

News Matters!

Which Matters Made News on Your Homepage TODAY?

And

What Course Concepts Were on Display This Week?

What is News



and Who Decides?



What is News and Who Decides?

What is News?

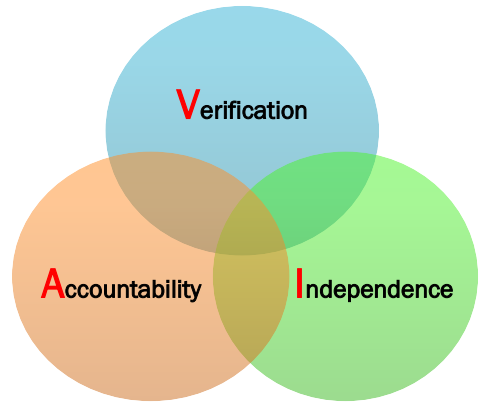


January 22, 2013

A More Typical News Day: Differences in News Decisions



February 6, 2013



Definitions of News

Definitions of News

News is What's On Society's Mind

Definitions of News

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

Definitions of News

News is What an Editor Thinks is News

Definitions of News



News is Information Powerful People Don't Want You to Have

Definitions of News



News is Independent, Reliable, Accurate Information That Citizens Need to Be Free

Definitions of News



Dog Bites Man vs. Man Bites Dog

Definitions of News



"It's amazing that the amount of news that happens in the world every day always just exactly fits the newspaper."

Definitions of News



News is What "We" think is fit and proper

Definitions of News



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



Four Factors Determine What Is News And What is... "Meh"

1. Universal News Drivers
2. Editorial Judgment
3. The Audience
4. Profits and Competition

Universal News Drivers

NEW YORK POST

Giants player Diehl pleads guilty to drunk driving after smashing into 2 parked cars last summer



DAILY NEWS

Comedienne Sarah Silverman's sister and niece arrested for praying at the Wailing Wall in Jerusalem

Susan Silverman, Jasal Silverman and eight others colared for wearing a prayer shawl. Women's rights at the holy site are too restrictive, the women say.



Prominence

Universal News Drivers

LONG ISLAND CHANGE REGION

Newsday

Chris Brown crashes Porsche, blames paparazzi

Originally published: February 10, 2013 6:15 PM
Updated: February 10, 2013 9:12 PM
By FRANK LOVECE, Special to Newsday



Prominence

Universal News Drivers



Universal News Drivers



Importance

Universal News Drivers

Texas Woman Induced Labor for Dying Husband to Hold Baby



Diane Autger induced labor so her dying husband could hold their daughter. (ABC News) AUTO START ON OFF

By ALYSSA NEWCOMB (@alyssanewcomb)
Feb. 10, 2012

Universal News Drivers



Human Interest

Universal News Drivers

The New York Times

Wonder Dog



Human Interest

Universal News Drivers

Chicago Tribune

With new dating apps, love's a 2-way street

Reuters

10:20 a.m. CST, February 11, 2013

Singles who believe in love at first sight can turn to new apps that will match them with potential dates in time for Valentine's Day, but only if each person has expressed an interest.


With the new dating apps, users simply flip through photos of people in nearby locations and express their interest in dating someone. If there's a mutual attraction, the app connects them for a conversation. If not, their feelings remain anonymous.

Timeliness

Universal News Drivers

December 15, 2011 12:36 PM

2 Reindeer Escape Trailer On Texas Highway



Timeliness

Universal News Drivers

LongIslandPress.com

11th Anniversary Ceremony of 9/11 Begins in NY

By JENNIFER PELTZ, Associated Press on September 11th, 2012

Americans passed again Tuesday to mark the 11th anniversary of the Sept. 11, 2001, terror attacks with familiar ceremony, but also a sense that it's time to move forward after a decade of remembrance.



Timeliness

Universal News Drivers

THE STATESMAN

INFORMING STONY BROOK UNIVERSITY FOR OVER 50 YEARS

NEWS SPORTS ARTS & ENTERTAINMENT OPINION MULTIMEDIA VIRTUAL ISSUES ABOUT

Student died in East Village early Saturday morning

By EMILY MCTAVISH | February 16, 2013

Jocelyn Pasucci, a sophomore marine vertebrate biology student, died early Saturday morning in the East Village, according to police.


Pasucci, of East Meadow, N.Y., was found unconscious in a building on 125th E. 125th St. and was taken to Beth Israel Hospital, police said. She was pronounced dead on arrival, according to police.

Proximity

Universal News Drivers

Stony Brook University

The Simons Gift



Simons donation lets SUNY Stony Brook shoot for the stars
 New York has moved closer to creating a top-notch flagship for the state university system thanks to the generosity and advocacy of billionaire James Simons. Simons and his wife, Marilyn, are donating \$150 million to Stony Brook University, by far the largest gift to a SUNY institution and the sixth-largest donation to any public university in the country. (New York Daily News Dec. 18, 2011)

Magnitude

Universal News Drivers

New Gun Laws Still A Touchy Subject In Congress

February 10, 2013 8:00 AM

Listen to the Story

Weekend Edition Saturday

4 min 26 sec

Playlist Download




Conflict

Universal News Drivers

The Washington Post

Postal Service plans to end Saturday mail delivery by August

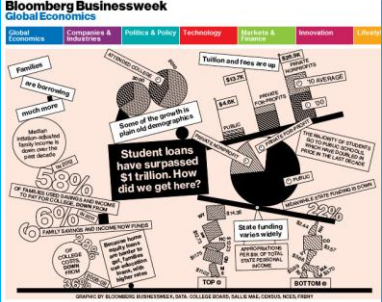
Posted by Ed O'Keefe on February 6, 2013 at 8:05 am

Change

Universal News Drivers

Bloomberg Businessweek
Global Economics

Global Economics
Companies & Markets
Politics & Policy
Technology
Markets & Finance
Innovation
Opinion



Features: Student Loans: Debt for Life

Relevance

Universal News Drivers

Live Leak

Papa Smurf and His Gang Wanted by Police



Peculiarity

- ## 11 News Drivers
- Prominence
 - Importance
 - Human interest
 - Conflict
 - Change
 - Peculiarity
 - Proximity
 - Immediacy
 - Timeliness
 - Magnitude
 - Relevance

NEWS DRIVERS make information into NEWS

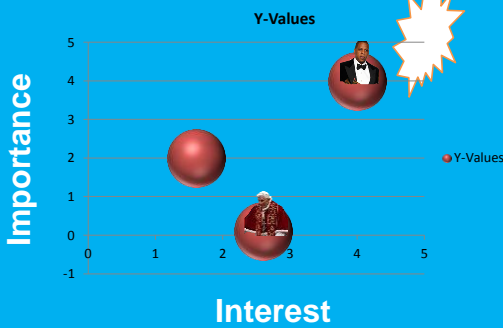
- ✓ **Prominence** (Famous participants increase interest)
- ✓ **Importance** (You're alerted to serious implications)
- ✓ **Human interest** (Through these stories of unique or universal experience, we celebrate or understand our humanity.)
- ✓ **Conflict** (History's first draft: Clashes of people, institutions or ideas)
- ✓ **Change** (Alerts us to opportunity or danger)
- ✓ **Peculiarity** (Unusualness – Man Bites Dog, alerts and diverts)
- ✓ **Proximity** (How close to home? The local news driver)
- ✓ **Immediacy** (If it just happened, it's breaking news)
- ✓ **Timeliness** (The calendar, with anniversaries or holidays or deadlines, is the crucial context of these stories.)
- ✓ **Magnitude** (These are stories driven by surprising numbers)
- ✓ **Relevance** (How wide is the story's impact and audience?)

Factor 2: Editorial Judgment



- What's Interesting vs. What's Important
- Who is the Audience?
- Do You Give the Audience What it Wants or What it Needs?
- What is the Competition Doing?
- News Presentation

Picking Top Stories for YOURNEWS.COM



Place the story on the matrix



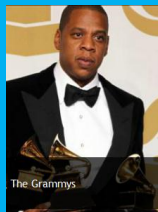
Pope Benedict XVI resigning on Feb. 28 due to age, health concerns



Place the story on the matrix

THE HUFFINGTON POST

Grammy Winners List: Gotye, Miguel, Jay-Z, Kanye West, Drake & More Win At 2013 Awards



Place the story on the matrix

Bloomberg

China Eclipses U.S. as Biggest Trading Nation



Place the story on the matrix

LONG ISLAND CHANNEL REGION
Newsday

LIRR ridership up as officials predict near-normal commute



Place the story on the matrix

DAILY NEWS AMERICA

SEAL Team 6 member who killed Osama bin Laden recalls seeing brains of Al Qaeda leader 'spilling out over his face'



Place the story on the matrix

FOX BUSINESS
THE POWER TO PROSPER™

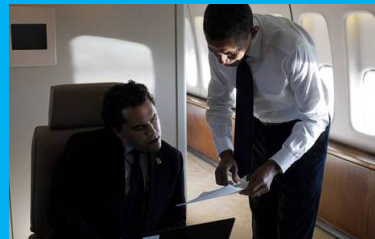
Markets Stall Near Multi-Year Highs



Place The Story on the Matrix

Los Angeles Times

State of the Union a sleepless frenzy for speechwriters



Place the story on the matrix

Ron Paul turns to UN agency for help in fight over namesake website

FOX NEWS
.com
Fair & Balanced



Factor 3: Audience

What It "Needs"
vs.
What It Wants

Audience-Driven



The Importance of the Customer in Making Decisions

Audience-Driven?



Striking a Balance

How the Internet Redefines "News Judgment"

The screenshot shows the 'Most Popular' section of The New York Times website, listing various articles under categories like 'Most Viewed', 'Most E-Mailed', and 'Most Blogged'.

Power shifts from editor to consumer

The New York Post and Daily News Slug it Out



Factor 4: Competition & Profit

Why Sports is Big News

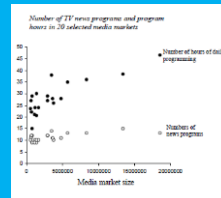


Factor 4: Competition & Profit


Is Competition Bad for the News?



Percent of Network News Devoted to Stories about Government and Foreign Affairs			
	1969	1981	1997
ABC	62%	57	42
CBS	55	60	40
NBC	58	59	27
Average	58	59	36



Factor 4: Competition & Profit



What is News and Who Decides? (You...sort-of)



Is There Too Much Bad News?

