



Frequency

Long term event reported on regularly.

Size and scale

The bigger the event the more likely it is to be reported on.

Predictability

An event that was expected to happen- or anticipated.

Closeness to home

A news story that has relevance to Britain or could affect British people in some way.

Demand

An event we want to happen e.g. a royal/celebrity wedding.

Unexpectedness

Events that happen without a warning.

An event that rarely occurs

Something that is not predicted like an earthquake/tsunami.

Continuity

An ongoing story that has high news values.

Elite nations

Stories that involve powerful countries. They could be political or financial stories.

Elite Persons

A news story that involves someone people can relate to/admire such as a person in public eye/celebrity.

Ordinary Persons

A story about an ordinary person that might represent an issue or someone that provokes sympathy/approval or disapproval.

A negative story

Bad news sells.