

Elements of Newsworthiness

- **Timeliness:** News is what's new; it just happened and people need/want to know
- **Proximity:** Things that happen nearby or will have effects in your area are newsworthy
- **Prominence:** Audiences are interested in things that happen to celebrities, politicians or other well-known people
- **Impact:** Something that had, has, or will have long-reaching or significant effect is newsworthy
- **Conflict:** Can be physical or emotional; open or unseen conflict; people vs. people; people vs. nature
- **Oddity:** People are always interested in the unusual – the person, place, time, event, or context involved is out of the ordinary
- **Human Interest:** Audiences identify with others' achievements, struggles and quirks – usually entertaining or amusing
- **Shock Value:** Stories involving death, scandal, and other lurid or bizarre elements

Keep in mind about Campus Quirk story:

- Doesn't have to be a freak show, regardless of topic
- What **exactly** is unusual about it? Be clear and draw contrasts between what is considered "normal" and what makes this story unique
- What's your lead? Odd element or interesting individual?
- The stranger the topic, the better off you might be to just get out of the way
- Is the situation quirky or the person? Approach differently
- Is the topic unusual because of **what is known about it** or **what isn't known about it**?