What is News?

- News is anything that is of interest, significance, or importance to a number of people; and the best news is that which has the most interest, significance, and importance for the greatest number of people.

What determined news value?

- Timely happenings
- Contests for supremacy
- The strange, mysterious, or unusual
- Children and pets
- Matters concerning property, life, and well-being of fellow man
- Tradition and sentiment
- Hobbies and amusements
Local News Classification

- Crime
- Educational
- Political
- Social and Personal
- Commercial and industrial
- Miscellaneous

News Sources - 1917

- Railway station
- Post Office
- Clergymen
- Telephone Exchange
- Schools
- Rural Letter Carriers
- Justice of the Peace
- Physicians
- Newspaper Office
- Board of Health
- Fraternal Orders
- Town Council
- Community Clubs
- Local Factories
- County Officers
- Hotels
- Athletic Teams and Organizations
- Street

News Sources - 2004

- What are the common places to look for news today?
  - Turn to a partner and develop a list of three news sources.
  - Write these on a 3 x 5 index card
  - Put both of your names on the back of the card
Style in News

• Three Cardinal Principles of good news style
  • Clearness
  • Brevity
  • Incisiveness (clear and direct)

Fairness in Handling the News

• Generally unintentionally unfair
• Impartiality
• Printing all the news
• Tone – familiarity, sarcasm

News Proportion

• Small proportion for farm news
• Significant emphasis on town news
• Not local

Time Magazine, October 3, 2004
And the agency that licensed the technology to Emery is one of the most wide-ranging and innovative laboratories anywhere on the planet. Its name (don't laugh): the Agricultural Research Service (ARS). In its 50 years of existence, ARS has provided the genius behind a world of commercially successful products, including permanent-press cotton, Pringles, Lactaid and pretty much the entire frozen-food aisle.
Do you still agree?

• Farming is not the business merely of the farmer; in the last analysis it is the business of every one of us who live in the rural districts and in the small towns and cities

Farm News - 1917

• Livestock
• Hay and fodder
• Grain and fertilizer
• Dairying
• Drainage
• Labor-saving applications
• Cooperative labor-savers
• Buildings
• New Crops
• Scientific Farming
• Marketing gardening and fruit

Expert knowledge - 1917

• County agricultural agent
• Teachers of agriculture in high school
• Farmers institutes
• “short courses”
• Normal schools
• State University or Agricultural Colleges
• USDA
Community Welfare

- Housing conditions
- Food preparation
- Sanitary disposal of sewage
- Light / electricity
- Water
- Reducing waste
- Entertainment
- Rural church
- Rural schools