



WHAT IS NEWS?

There are probably as many definitions of news as there are people trying to define it. There are, however, certain elements journalists consider when examining an event.

IT IS NEWS IF...

- It has significance to the general public
- It is timely
- There is human interest
- It is unique or it is something new to the area
- There's nothing else going on that day

Along with the above points, there are two general "categories" of news to consider: "Hard News" and "Soft News."

Hard news is any fast-breaking item that has significant civic or political importance. These stories usually lead the evening news or are found in the main sections of the newspaper (Front section or Local section).

Some examples of Hard News are:

- Latest test scores released
- New/amended District policies
- Boundary changes
- Teacher(s) arrested
- Student(s) arrested
- Lawsuit(s)

Soft news is anything of a feature-type event, and usually offers an in-depth look or examination of students, programs or issues. While some people may feel their event is hard news, after examination, it may actually be soft news.

Some examples of Soft News are:

- Innovative teaching methods
- SRO involved in clubs/activities
- Teacher wins award
- Assemblies
- Class doing community service
- School debuts butterfly garden
- Award-winning band/club
- Students/teachers honored