

## TBLM OLE.9#2: Newsworthiness

Why are certain events selected to be in the news and others are not? Newspaper editors judge the newsworthiness of events and stories according to several factors. The most common ones are listed below:

- **Timeliness:** A story that just happened is more newsworthy than a story that happened last week.
- **Relevance:** A story that unfolds in a community will be more newsworthy to that community than a story from an outside community.
- **Significance:** The bigger an event is, or the larger the number of participants, the more newsworthy the event is considered to be. A hailstorm in a small town may be considered less important than a hailstorm in a large city where many houses and cars are damaged.
- **Impact:** The more people are affected by an event, the more important it is. A concert attended by 50,000 people is typically more newsworthy than a school concert.
- **Unusual:** A unique or unusual occurrence has a greater chance than a commonplace event of being newsworthy. Someone's willingness to kiss a goat if his students read x number of books may be newsworthy, if this has not been done before.
- **Prominence:** The actions of someone important or well known are of interest to many people. A famous hockey player coming to the city to play in a special game or help with a fundraising event will likely be newsworthy.
- **Human Interest:** Stories of courage, honesty, caring, love, or daring are likely to be newsworthy.