

LECTURERS' ALERT Video considerations

-  bad_news3:09.wmv Shared Lecture 5 Videos
-  morningjoe2:19.wmv Shared Lecture 5 Videos
-  Obama Announce Bin Laden dead :21.mov S
-  TexasLabor2:58.wmv Shared

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

What is News



and Who Decides?

Morningjoe.wmv

What is News and Who Decides?

What is News?



January 22, 2013

A More Typical News Day: Differences In News Decisions



February 6, 2013



Housekeeping, Announcements & Notes

Extra Credit Event #2

Sandra Peddie

Pulitzer Prize Winning Investigative Reporter



8 p.m., March 6

SAC Auditorium

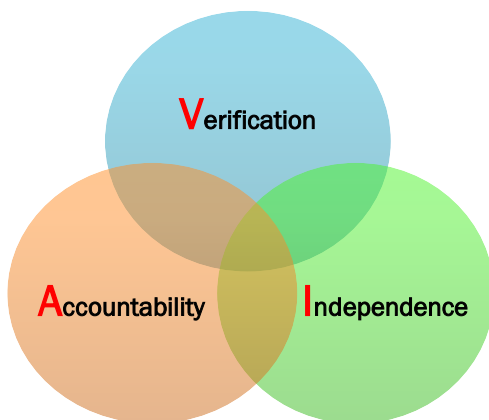
Tickets not required

News Matters!

*Which Matters Made
News on Your Homepage
TODAY?*

And

*What Course Concepts
Were on Display This Week?*



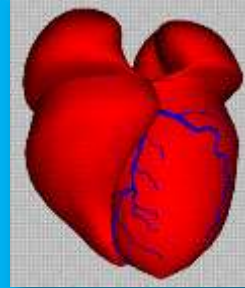
Definitions of News

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

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?)

Universal News Drivers



Prominence

Universal News Drivers



Prominence

Universal News Drivers



Universal News Drivers

BinLadenDeath.avi

Importance

Universal News Drivers

Texas Woman Induced Labor for Dying Husband to Hold Baby



TexasLabor.wmv

Human Interest

Universal News Drivers

The New York Times

Wonder Dog



Human Interest

Universal News Drivers

Wyatt Erber, Illinois Boy, Wins \$1,000 In Scavenger Hunt, Donates All To Sick Neighbor Girl

The Morning Post By Pam Clark
Posted: 08/22/12 5:20 pm (Updated: 08/22/12 11:46 pm)



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



Timeliness

Universal News Drivers



Timeliness

Universal News Drivers



Proximity

Universal News Drivers



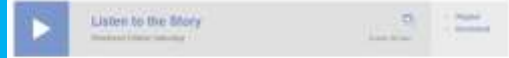
Success donation lets **STONY BROOK** stand for the stars
 New York has moved closer to creating a top-notch flagship for the state university system thanks to the generosity and advocacy of billionaire James Simons. Simons and his wife, Marilyn, are donating \$358 million to Stony Brook University, 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, 2012)

Magnitude

Universal News Drivers

New Gun Laws Still A Touchy Subject In Congress

February 21, 2012 8:49 AM



Conflict

Universal News Drivers

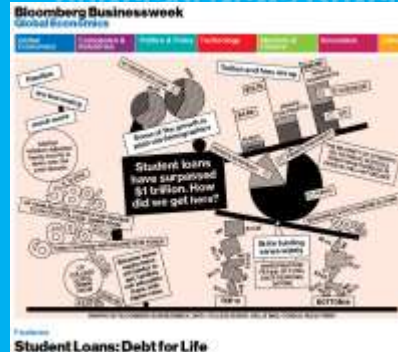
The Washington Post

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



Student Loans: Debt for Life

Relevance

Universal News Drivers

Live Leak

Papa Smurf and His Gang Wanted by Police



Peculiarity

The News Drivers, In Familiar Categories

WHO?

Prominence (it's news because of *who* is involved)

WHAT?

Importance (News and topics with great implications)

Human interest (People stories, may be more poignant than important)

Conflict (Clashes of people, institutions or ideas)

Change (Progress, regress)

Peculiarity (Unusualness – *Man Bites Dog*)

WHERE?

Proximity (How close to home? The local news driver)

The News Drivers, In Familiar Categories

WHEN?

Immediacy (Breaking news)

Commemoration (Looking back ... anniversary stories)

Timeliness (The calendar, with anniversaries or holidays or deadlines, is the crucial context of these stories.)

HOW MANY?

Magnitude (*How many?* Stories driven by surprising numbers)

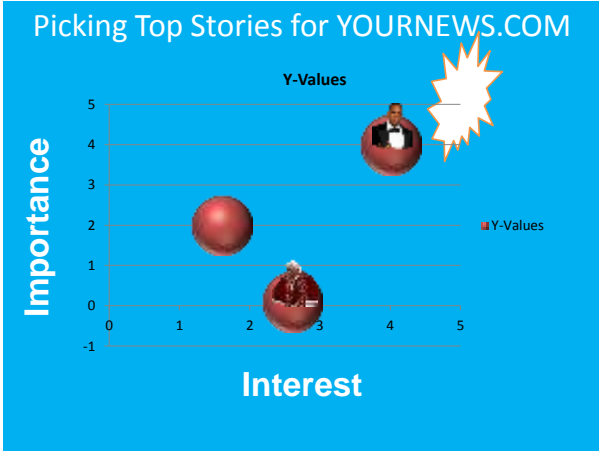
WHO CARES?

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



Place the story on the matrix

NEW YORK POST

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

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

Markets Stall Near Multi-Year Highs



Place the story on the matrix

the guardian

Mahmoud Ahmadinejad says Iran ready for nuclear talks with US



Place The Story on the Matrix

Los Angeles Times

State of the Union a sleepless frenzy for speechwriters



Place the story on the matrix

The New York Times

Malian and French Troops Reassert Control in Key City



Place the story on the matrix

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



Place the story on the matrix

Chicago Tribune

1 in 5 has credit report errors, FTC says



Place the story on the matrix

The New York Times

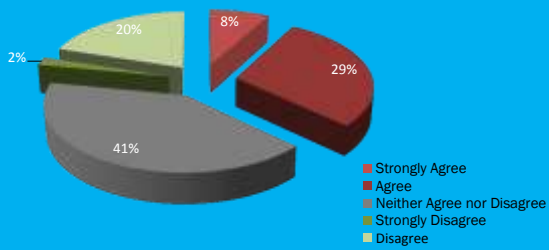
Rising Voice of Gun Ownership Is Female



"What Kind of News Organization ARE You?"



"Reality Check" asked if you agree that
The news media present too much bad news



Source: 2013 "Reality Check" student answers

Factor 3: Audience

What It "Needs"
vs.
What It Wants

Audience-Driven



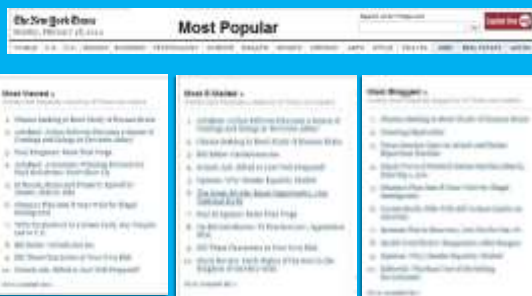
The Importance of the Customer in Making Decisions

Audience-Driven?



Striking a Balance

How the Internet Redefines "News Judgment"



Power shifts from editor to consumer

The New York Post and Daily News Slug it Out



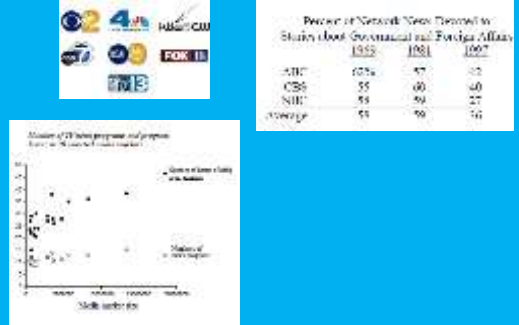
Factor 4: Competition & Profit

Why Sports is Big News



Factor 4: Competition & Profit

Is Competition Bad for the News?



Factor 4: Competition & Profit



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

