

Crack the Big Four

Which is more newsworthy?

What are the four key factors of "newsworthiness?"



Unusual/Unique

Interesting

Timely

(recent)

Important

Which is more **newsworthy**?



Tornado hits suburb this morning

- A severe tornado struck the suburb of Chester two hours ago.
- The storm carried winds of up to 130 mph.
- There is one reported fatality and several people injured.
- At least seven homes were destroyed.

OR



Mayor laying plans to get re-elected

- The mayor announced his bid for re-election to a second four-year term yesterday.
- This was an expected move, though some people had speculated that he would not run due to ongoing health issues.
- The campaign raised more than \$30,000 from two major donors in the hours after the announcement.

The tornado story is more newsworthy mainly because it is more...

Timely
(recent)

Which is more **newsworthy**?



Presidential candidates are coming to town

- As the state primary approaches, seven presidential candidates have announced plans to be in the area this weekend.
- The candidates are holding a variety of events, including town hall discussions and rallies.
- The two front-runners have announced that they will not arrive until Sunday.

OR



State government faces shutdown

- All nonessential state government offices will close on Monday unless state lawmakers find a compromise to a budget dispute.
- A shutdown would stop many essential services for state's most vulnerable citizens.
- Leaked emails reveal that some lawmakers welcome the stoppage.

The state government shutdown story is mainly more newsworthy because it is...

Important

Which is more **newsworthy**?



32 pieces of gum stuck on sidewalk

- 32 pieces of chewed gum are stuck on the sidewalk next to a bus stop at State and Main streets.
- The gum appears to vary in age, amount and flavor.
- A city transit employees says that discarded gum is a problem at most bus stops.

OR



Celebrity caught on video screaming at assistant for buying wrong gum

- A bystander recorded an Academy Award-winning actor yelling at his assistant for buying the wrong gum.
- In the video, the actor is seen first screaming and then throwing the unopened pack of gum.
- The actor is famous for his temper tantrums.

The story about a movie star telling about gum is more newsworthy mainly because it is...

Interesting

Which is more **newsworthy**?



Dog bites man

- A neighborhood dog bit a jogger yesterday.
- The dog was a "boxador," a Labrador retriever and boxer mix.
- The jogger was not hurt and decided not to call animal control or press charges.

OR



Man bites dog

- A man eating a sandwich at a local park bit a dog when it got close to the man's lunch yesterday.
- The dog's owner claimed the dog was merely curious and did not lunge for the sandwich.
- The man who bit the dog was taken to a local hospital for evaluation.

The man bites dog story is mainly more newsworthy
because it is more...

Unusual/Unique