

## News elements

What makes a story newsworthy? Pay close attention to these 10 elements of newsworthiness to see which apply to your particular announcement. Good news stories have more than one of these elements.

### Proximity

Location, location, location: If an event is happening nearby, it will impact the audience more than if it were happening somewhere else that doesn't affect them as much – say, in another state or another country.

### Prominence

A well-known person, place, or event has a stronger news angle than something that the audience isn't familiar with. A guest speaker visiting your local elementary school to take over story time doesn't resonate with many people ... unless that speaker is Oprah.

### Timeliness

Current news has more impact than something that happened yesterday or last week. The news media loses interest quickly and past events become stale when there's always fresh news somewhere.

### Oddity

If something is unusual, shocking, or bizarre, the strangeness alone could make it newsworthy.

### Consequence

If the impact of an event may directly affect readers, they'll want to know about it. A run-of-the-mill burglary at the Watergate Hotel was white noise on the airwaves until it became clear what the identities of the key players meant for the nation.

## Conflict

Audiences are always interested in disagreements, arguments, and rivalries. If an event has a conflict attached to it, many consumers will be interested on that basis alone. Let's not forget that it's human nature to choose sides and stand up for that choice. Stories that involve conflict include those about religion, sports, business, trials, wars, human rights violations, politics, and even struggles against nature, animals, or outer space.

## Human interest

If a situation draws any sort of emotional reaction, it might contain the news element of a human-interest story. These stories can be "soft" kid-at-the-petting-zoo snapshots, inspiring comeback accounts, or infuriating reports of incompetence on the part of a public figure.

## Extremes/superlatives

Reporters and audiences might be interested in the first, the best, the longest, the smallest, the highest – if you can legitimately claim one. Be careful. Do not overly focus on this, create hyperbole, or exaggerate claims. Dishonesty here will come back to bite you.

## Scandal

Everyone loves to hate on the philandering congressman who sends inappropriate pictures under an absurd virtual handle. Reporters want a scoop on scandal.

## Impact

Whether it's a peaceful protest that encompasses five city blocks or a 52-car pileup on the pike, the more people involved in the event, the more newsworthy it is. Similarly, the number of people affected by the event will affect its newsworthiness, whether it's an adjustment of minimum wage or an alleged outbreak of Ebola.