

What is News



and Who Decides?

Morningjoe.wmv

What is News and Who Decides?



Housekeeping, Announcements & Notes

Last week's Quick Quiz results

1. The five freedoms protected by the 1st Amendment to the U.S. Constitution are RELIGION, SPEECH, PRESS, ASSEMBLY, PETITION.
2. Though the U.S. Supreme Court has declared there shall in general be No Prior Restraint on our freedom of the press, it has declared there are two exceptions: the government may prevent publication that poses a clear and imminent danger of serious threat to the National Security and government may prevent publication of material that meets the definition of Obscenity laid out in Miller v. California and other cases.

Student Questions and Comments:

After this lecture, students will be able to:

1. Use "News Drivers" vocabulary with precision to describe which kinds of information tend to become news.
2. Analyze the role played by editors/producers, the audience and market forces in determining what is news.
3. Use specific events and examples to illustrate the tension between journalism's mission and market forces.
4. Begin to address the news media's preference for "bad" news.

These skills relate to course outcomes 3, 4, 5 & 6

A News Literacy Opportunity: Watergate Reporters Carl Bernstein and Bob Woodward

Thursday, October 16
Staller Center Main Theater
4 p.m.



An Extra Credit opportunity: Eric Glisson did 18 years in Sing Sing For a murder he didn't commit

Meet Eric, and the NBC reporter who helped free him,
Dan Slepian, Stony Brook class of '93

Wednesday, October 8
SAC Auditorium
8 p.m.
Doors open 7:45
No tickets required.
Swipe your ID card for extra credit



What is News and Who Decides?



A More Typical News Day: Differences in News Decisions



Definitions of News

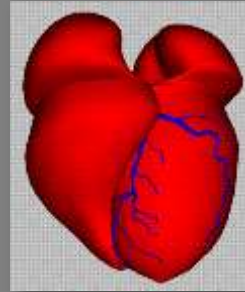
Definitions of News: What's On Society's Mind

- **Shedlock**: Starts based on "I Must be
Lucky to be Shaded" Feb. 12, 2013
- **Stark Zoo**: "The 100th anniversary
celebration taking New York Yankee
owners"
- **Julia Volterra**: LA.T a singer since she
used "understand" her way of the new city
- **iPhone**: "I'd prefer to buy an iPhone 6
if Apple were to Paris, Buffalo, where
it's the 100th"
- **Gilchrist County, Florida**: "Grassroots
into Google, a grassroots in
Florida politics, 100th year"
- **Patel Brewing Company**: "Patel
company acquires maker of Patel Beer
Boston, Cal 60 and Old Milwaukee"
- **First Minister of Scotland**: "The
Scottish government resignation after
the vote on Scottish independence"
- **Jennifer Lopez**: "Single released 'Santitas'
music video featuring Iggy Azalea"
- **Red Crosses Please Don't Run**: "11:
really strong music, Maria Jara and
Tiger Beer are taking some time away"
- **Scandinavian entertainment center**:
"Scandinavian at Patheon 100th anniversary
of Arctic prisoners from WWII"

Trends - Change

#TWTWLY
 Promoted by Warner Bros Pictures
 Roger Goodell
 #NFLdomesticviolence
 #Ailbaba
 Apple
 Scotland
 #iPhone6
 #SendMeToDerpConBecause
 #HannahGraham
 Glasgow

Definitions of News



News Is any "Scoop":
Information That Makes a
Reporters Primal Heart Beat Faster

Definitions of News



News Is any "Exclusive"
A Story That Can Take Audience Away
From Competing News Organizations

Definitions of News



News is What an Editor Thinks is News

News : Things Powerful People Don't Want You to Know

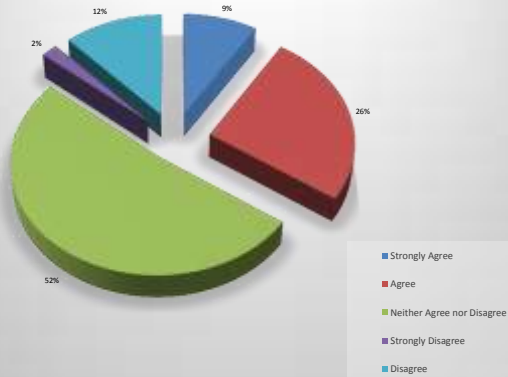


Definitions of News

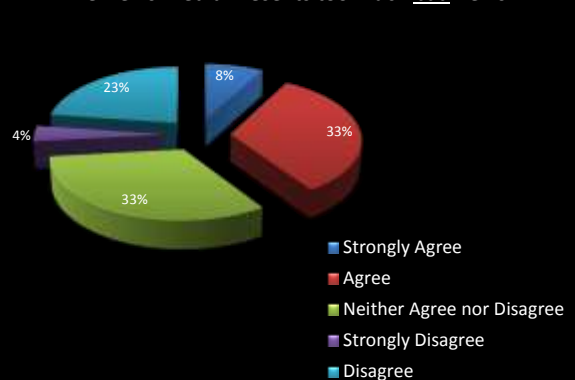


Dog Bites Man vs. Man Bites Dog

News Literacy Reality Check Survey Fall 2014
 "The News Media Presents too much trivial news."



News Literacy Reality Check Survey Fall 2014
 "The News Media Presents too much bad news."



Definitions of News



News is Timely
Information About a
Subject of
Some Public Interest
That is Shared and
Subject to the
Journalistic Process of
Verification

Is This News?

17-year-old Arkansas man killed in shootout with police

By Suzi Parker

LITTLE ROCK, Arkansas | Sun Sep 8, 2013 1:56pm EDT

(Reuters) - A 17-year-old man was killed in a shootout with a police SWAT team at a home in Pine Bluff, Arkansas, where he had earlier threatened two people with a gun, authorities said on Sunday.

The fatal shots were fired on Saturday night after Pine Bluff police responded to a report that the man, Monroe Isadore, pointed a gun at two people in the home in Pine Bluff, a city of roughly 48,000 people about 45 miles south of Little Rock, according to police who confirmed local TV reports.

Now Is It News?

17-year-old Stony Brook man killed in shootout with police

By Suzi Parker

Stony Brook, NY | Sun Sep 8, 2013 1:56pm EDT

(Reuters) - A 17-year-old man was killed in a shootout with a police SWAT team at a home in Stony Brook, where he had earlier threatened two people with a gun, authorities said on Sunday.

The fatal shots were fired on Saturday night after police responded to a report that the man, Monroe Isadore, pointed a gun at two people in the home, according to police who confirmed local TV reports.

Now Is It News?

17-year-old Stony Brook Professor killed in shootout with police

By Suzi Parker

Stony Brook, NY | Sun Sep 8, 2013 1:56pm EDT

(Reuters) - The youngest professor in the U.S., 17-year-old Monroe Isadore, was killed in a shootout with a police SWAT team at a home in Stony Brook, where he had earlier threatened two people with a gun, authorities said on Sunday.

The fatal shots were fired on Saturday night after police responded to a report that the man pointed a gun at two people in the home.

Now Is It News?

17-year-old Clinton “kin” killed in shootout with police

By Suzi Parker

LITTLE ROCK, Arkansas | Sun Sep 8, 2013 1:56pm EDT

(Reuters) - A 17-year-old man was killed in a shootout with a police SWAT team at a home in Pine Bluff, Arkansas, where he had earlier threatened two people with a gun, authorities said on Sunday. Monroe Isadore has long claimed to be the illegitimate son of former President Bill Clinton.

The fatal shots were fired on Saturday night after Pine Bluff police responded to a report that the man pointed a gun at two people in the home in Pine Bluff, a city of roughly 48,000 people about 45 miles south of Little Rock, according to police who confirmed local TV reports.

Is This News?

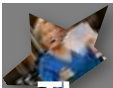
107-year-old Arkansas man killed in shootout with police

By Suzi Parker

LITTLE ROCK, Arkansas | Sun Sep 8, 2013 1:56pm EDT

(Reuters) - A 107-year-old man was killed in a shootout with a police SWAT team at a home in Pine Bluff, Arkansas, where he had earlier threatened two people with a gun, authorities said on Sunday.

The fatal shots were fired on Saturday night after Pine Bluff police responded to a report that the man, Monroe Isadore, pointed a gun at two people in the home in Pine Bluff, a city of roughly 48,000 people about 45 miles south of Little Rock, according to police who confirmed local TV reports.



Three Factors Determine What Is News

1. Universal News Drivers
2. Editorial Judgment
3. Audience Judgment

10 Universal News Drivers

Importance
 Prominence
 Human Interest
 Conflict
 Change
 Proximity
 Timeliness
 Magnitude
 Relevance
 Unusualness

NEWS DRIVERS make information into NEWS

- ✓ **Importance** (This has serious implications)
- ✓ **Prominence** (This involves a famous person)
- ✓ **Human interest** (This unique or universal experience explores the human condition.)
- ✓ **Conflict** (Clashes of people, institutions or ideas)
- ✓ **Change** (For good or ill, the world has changed)
- ✓ **Proximity** (NIMBY: News in My Back Yard)
- ✓ **Timeliness** (Anniversaries or holidays or deadlines, the calendar is the crucial context of these stories.)
- ✓ **Magnitude** (Numbers are the essence of this story!)
- ✓ **Relevance** (How wide is the story's impact and audience?)
- ✓ **Unusualness** (Peculiarity– Man Bites Dog, alerts and divers)

Universal News Drivers



Importance

Universal News Drivers



Prominence

Universal News Drivers



Human Interest³

Universal News Drivers

"Millions around the world increasingly see America not as a model of democracy but as relying solely on brute force, cobbling coalitions together under the slogan "you're either with us or against us."

"He has made (Russia) a friend to tyrants and an enemy to the oppressed..."



Russian President Vladimir Putin, in the New York Times



U.S. Senator John McCain, responding in Pravda

Conflict

Universal News Drivers



Change

Universal News Drivers



Proximity

Universal News Drivers



Timeliness

Universal News Drivers

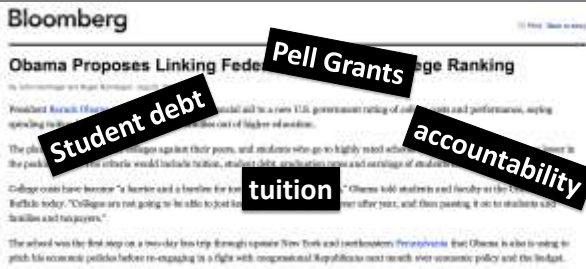
Kingfiremagnitude.mp4

Universal News Drivers



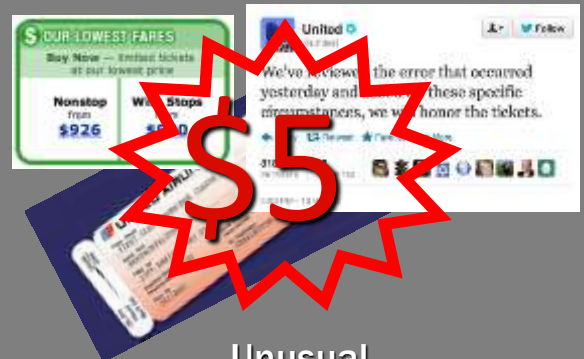
Magnitude
(driven by numbers)

Universal News Drivers



Relevance

Universal News Drivers



Unusual

More Drivers = Bigger Story



More Drivers = Bigger Story



Proximity

More Drivers = Bigger Story



Conflict
Proximity

More Drivers = Bigger Story



Prominence
Conflict
Proximity

More Drivers = Bigger Story

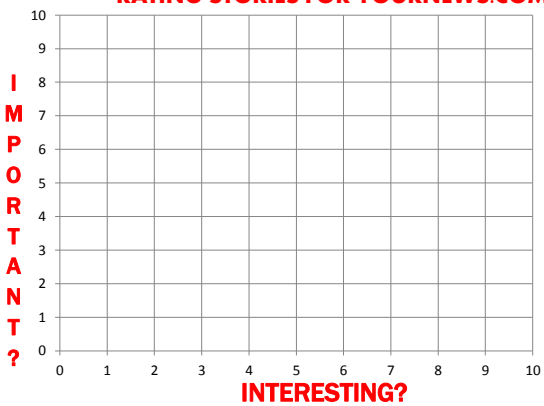


Importance
 Prominence
 Conflict
 Proximity

Factor 2: Editorial Judgment



RATING STORIES FOR YOURNEWS.COM



Interesting? Important? Place it on each axis

Scottish referendum: Scotland votes 'No' to independence



Interesting? Important? Place it on each axis



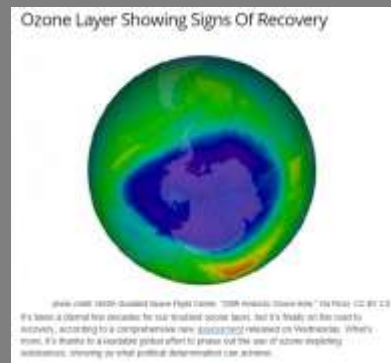
Interesting? Important? Place it on each axis



Interesting? Important? Place it on each axis



Interesting? Important? Place it on each axis



Interesting? Important? Place it on each axis

Alibaba shares surge in their NY stock market debut



The New York Stock Exchange was approved to list shares of Alibaba's e-commerce giant and retailer. Alibaba's shares closed significantly above their initial price on the New York Stock Exchange (NYSE) on Friday, a sign of the excitement surrounding the Chinese internet giant.

Related Stories

Jack Ma, The man

Interesting? Important? Place it on each axis

Real Time Economics

Student Debt Could Reduce Home Sales 8% This Year, Report Says

By Nick Timme



Year	Percentage of Households with Student Debt
2004	10%
2005	11%
2006	12%
2007	13%
2008	14%
2009	15%
2010	16%
2011	17%
2012	18%
2013	20%

“What Kind of News Organization ARE You?”



Factor #3: Audience

What It “Needs”
vs.
What It Wants

Tabloid Journalism



An Extreme Case of Mission vs. Market

Who Is Your Audience?



The Importance of the Customer in Making Decisions

Presentation and design aim for specific audiences



The New York Post and Daily News Slug it Out



Competition & Profit

Why Sports is Big News



NBC New York's Bruce Beck, at Spring Training

Competition & Profit

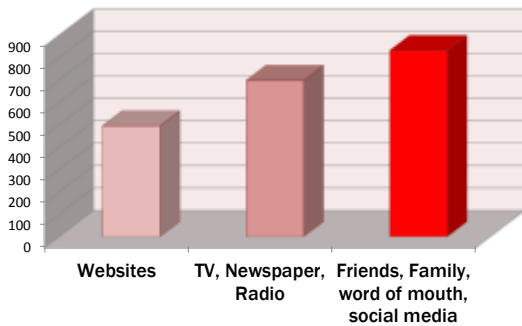
Is the audience taking over?



Power shifts from editor to consumer

Where do YOU get your news?

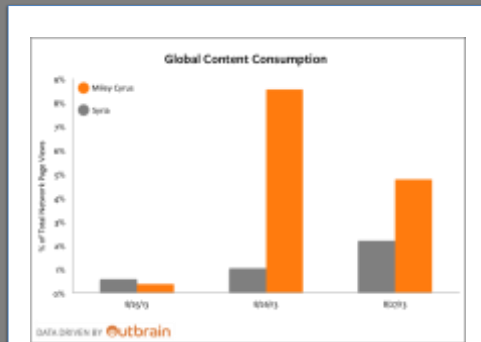
News Literacy Reality Check Survey Fall 2013



Audience News Judgment

- TwerkMontage.wmv

Audience News Judgment An Extreme Case



Algorithmic News Judgment



PIVOT POINT

- Is Society Better off or worse off because of this shift in the power to decide what is news?



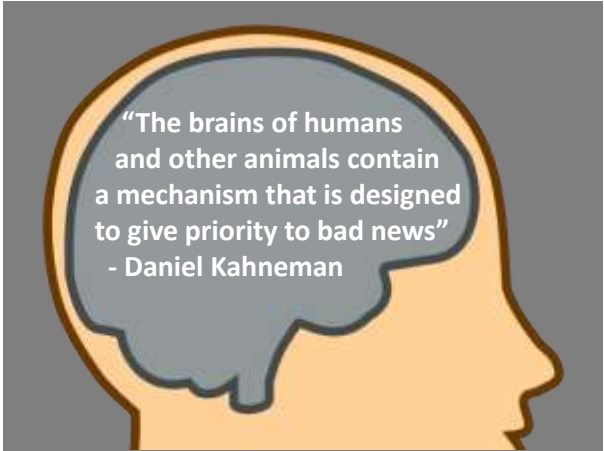
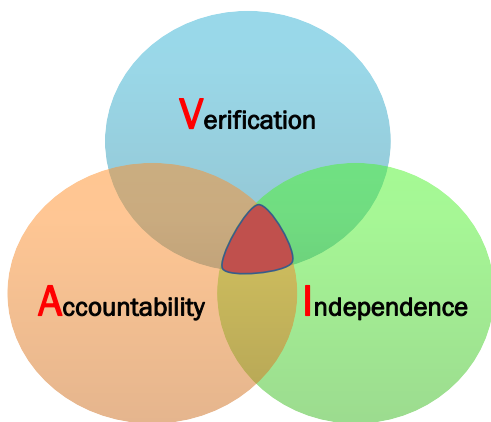
Is There Too Much Bad News?



Anne Murry Video



hus endeth the Lesson...



"The brains of humans and other animals contain a mechanism that is designed to give priority to bad news"
- Daniel Kahneman