

# Factors in Coverage of a News Story

- **Speed/Timeliness**

- Is it a breaking story? Is it important to get information out now? Are people waiting for immediate details?
- If not, is it an “evergreen” that can run anytime?

- **Importance**

- Is this a story that will have significant effects? Do you need to run it by multiple editors first, or lawyers?

- **Level of Detail**

- Accuracy is always important, but is it worth holding general story to include small details? How important are they?
- How much does audience already know about topic?

- **Depth**

- Do you have time to develop story beyond the basic facts and figures? Does the story warrant in-depth coverage over time?