

What is News



and Who Decides?

Morningjoe.wmv

What is News and Who Decides?



September 17, 2013

A More Typical News Day: Differences in News Decisions

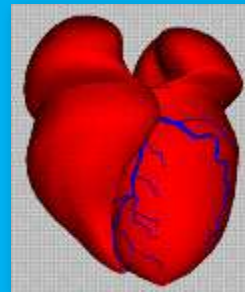


Definitions of News

Definitions of News: 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 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

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?

107Killer.wmv

107KillerTomo.wmv

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)



Universal News Drivers



UN Report Details Sarin Gas Use in Syria, but Doesn't Assign Blame



Importance

Universal News Drivers

DAILY NEWS

Dina Lohan arrested for DWI, speeding on Long Island

Description of breaking news coverage. Please refresh and scroll down to see the content of the article. You may wish to check the original story on our website for more information. All trademarks used are the property of their respective owners. © 2013 Daily News. All rights reserved.



Prominence

Universal News Drivers



Human Interest³

Universal News Drivers



Proximity

Universal News Drivers



Timeliness

Universal News Drivers

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Universal News Drivers



Magnitude
(driven by numbers)

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..."



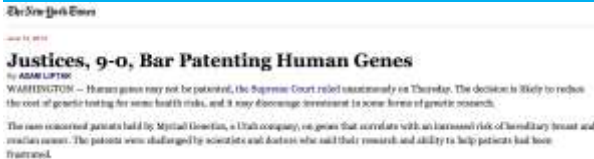
Russian President Vladimir Putin, in the New York Times



U.S. Senator John McCain, responding in Pravda

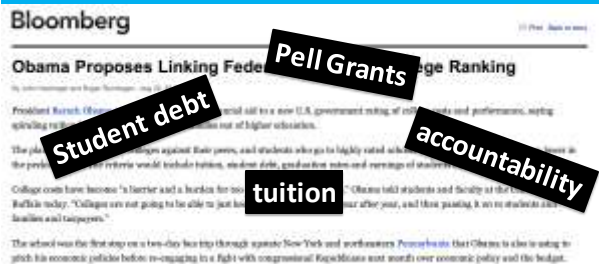
Conflict

Universal News Drivers



Change

Universal News Drivers



Relevance

Universal News Drivers

OUR LOWEST FARES
Buy Now — limited tickets — at our lowest price

Nonstop from \$926

United
We've reviewed the error that occurred yesterday and, in these specific circumstances, we will honor the tickets.

\$5

Unusual

More Drivers = Bigger Story



More Drivers = Bigger Story



Importance

More Drivers = Bigger Story



Magnitude
Importance

More Drivers = Bigger Story



Conflict
Magnitude
Importance

More Drivers = Bigger Story

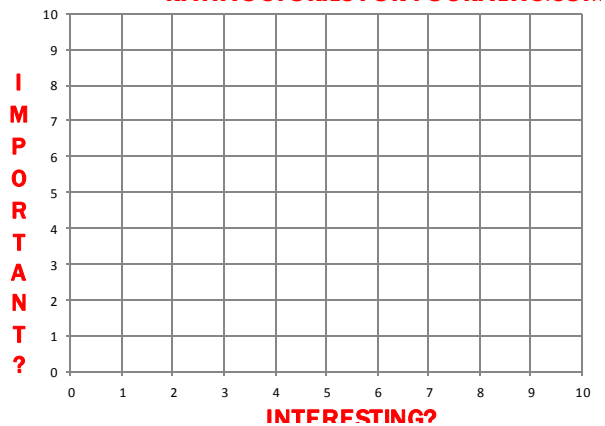


Proximity
Conflict
Magnitude
Importance

Factor 2: Editorial Judgment



RATING STORIES FOR YOURNEWS.COM



Interesting? Important? Place it on each axis



Interesting? Important? Place it on each axis

Voyager 1 leaving solar system matches feats of great human explorers
 Voyager 1 has left the bubble, by which I mean the solar system. A historic milestone in exploration has been reached and the hero is a spacecraft!



Interesting? Important? Place it on each axis

NEW YORK
 YANKEES METS KNICKS NETS JETS GIANTS RANGERS DEVILS BLUE COLLEGE

Yankees put Derek Jeter back on DL

By **William Matthews** | 12/19/11 at 10:00pm
 Updated December 12, 2011, 10:00 PM ET

MILWAUKEE — It has seemed more and more likely as the season wound close, but the New York Yankees made it official on Wednesday. Derek Jeter, general manager Brian Cashman announced that it was time to shut down and return to the disabled list, meaning said.

Cashman also ruled Jeter out for any postseason play in the event that the Yankees, who are tied games back in the race for the second AL wild card spot, wind up securing a playoff berth.

"I think it's important that we don't put him in position to have further setbacks," Cashman said. "So today I met with Derek and told him it's in what we've decided to do. Obviously it's not an easy situation to be in."

Interesting? Important? Place it on each axis

Oregon Looks at Way to Attend College Now and Repay State Later

By **HOWARD PEREZ-PENA**
 Published July 9, 2012

Going to college can seem like a choice between impossibly high payments while in school or a crushing debt load for years afterward, but one state is experimenting with a third way.

This week, the Oregon Legislature approved a plan that could allow students to attend state colleges without paying tuition or taking out traditional loans. Instead, they would commit a

Enlarge this image

Enough Said

- FACEBOOK
- TWITTER
- GOOGLE+
- SLICK
- E-MAIL
- SHARE
- PRINT
- WEBSITE

Interesting? Important? Place it on each axis



Fukushima Operator Dumps 1,000 Tons Of Polluted Water In Sea

Agencies France Press | By Reuters

Published 09/26/13 at 11:01 AM EDT | Updated 09/26/13 at 11:01 AM EDT

The operator of the leaking Fukushima nuclear plant said Tuesday that it dumped more than 1,000 tons of polluted water into the sea after a typhoon raged the facility.

Typhoon Man-yi smashed into Japan on Monday, bringing with it heavy rain that caused flooding in some parts of the country, including the coastal city of Kyoto.

The rain also leaked near the broken plant run by Tokyo Electric Power (TEPCO), swelling enclosure walls around clusters of water tanks containing toxic water that was used to cool broken reactors.

Some of the tanks were earlier found to be leaking contaminated water.

"Workers measured the radioactive levels of the water collected in the enclosure walls, pumping it back into tanks of an the facility were full," said a TEPCO official.

"What Kind of News Organization ARE You?"



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

Interesting...Important... to Whom?



The New York Post and Daily News Slug it Out



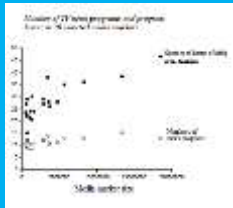
Competition & Profit

Why Sports is Big News



Competition & Profit

Is Competition Bad for the News?



Percent of General News Themed as Stories about Government and Foreign Affairs

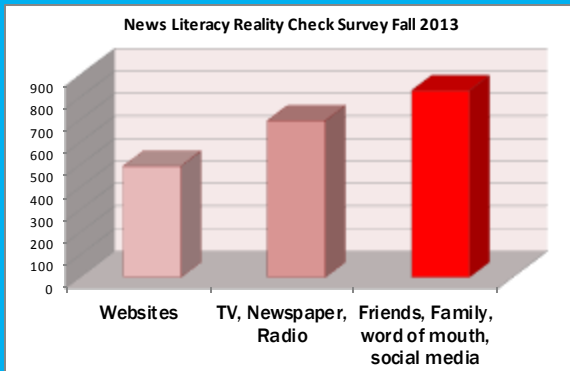
	1955	1981	1997
ABC	10%	8%	12%
CBS	5%	6%	10%
NBC	8%	9%	11%
Average	6%	8%	11%

Competition & Profit

Is the audience taking over?

Power shifts from editor to consumer

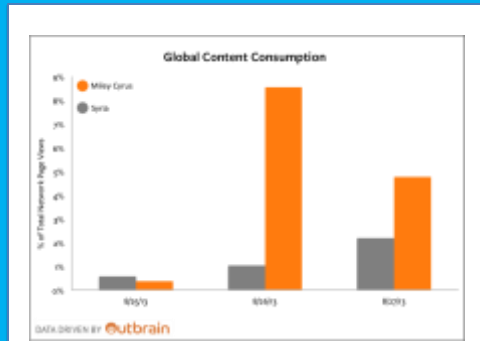
Where do YOU get your news?



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?

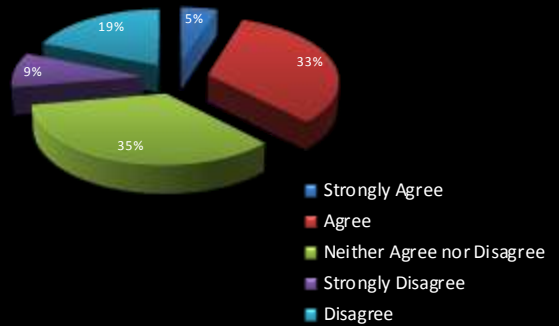


Is There Too Much Bad News?



Anne Murry Video

News Literacy Reality Check Survey Fall 2013
"The News Media Presents too much bad news."



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

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



Housekeeping, Announcements & Notes

Extra Credit Opportunity: An Evening With Watergate Reporter Carl Bernstein

October 15
SAC Auditorium
Doors Open 7:45 p.m.
Tickets, Free, at SAC Box
Office, are only available to
News Literacy students and
Journalism students.
No other students will be
admitted.



To receive extra credit, you'll watch "All The President's Men" in advance and answer a few simple questions about the film and Bernstein's talk.

