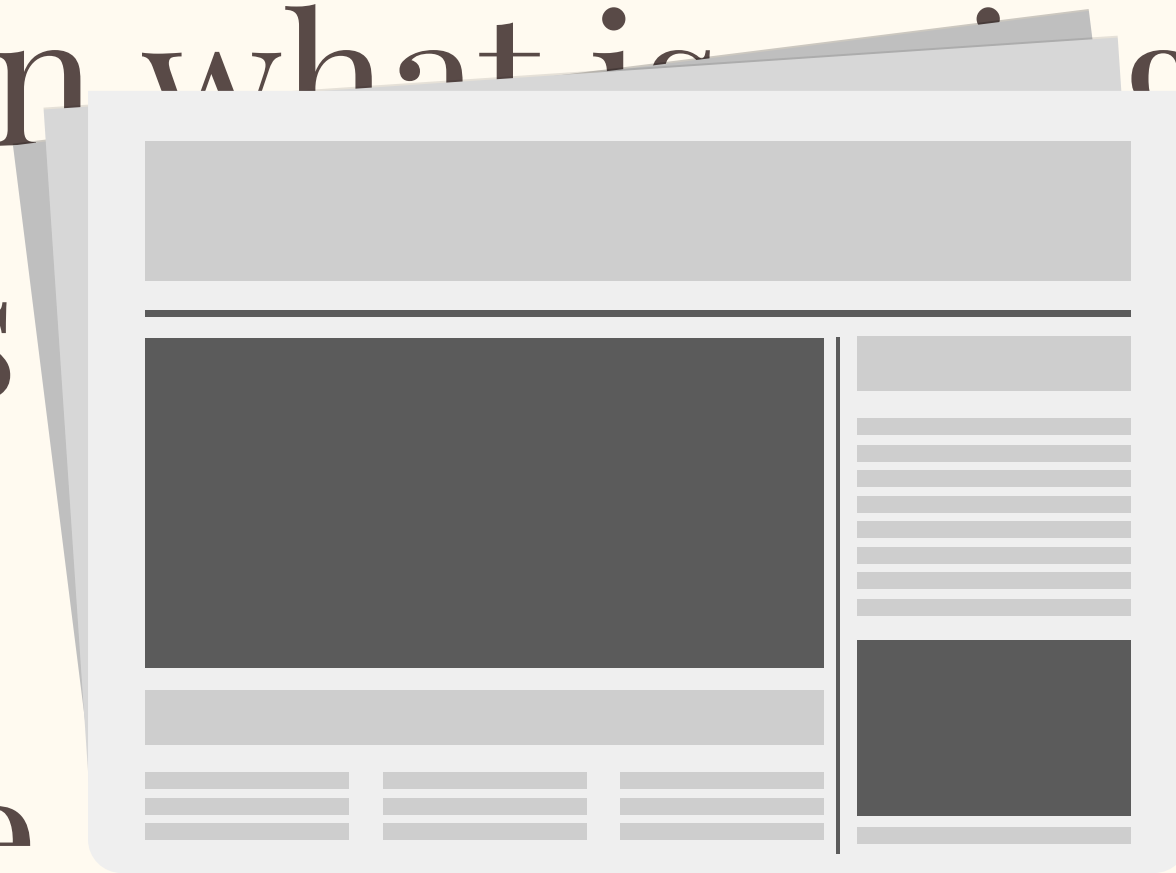


# NEWS WRITING



# What is news?

- Reports on what is going on
- It informs something
- Relevant
- Up to date
- Interesting



# Six golden rules of news

- **Timeliness/ timelessness**– preview NOT review
- **Proximity**– reason to be interested
- **Prominence**– importance of the topic
- **Impact/ consequence**– how many people are affected
- **Conflict**– people are at odds
- **Human interest**– stories are interesting or unique



A Venn diagram with two overlapping circles. The left circle is labeled 'Interesting' and the right circle is labeled 'Important'. The intersection of the two circles is shaded in a light orange color and contains the word 'News' in a bold, serif font. The entire diagram is enclosed in a rectangular frame with decorative corner elements.

Interesting

**News**

Important

# Story idea examples



- Grosse Pointe  
South's homecoming
- Queen Elizabeth's  
death
- Conferences



- Inflation affecting  
union prices
- New school rules
- No third floor  
bathrooms

# Audience

- News can appeal to many different audiences
- Old and young people all require the same news



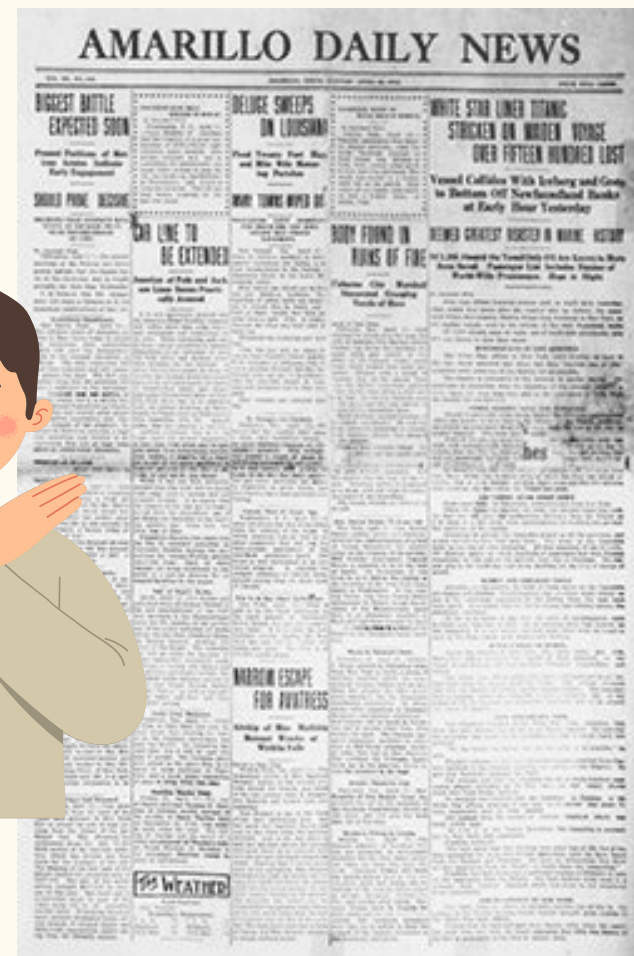
# So why don't young people read the paper?

- They may not have time to read, BUT, they do have time to interpret news in a different way

## Infographics



# News page examples



Art should be used to enhance a story, not just for decoration