

① In this paper, I am going to apply the criteria for newsworthiness to the *Chicago Sun-Times*, September 22<sup>nd</sup> 2016 newspaper, and *Marie Claire*, October 2016 magazine.

② The first criterion for newsworthiness is timeliness. Timeliness was evident in “31 more countries ratify Paris climate pact; 60 total,” “A Selfie on a Day of Peace,” “101 Ideas,” “COPA meeting called off,” “Patients Detail Doc’s Alleged Sex Assaults,” “\$50,000 bail set for priest facing child porn charge,” and “What We Love about October.” These stories were all examples of timeliness because each one highlighted the recent occurrence of the story, gave the latest developments, and provided the most recent information.

③ The article about climate change from the *Sun-Times* is a great example of timeliness because it mentioned that the event took place on Wednesday, the day before the newspaper was published. Another example of timeliness is the article about Peace Day from the *Sun-Times* because, as mentioned in the article, International Day of Peace was Wednesday September 21<sup>st</sup> 2016. A final example of timeliness is the article about the best looks of the season from *Marie Claire* because the magazine focused on autumn, the season at the time of the magazine’s publication.

④ There are differences in timeliness when comparing the *Sun-Times* and *Marie Claire*. Timeliness for the newspaper focused more on recent news, close to the day of publication, and the magazine focused more on seasonal news. This difference is because *Marie Claire* publishes monthly magazines, and the magazines are usually kept for longer periods of time by the consumer. The *Sun-Times* articles contain more immediate news because they publish daily newspapers. Therefore, it is necessary to provide current news events due to the greater time constraints that newspapers face.

5 The second criterion for newsworthiness is proximity. Proximity was apparent in “Tent City’s Tenuous Position,” “Broken Arrow,” “Behind the Cover: Beauty,” “Whole New Ballgame,” “Best to be Safe than Sorry,” “Keep pushing grad rates,” and “CPS says students safer now than five years ago.” Each of these stories were examples of proximity because they show physical proximity, which is news that is geographically close, and/or psychological proximity, which is news that can be related to by having shared interest in a topic.

6 The article about homeless people in the *Sun-Times* is a great example of physical proximity because the newspaper is Chicago-based, and the article was about homeless people in Chicago. This article could also be psychological proximity for compassionate people in Chicago who can relate to the story. Another example of physical proximity is an article about the ball park for the Chicago White Sox, a baseball team in Chicago, which showed physical proximity because the newspaper is Chicago-based. An example of psychological proximity is the article about beauty interests in *Marie Claire* because the article can appeal to readers who have a common interest in beauty products.

7 The difference in proximity when comparing the *Sun-Times* newspaper and *Marie Claire* magazine is that the *Sun-Times* mostly used physical proximity, meaning that the news articles mainly stay local to Chicago, enabling its primary audience to better relate to the news content. *Marie Claire* used more psychological proximity due to its readership, and aims its content toward a national audience who care about beauty and fashion, which is essentially appealing to those with similar interests to the magazine. Proximity is about bringing the story home to the reader, and being able to relate to the story either through physical proximity, psychological proximity, or both.

8 The third criterion of newsworthiness is prominence. Prominence was clear in the stories, “Price to Pay,” “Few answers, but plenty of speculation,” “New Ground,” “What Nina Loves,” “Cutler’s Gripping Drama,” “Charlie Day, Ice Cube man up and throw down,” and “Lester, Hendricks lined up for NLDS.” All of these examples portray prominence by using well-known people and celebrities in the articles of the magazine and newspaper. The well-known people may not all be role models. For example, they could be a murderer known in a popular court case. Regardless of the type of well-known person, they are more likely to be newsworthy, and are more likely to be the subject and source of news.

9 The article about Rahm Emanuel paying for a police plan is on the front cover of the *Sun-Times*, and includes his picture. Rahm Emanuel is the mayor of Chicago, and is an example of prominence because he is a well-known government official in the area. Another example of prominence is the article about Angelina Jolie and Brad Pitt in the *Sun-Times*, because they are a famous celebrity couple and are easily recognized due to having greater access to the media on regular occasions. A final example of prominence is a Q&A article with Kate Spade in *Marie Claire*. Kate Spade is a famous designer who is likely well-known by most of the magazine’s readers.

10 The differences in the newspaper and the magazine when comparing prominence is that the *Sun-Times* mostly used familiar local people because of the type of news that the newspaper prints, and the area where it is based. *Marie Claire* mostly used famous celebrities who its readers recognize and who are associated with the theme of the magazine. Both the newspaper and magazine aim to attract its audience, but due to having different styles, they usually use people who are best suited for its content.

⑪ The fourth criterion of newsworthiness is consequence. Consequence is apparent in “Current CTU vote on strike not private,” “CPS says students safer now than five years ago,” “Postman turned pot man charged with delivering drugs,” “Major Beauty Secrets,” “Divided Fed Holds Off,” “Broken Arrow,” and “Price to Pay.” Consequence depends highly on the audience, and the extent of the consequence also depends on the reader. A story that may be extremely consequential for one group of people may have no impact on another.

⑫ The article about the Chicago Teacher Union (CTU) strike in the *Sun-Times* is an excellent example of consequence for the readers who are affected by the strike, such as teachers and parents. Another example of consequence from the *Sun-Times* is the article about students being safer because the story focused on students in Chicago’s public schools, and their safety. This story may have an impact on those who have children attending a public school in Chicago, and therefore, the story has more consequence. A final example of consequence is the article from the *Sun-Times* about a postman selling drugs in Chicago. This story has a high consequence and impact for those who were on this postman’s route when he was delivering drugs along with mail, and may have an impact on those in the surrounding area because drugs were involved, and now those people need to have more awareness in their neighborhoods.

⑬ The difference between the newspaper and magazine in regards to consequence is that newspapers usually concentrate its stories on the metro area. The magazine is national, and it focuses on people with the same interests. The audience is key in both the magazine and newspaper stories, and depends on if the story matters to the reader. For example, fashion matters to people reading a fashion magazine such as *Marie Claire*, thus, the consequences of this subject matters.

14 The fifth criterion of newsworthiness is human interest. Human interest is evident in “Little Village Popsicle Vendor in Online Photo gets Big Donation,” “Tension Explode in Charlotte,” “Who We Love,” “Cross-Country for a Date,” “2 Kill Each Other in Shootout,” “Kerry wants aircraft over Syria grounded,” and “King applauds athletes for taking a stand.” These stories all relate to human interest because they are designed to appeal to the reader’s emotions.

15 The article about the popsicle vendor in Little Village, a neighborhood in Chicago, is light news that may appeal to a reader’s emotions. The elderly man who sells popsicles won a prize, which can stir a positive reaction for the reader. This story could also be physical proximity if the reader lives in the same neighborhood. Another example of human interest is the story about riots in Charlotte, North Carolina. This story from the *Sun-Times* is heavy news because it is more serious, and the story could evoke many emotions depending on one’s feelings toward the situation. A final example of human interest is the article about a woman who crosses the world to find sustainable design inspiration from *Marie Claire*. This story may be light or heavy news depending on the reader. It could be light news for somebody who feels happy that a person is making the effort to find sustainable material, or it could be heavy news to somebody who feels strong emotions toward the issue of sustainability.

16 The difference in human interest when comparing the *Sun-Times* and *Marie Claire* is that one would usually find stories containing hard news in newspapers because the stories are often more serious than those found in beauty and fashion magazines. However, human interest also depends on the audience, given what the reader considers light or hard news. Light news is mostly found in magazines such as *Marie Claire*, but that does not mean that light and hard news

cannot not be found in both the newspaper and magazine. Human interest depends on what appeals to the reader's emotions.

17) The sixth criterion of newsworthiness is economics. Economics is vibrant in Kate Hudson on the cover of *Marie-Claire*, "One Week with Chelsea," "Facebook, Twitter want your vote," "Ricketts family members give \$1 mil. to help Trump," subscription options to *Marie Claire* magazine, *ABC7* weather, "A safe passenger worker watches students arrive," "Neb. Politician was consensus," and "Texas country approves \$1.8M Bland settlement." All of these examples utilize economics by providing ways to make and save money. Like most media, both the *Sun-Times* and *Marie Claire* look for these aspects within economics, especially during a time of declining purchases for print media.

18) When looking at ways to make money, *Marie Claire* is a good example because it features the famous actress, Kate Hudson on the cover of its October magazine. This tactic is a way to entice people to buy the magazine due to their interest or curiosity in the famous actress. *Marie Claire* also has an exclusive article, "One Week with Chelsea," which is a reporter writing about their week following Chelsea Clinton during the presidential campaign. This approach is a way to make money because it also intrigues the audience to buy the magazine, especially those with an interest in politics and the Clinton family. Newspapers and magazines save money by using several techniques that include cross-promoting, re-printing articles, using Associated Press, provided pictures, and many more. An example of re-printing is when the *Sun Times* uses articles that are written by *USA Today*, which saves the newspaper time and money.

19) These factors of economics prove that news does not exist as a public service, but instead to make money. Not wasting news content is important because by conserving articles and

pictures, it can help the news industry in the long-run. If it is possible to use news syndicators and re-print articles, it will help the newspaper and magazine to save money. Having well-known people displayed on the cover of the magazine or the front page of the newspaper can stimulate desire and help to increase sales.

(20) In conclusion, I found that many of the news criteria overlapped with one another. This deduction then brought my attention to market research and the importance of this function to use appropriate news content in order to reach a target audience. Market research is also important in order to satisfy consumer needs and preferences. Therefore, consumer behavior plays a role in the creation of magazines such as *Marie Claire*, and newspapers such as the *Sun-Times*. Demographics are significant in the process of making the news mediums newsworthy. One crucial result of meeting the criteria demanded by the readers is the continued support of the publication through customer purchase, which as previously mentioned, is needed during the continuing difficulties for print media.