

Elements of Newsworthiness

- **Timeliness:** News is what's new; it just happened and people need/want to know
- **Proximity:** Things that happen nearby or will have effects in your area are newsworthy
- **Prominence:** Audiences are interested in things that happen to celebrities, politicians or other well-known people
- **Impact:** Something that had, has, or will have long-reaching or significant effect is newsworthy
- **Conflict:** Can be physical or emotional; open or unseen conflict; people vs. people; people vs. nature
- **Oddity:** People are always interested in the unusual – the person, place, time, event, or context involved is out of the ordinary
- **Human Interest:** Audiences identify with others' achievements, struggles and quirks – usually entertaining or amusing
- **Shock Value:** Stories involving death, scandal, and other lurid or bizarre elements