

WHAT IS JOURNALISM?

Journalism is the collection, preparation and dissemination of content by those professionally trained in the gathering of information.

By the early 1900s, the profession of journalism was growing in credibility because of its role as a watchdog of government and a monitor of the actions of consequential people and institutions that impact society. It's values of truth and integrity, though not always fully realized, still serve today as its foundation, guaranteed in the 1st Amendment to the U.S. Constitution.

There are many types of professional journalism.

Primarily, journalists subscribe to reporting as impartial observers and objective communicators of events and issues. However, advocacy journalism also exists in which the reporter is biased about a topic and strives to inform with a particular perspective. Both are legitimate forms of journalism, as long as the advocacy journalist informs the audience of one's partiality in the content being reported.

How do journalists across all media decide what goes on the print or digital front page or what story opens a radio and television newscast?

Journalists use criteria often referred to as **news values**. These news values help determine how relevant a story is to a particular audience.

The more news values that exist on any topic, issue or event, the more likely it is to be considered important news. There are also other factors involved that include owners' opinions, audience preferences or community standards. As consumers, it is our responsibility to understand the importance of journalism in expanding knowledge. We must also recognize the complexities journalists face when communicating information and events.

NEWS VALUES

Consequence

How important is the story to the audience?

Human Interest

Does the event display tragedy, inspiration or triumph?

Prominence

Does the story involve well known people or organizations?

Proximity

Did the event occur within or impact the people within the news coverage area?

Timeliness

Did the event occur recently?

Uniqueness

Is this a rare or unusual occurrence?

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THE EXPOSITION.

We re-publish the following extracts from Commissioner Whitney to the *Register*, from the Paris Exposition, will be read with interest. He says: "In four particulars we excell beyond com-

The One Right Way.

The gradual exhaustion of single standard money in the East, due to the locking up of available gold in the treasury, together with the tightening band which is slowly but surely smother-

Not to be Trifled With.

(From Cincinnati Gazette)

Will people never learn that a "cold" is an accident to be dreaded, and that when it occurs treatment should be promptly applied? There is no knowing where the trouble will end; and