NEWS DRIVERS make information into NEWS

**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)
- Unusualness (*Man Bites Dog*)

**WHERE?**
- Proximity (how close to home? The local news driver)

**WHEN?**
- Timelines (story’s timing makes it more newsworthy)

**HOW MANY?**
- Magnitude (how many – stories driven by numbers or quantity)

**WHO CARES?**
- Relevance (How wide is the story’s impact and audience?)