

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?

- **Timeliness** (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?)