

## What is News?

Reporters believe in the public's right to know. Their careers are grounded in that premise. When a reporter considers whether a story has news value, s/he typically considers the following:

- Timeliness - Is the story relevant to current issues? Does it have immediacy?
- Uniqueness - Is the story angle different from what has already been written in this area? Is this something totally new for a particular industry?
- Human Interest - Does the story have a personal aspect to it?
- Impact - Does the story impact a large number of people?
- Proximity - Is the story relevant to people in the area?
- Celebrity Status - Is the story about someone who is well known in the industry or prominent in the community?

Additionally, reporters look for stories in four broad areas:

- Controversy - Does the story deal with problems, opposing points of view, unpopular decisions or plans, crisis or catastrophe?
- Trends - Does the activity suggest a change in behavior, thinking or reaction on the part of the general public?
- Issues - Does the story elaborate on a major decision, activity or plan that will affect a large number of people in the community?
- Innovations - Is this something truly unique, a better way of doing something, a new product or process?