

What Makes News

Communications & Media

The criteria that decide which events become stories.

Selection criteria in routine use.

Raises news value

Timeliness and a clear news peg

Proximity to the audience

Scale of impact on real people

Conflict, or a decision in dispute

Prominence of those involved

Lowers it

Slow, cumulative change

No named victim or protagonist

Complexity that resists a headline

Distance from the audience

No new development since last time

News values describe practice, not merit. The biggest stories are often those that fail every criterion except importance.