***NEWS VALUES***

***News values are the elements of story that journalists have used for decades to quickly assess and determine whether an idea or event is worth sharing — and if so, how prominently.***

There are seven news values that journalists typically consider in order to make coverage choices, and any organization that produces content can apply them as a starting point and rule of thumb when assessing contributed content.

A story that hits on all seven of these news values would be incredibly compelling. But it is not necessary for a piece to check every box in order to be considered generally relevant. In fact, different organizations might place deep importance on certain values while considering others less important.

For example, a nonprofit that is focused on community issues might value stories about impact much more than it would stories about conflict. The important thing is that the organization has a shared understanding of the values that matter to its audiences.

These news values are a great tool for anyone who not only needs to decide what and when to publish but who also must explain to contributors why and how it must be done.

1. **Timeliness**

An event is more newsworthy the sooner it is reported.

1. **Proximity**

Events are more newsworthy the closer they are to the community reading about them.

1. **Impact**

Events are more newsworthy when they affect a greater number of people.

1. **Prominence**

Events are more newsworthy when they involve public figures.

1. **Oddity**

Events are more newsworthy the more out of the ordinary they are.

1. **Relevance**

Events are more newsworthy when they involve an issue that is top of mind in the public.

1. **Conflict**

Events are more newsworthy when they involve disagreement.