

NEWSWORTHY

TOP TEN LIST



10. IMPACT





IMPACT-- REPORTER

- The Daily Breeze exposed corrupt local school superintendent
- CNN's Drew Griffin exposed VA Hospital cover-up of long wait times

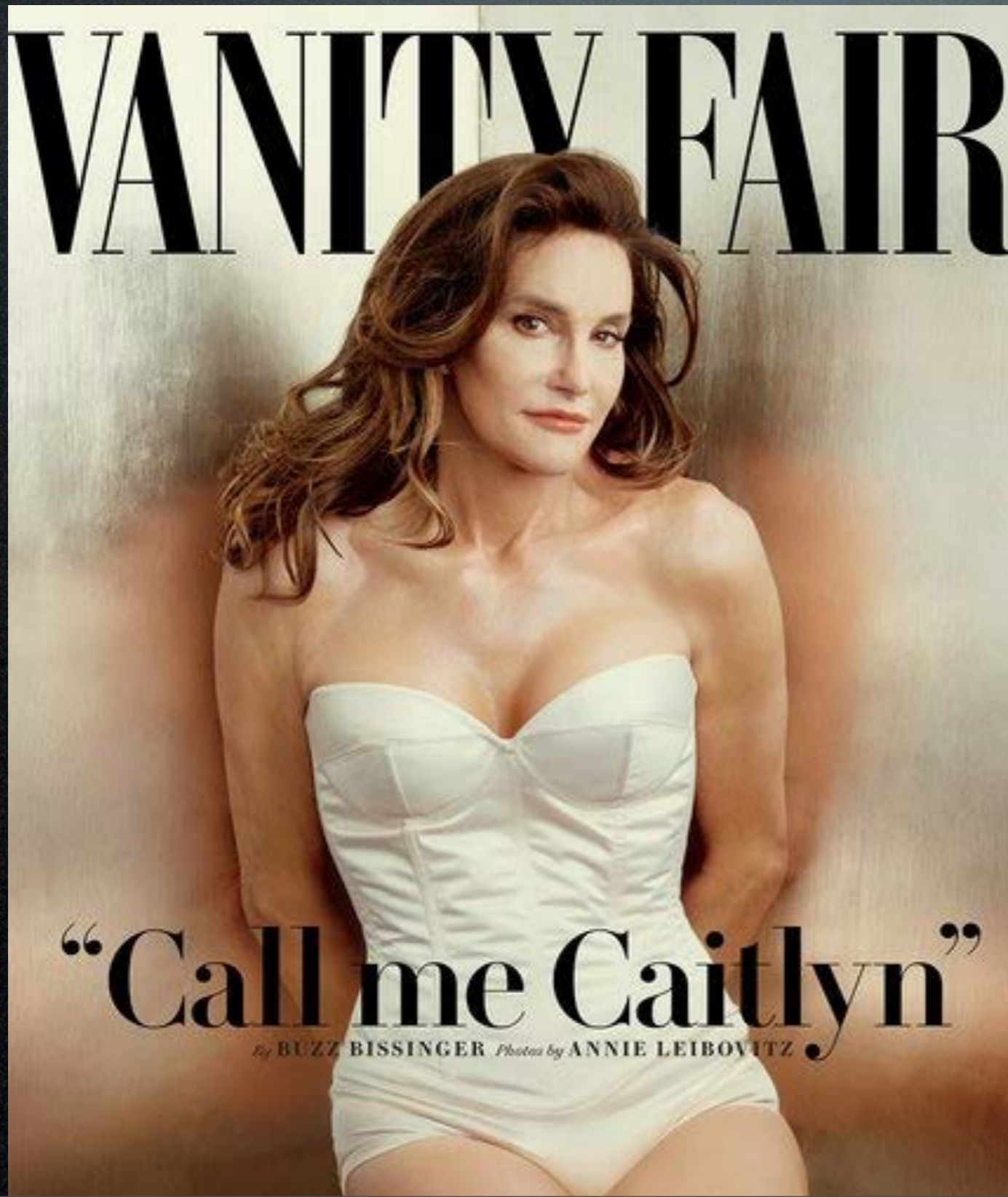
9. TIMELINESS

- News travels fast. How fast?
- Twitter Heat Map
- Lasts longer than expected

8. PROXIMITY

- Joe Biden visit snarls LA traffic
- UCLA water main break

7. PROMINENCE



6. NOVELTY (UNUSUAL)

5. CONFLICT

- war
- gay marriage
- Confederate flags
- abortion
- immigration
- police shootings

4. News You Can Use

- Tips for parenting, investing, dating, crime prevention, health, job hunting, you name it.
- Consumer advice about products, scams (ex Wired on Car Hacking)
- The Drought and You (ex KPCC)

3. Entertainment

- Arts
- Music
- Comedy

2. Trends

- Polls and research organizations
- Ex) Pew Social Trends
- Reporters dig for data
- Ex) Empty Desk Epidemic Chicago Tribune

1. HUMAN INTEREST

- Example: Profile of Mr. Winston by Bill Whitaker/CBS News