Is It News Yet?:
Eight Guiding Principles

Impact  Bizarre
Timeliness  Conflict
Celebrity  Trends
Nearness  Human Interest/Helpful

1. **Impact** – Affects a large number of people. A wildfire affects an entire community. A fire in your trash usually just affects you, your family and friends.

2. **Timeliness** – The more recent, the more newsworthy. The word "news" implies information that is new or timely. The other kinds of timeliness? Anniversaries (i.e. 9/11) and "revelations the media has just found out about.

3. **Celebrity** – If Paris Hilton’s Chihuahua runs away from home, that’s news. If your Chihuahua runs away, well, good luck finding her.

4. **Nearby** – Things that happen in our own cities and communities (or our country) are important. If it happens somewhere else, we don’t care – or so the theory goes.

5. **The Bizarre** – Events that are unique, strange or odd. The unusual, unorthodox or unexpected attracts attention.

6. **Conflict** – Controversy and disagreements make news. People who are nice and agreeable are NOT news.

7. **Trends** – Remember Boy Bands? Sanjaya? The Atkins Diet? They all used to be HOT, now they’re not. That’s how trends roll.

8. **Human Interest/Helpfulness** – This family’s Christmas presents were stolen while they were away from home. Awwww! Here’s how to get $50 worth of groceries for 50 cents. (This is indeed news.)