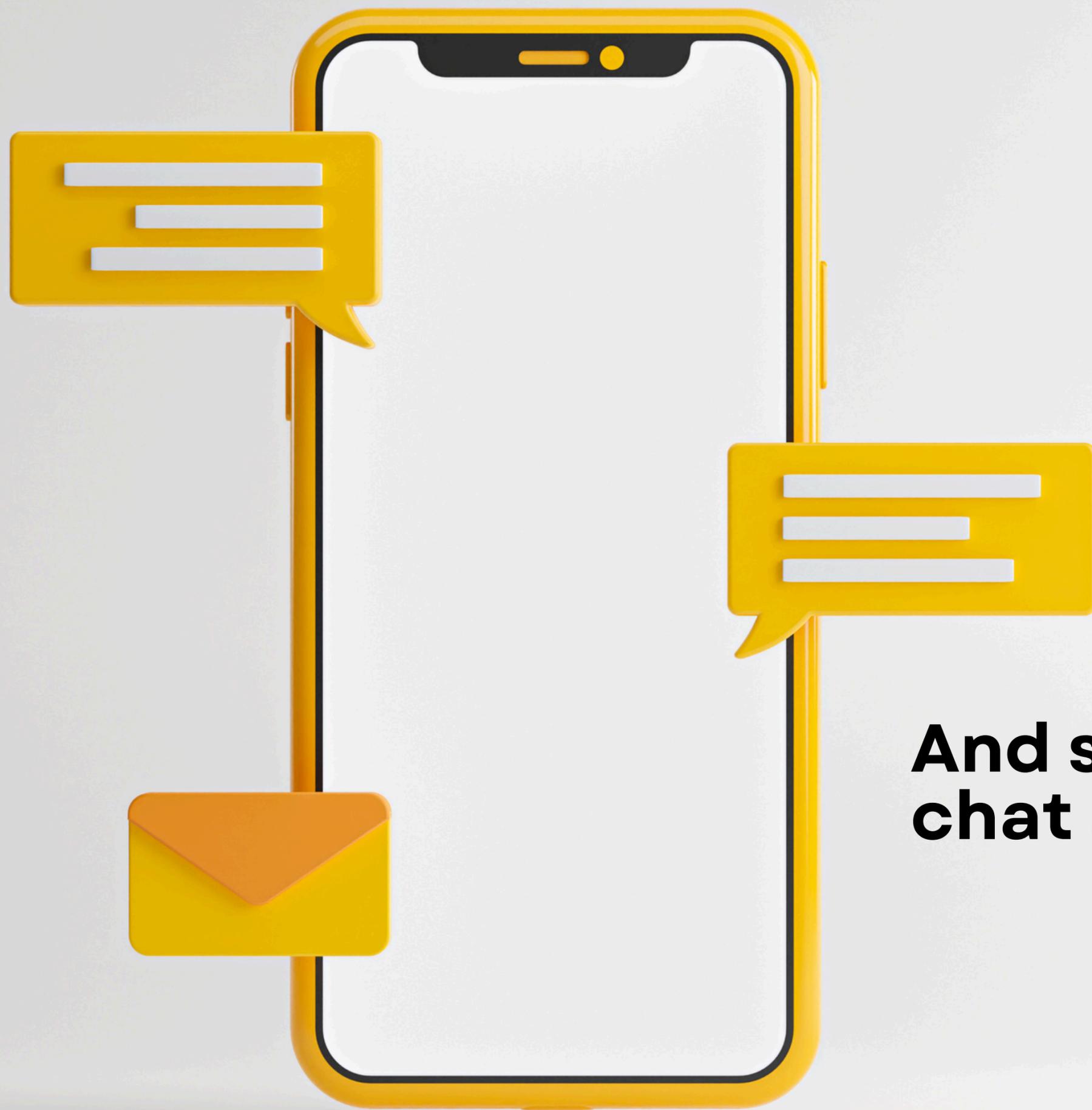
 **TikTok**

Gen Z doesn't do this.





News is consumed alone.



And shared via private chat and friend groups.

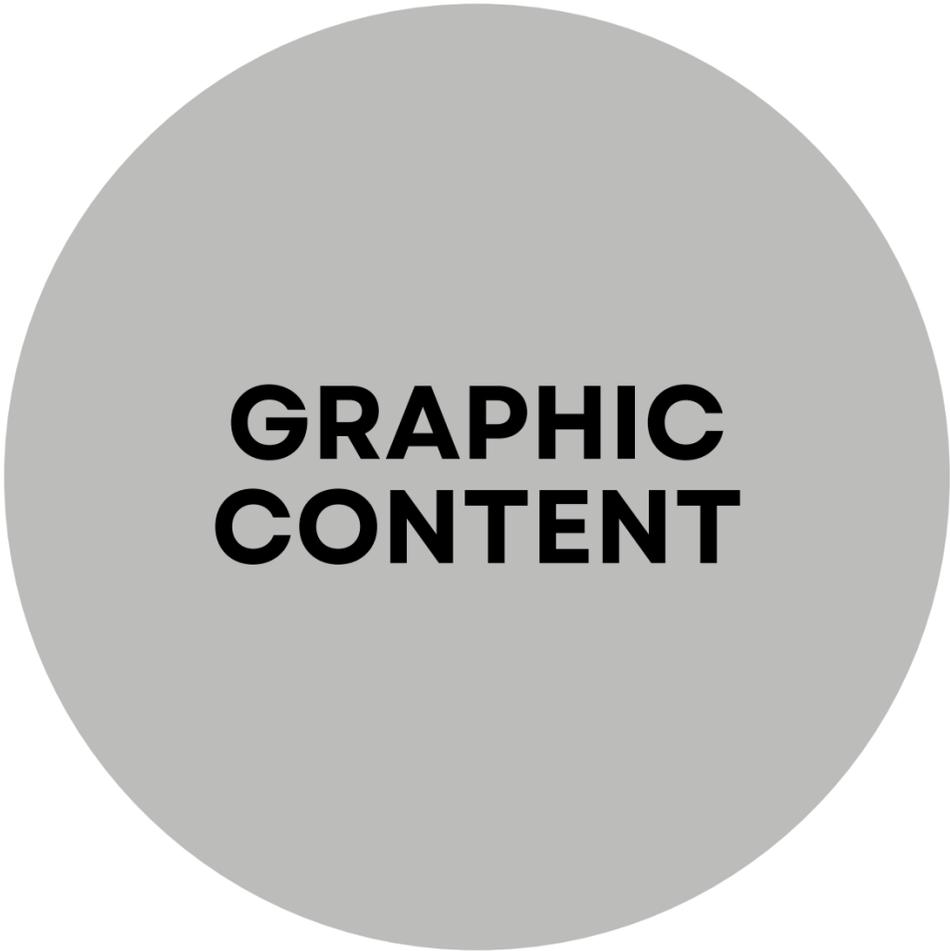
Virality is no longer as public.



What can we do with this?



**TEXT
CONTENT**



**GRAPHIC
CONTENT**



**VIDEO
CONTENT**



**TEXT
CONTENT**

Summarise into lists

Concise reporting

Expand using audio



Summary and hook



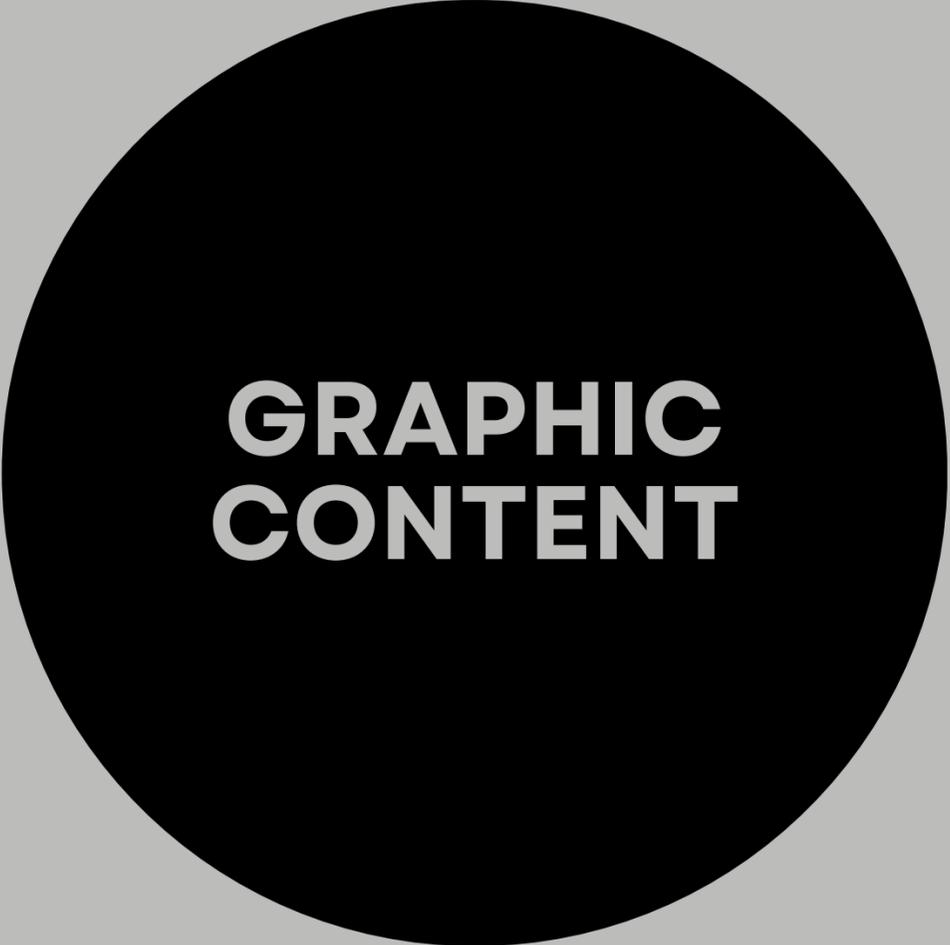
Main points as a list



Main story as audio



Main story as text



**GRAPHIC
CONTENT**

Infographic

Shareable quote

Carousel formats

CHILDREN

5-17 years

Children aged 5-17 should do at least **60 minutes** of physical activity every day.



Physical activity promotes a child's concentration, healthy growth and development, **prevents disease** and unhealthy weight gain.



Urbanization reduces levels of physical activity, cities must be built with enough safe green spaces for children's recreational activities.

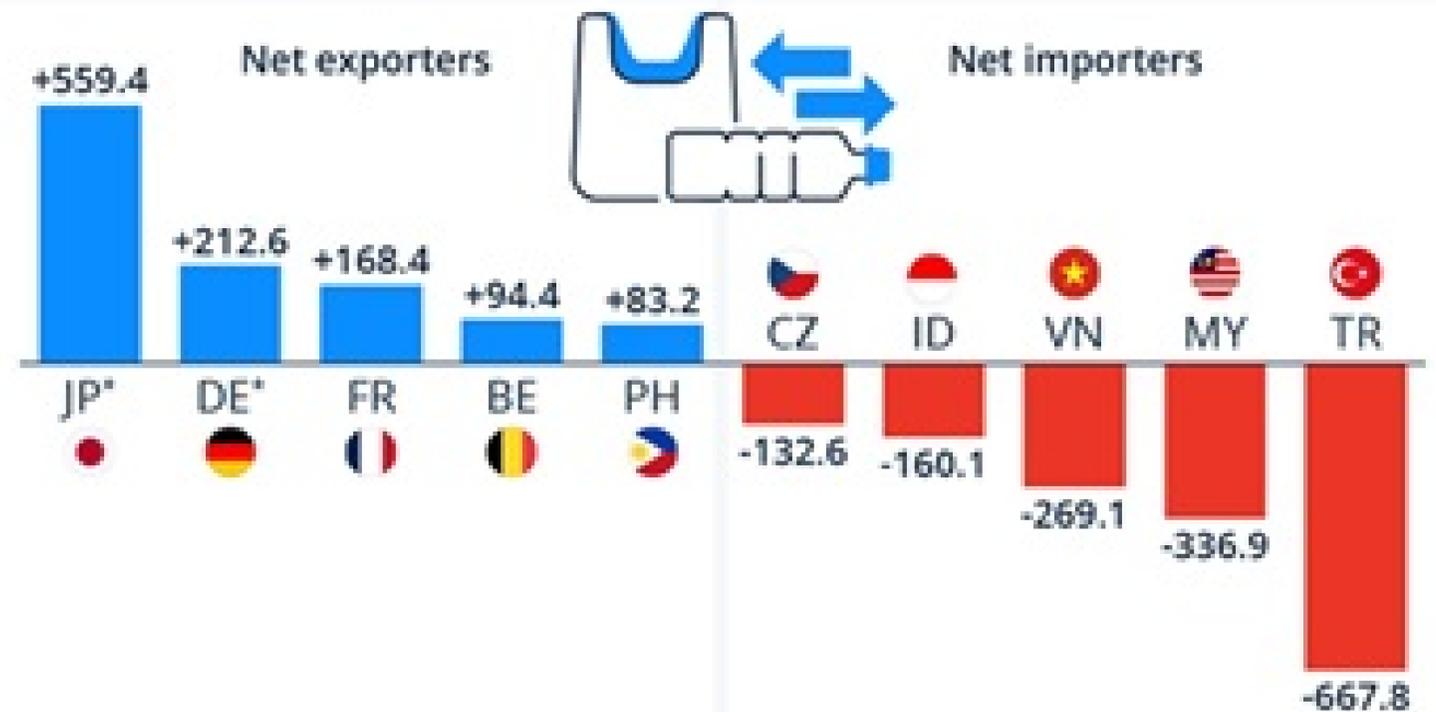


Physical activity learned in childhood continues in adulthood, contributing to the person's decreased risk for heart disease and stroke.



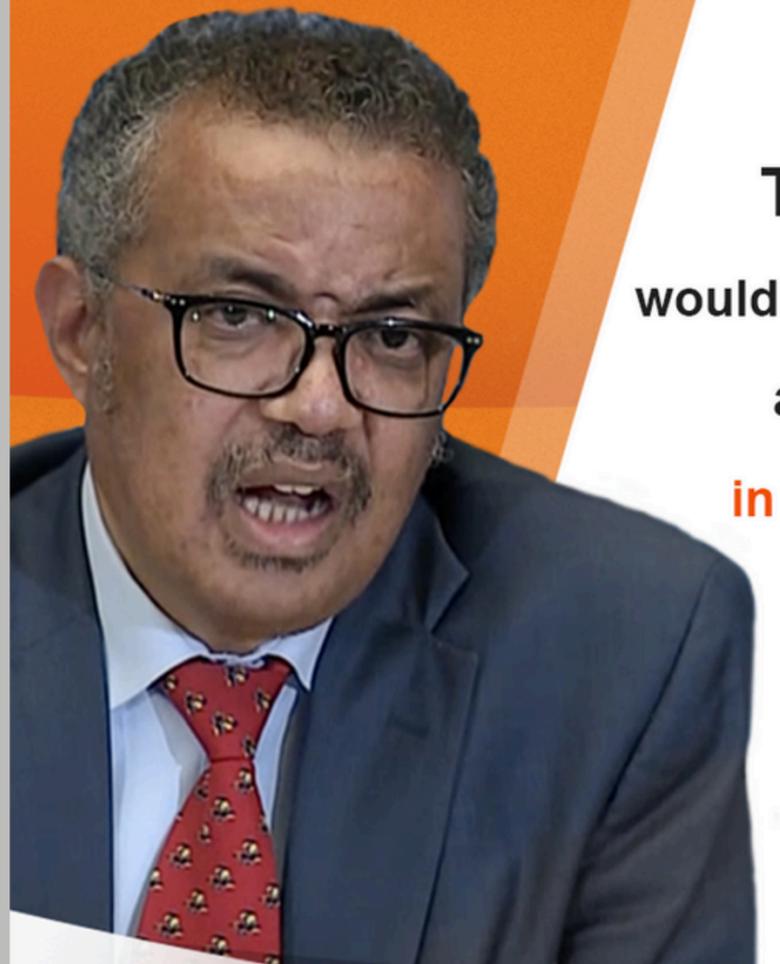
Which Countries Export & Import Plastic Waste?

Selected countries by net export balance of plastic waste and plastic scrap in 2022 (in thousand tons)



* Approximation based on dollar value imports/exports
Out of 129 countries reporting both imports and exports
Source: UN Comtrade





“

The greatest failing
would be to **not learn from the crisis**
and to **leave the world**
in the same vulnerable state
it was in before

”

- TEDROS ADHANOM GHEBREYESUS -
WHO Director General



Thai PBS
WORLD



@ThaiPBSWorld

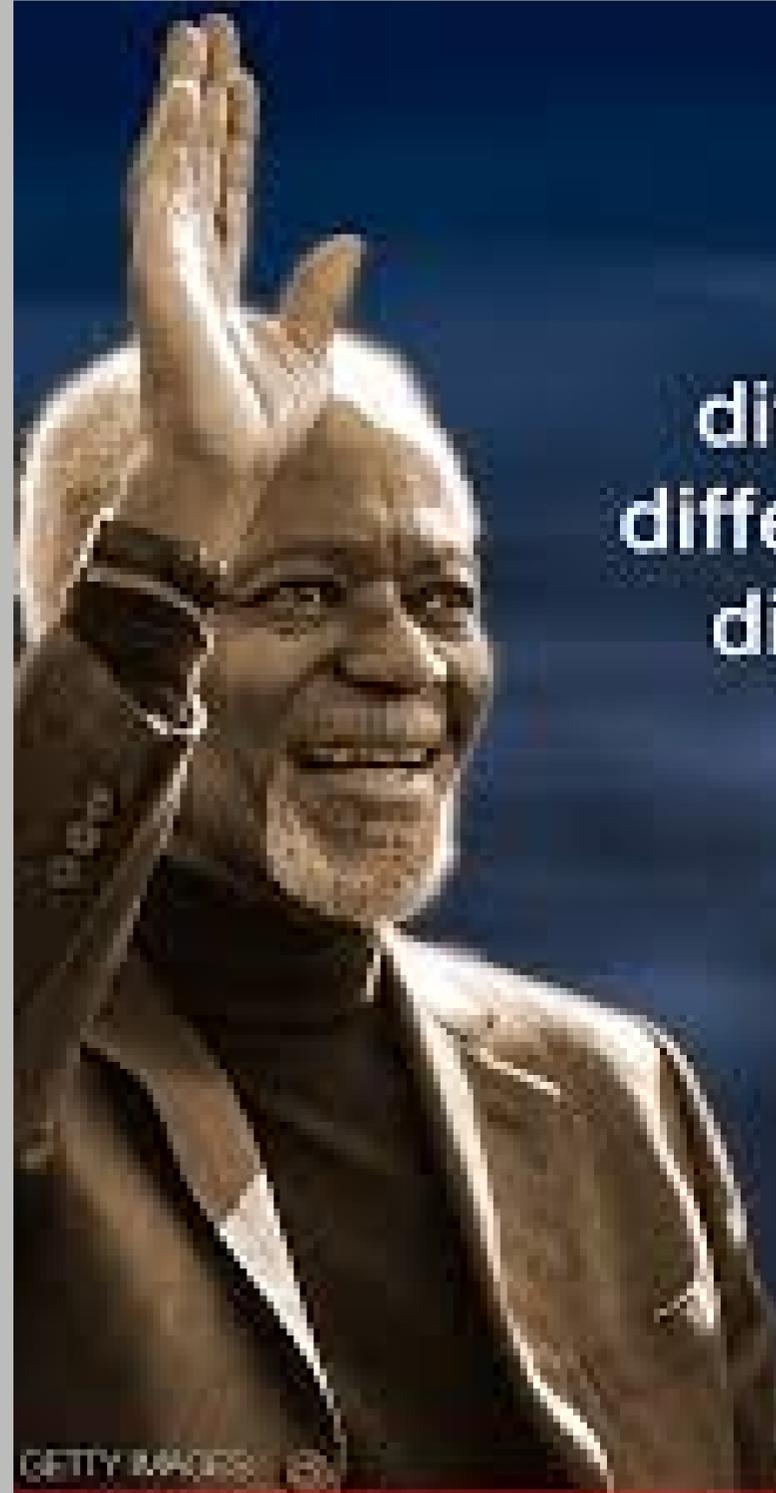


ThaiPBSWorld



www.thaipbs.or.th/ThaiPBSWorld

BBC NEWS



“We may have
different religions,
different languages,
different coloured
skin, but we all
belong to one
human race.

Kofi Annan
1938-2018

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Like New posts Repost Send

Gaynor Penny (She/Her) · 1st 30+ Years (Private/Public/NFP) Passionate about... 1d ·

I urge every man I know to consider how the women around you are treated. Don't assume they're comfortable around you because you know you're not a bad person. Dont walk past treatment that you know is wrong, what ...see more

UN Women Australia 26,452 followers 1d · + Follow

As violence against women is declared a national crisis, new data published yesterday reveals a staggering 30% increase in the rate of women killed by intimate partners – an alarming trend that underscores the urgent ...see more

Intimate partner violence in Australia · 5 pages

NEWS

The rate of women killed by an intimate partner in Australia has increased by nearly 30%.

UN WOMEN AUSTRALIA

1 Screen Recorder is sharing your screen. Stop sharing Hide

Let's make better happen together. Ad ...




Dante, ready to design & build better tech?

Follow

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Messaging

Page inboxes

Search messages

Focused Other

Tina Kievit 4:25 PM Tina: ok gotcha. i tried through chambers of commerce and...

Lalitha Renukaradhya 10:09 AM Lalitha: Thank you for letting me know

AJ Kulatunga 9:33 AM You: I just put you forward again for October Business Month -...

RIFAT MAHMUD 7:56 AM RIFAT sent an attachment

Carolina De Cala Apr 30 Carolina: I do believe there's so much need for a space like tha...

Carolyn Tate Apr 30 You: Great to meet you too!

Karen Lowery Apr 30 You: No problem!

Amila Gunawardana Apr 30 You: 🙌

Georgios Skoufezis Apr 29 You: Oh awesome! dante.stjames@darwininnovatio...

Ricky Pearl Apr 29 You: Thanks Ricky. Looking forward to getting underway o...

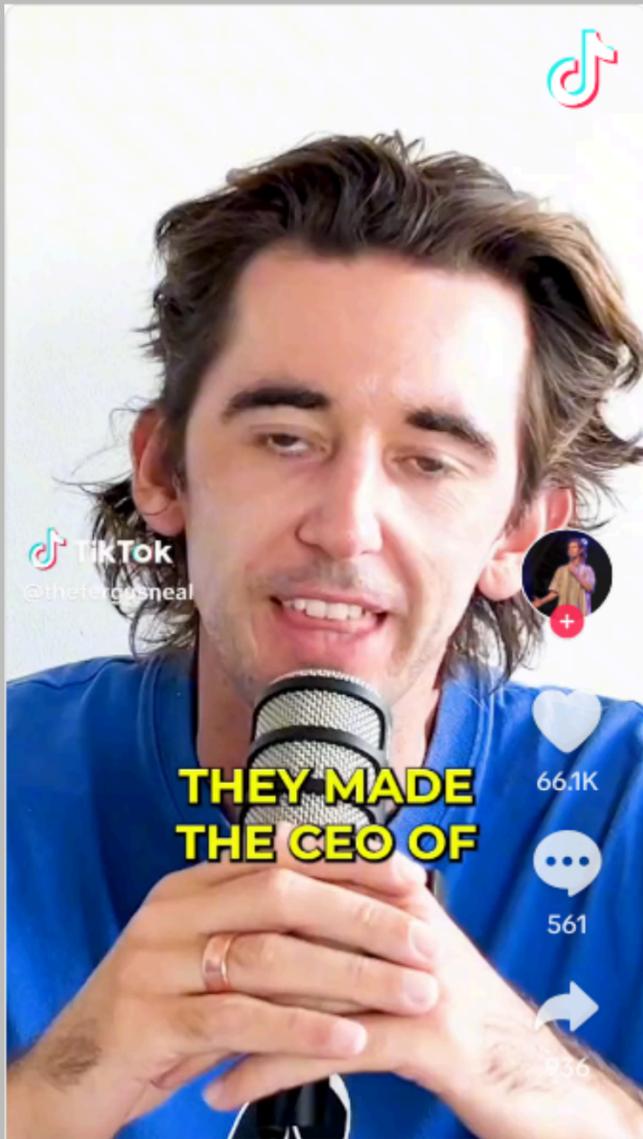


**VIDEO
CONTENT**

Short format still rules

Made for mobile

Gets to the point within 3s

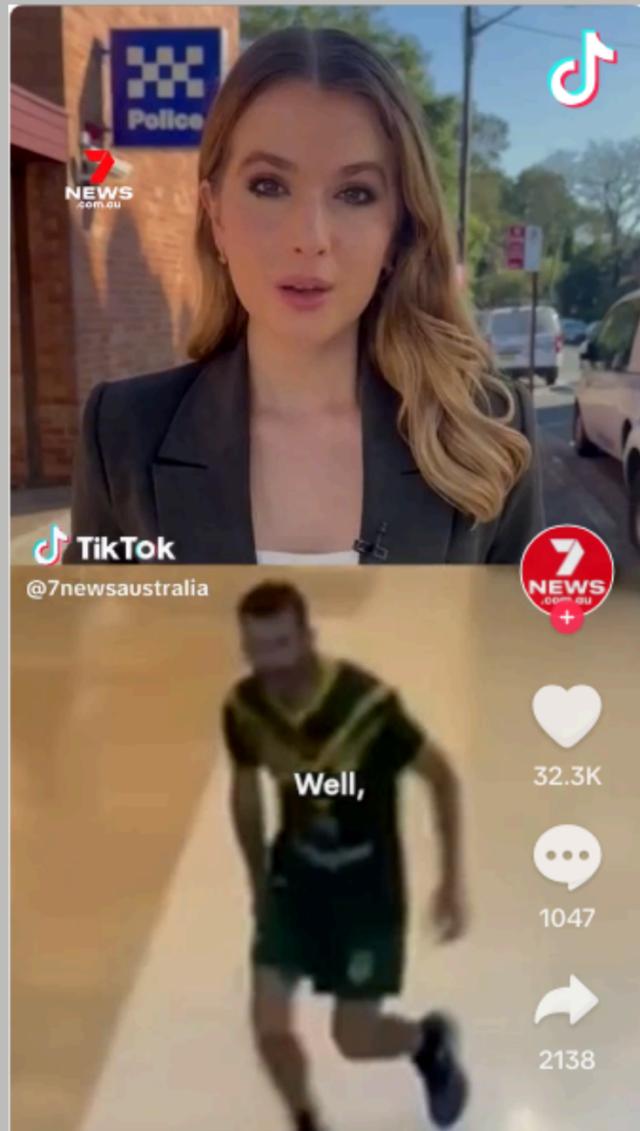


ing videos on TikTok [Watch now](#)

@thefergusneal

The Ferg Neal Show Podcast #australia #melbourne #sydney #fyp

original sound - Fergus Neal

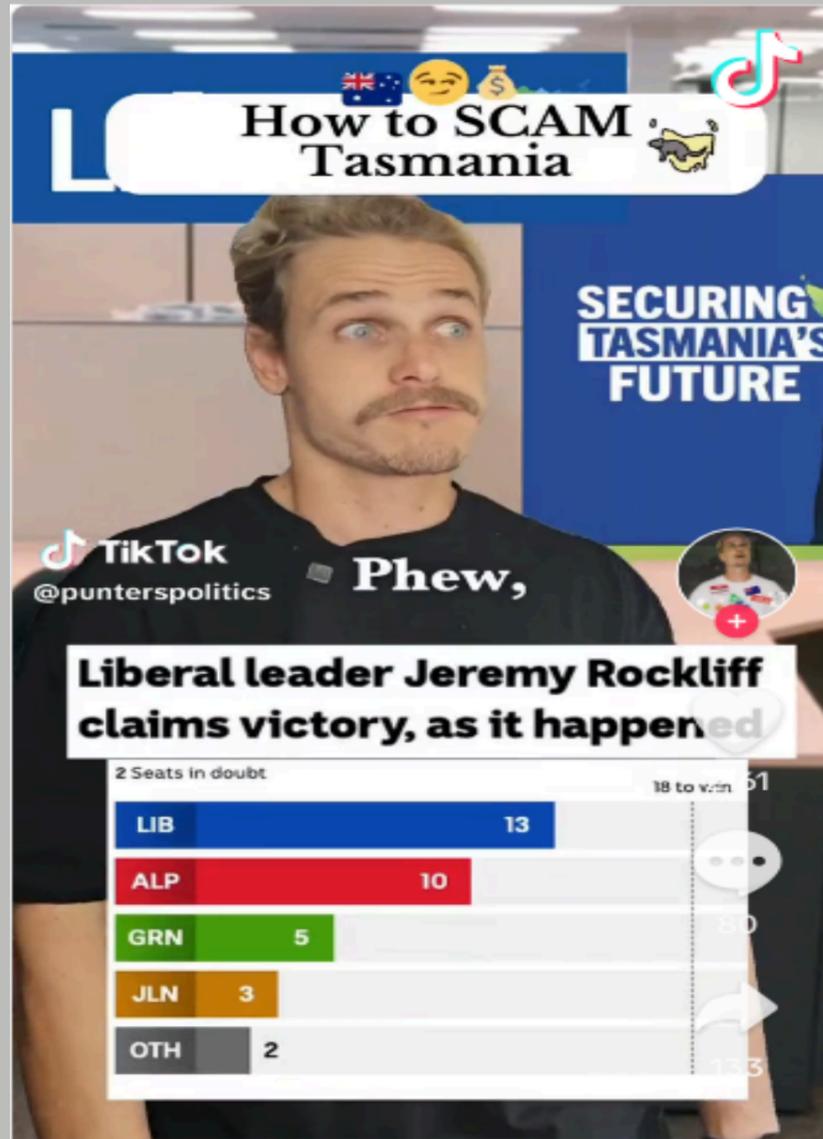


os on TikTok [Watch now](#)

@7newsaustralia

It's been revealed that the Westfield Bondi Junction mass killer Joel Cauch ...See more

original sound - 7NEWS Australia - 7NEWS Australia

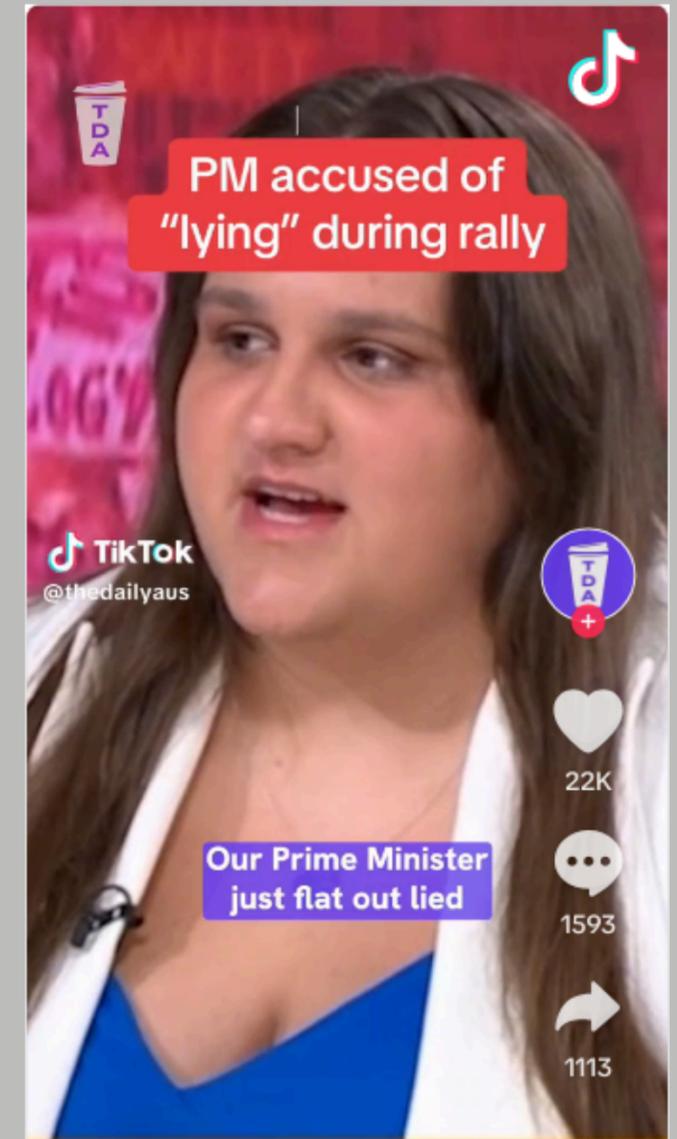


g videos on TikTok [Watch now](#)

@punterspolitics

Good luck Tassie! Welcome to the great Aussie tradition of gov proppin ...See more

original sound - Punter's Politics



leos on TikTok [Watch now](#)

@thedailyaus

Founder of 'What were you wearing? Australia', Sarah Williams has a ...See more

original sound - The Daily Aus





Dante St James

dante@clickstarter.com.au