

2019-08-30

lead

- get to the interesting bits
- keep it short as possible without dropping the crucial details
- AP style: "4 p.m."

news judgment pdf

- guidelines to newsworthiness
 - timeliness
 - proximity
 - prominence
 - relevance
 - unusualness
 - conflict
 - human interest
- should be somewhat obvious if a story is interesting or not