

News Values

Newsrooms use many different processes and value judgements to assess whether to cover a story. The grid below includes a good summary:

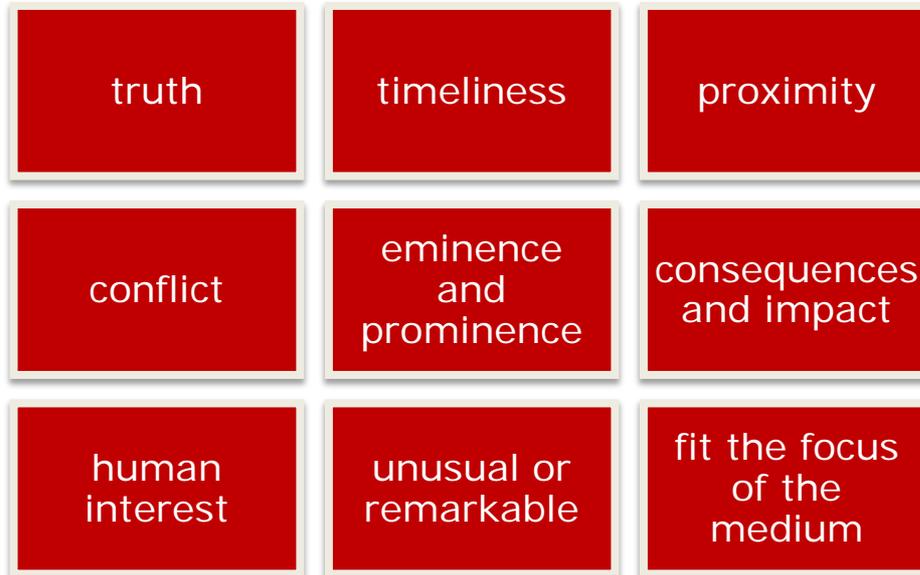


Diagram from McLean and Phillips, 2012

Travel story examples*

Truth: Statistics on international visitor numbers are released.

Timeliness: Advising media of a new hotel launch in time for them to attend and send a journalist or photographer, as opposed to sending a media release about the launch a few days later. (Also: fitting in with media deadlines; fitting in with themes which the media is focusing on currently).

Proximity: A series of new cycling tourism cafes has opened in eastern Adelaide and you pitch this to the local Messenger newspaper.

Conflict: Two leading tourism industry figures are having a public disagreement.

Eminence and Prominence: Nicole Kidman is staying at an Adelaide Hills B&B and says it's her favourite holiday spot.

Consequences: Changes to aviation laws will impact the number of international tourists able to fly into Adelaide Airport.

Human interest: Daisy Davison shares some stories from her 40-plus years as a fishing charter owner.

Unusual or Remarkable: A rare species of wallaby has 'set up camp' near a Flinders Ranges lodge.

Fit the focus of the medium: A fun new theme park has opened for adults only and you have an exclusive live-cross for The Project TV, with a TV star all ready to trial one of the rides on camera. (The medium is TV, radio, print online; also consider the brand of the media outlet and what type of stories they like to run).

**The examples above are fictional and have been provided to illustrate different news values.*

Information sheet developed for the SATC by

