Grimes' Second Law:
The News Formula

$$N / Di(prx) \ x \ I \ x \ Du \ x \ T \ x \ R \ x \ P \ x \ Cf/Cr \ x \ Ch \ x \ Hypcrsy \ x \ U \ x \ Factor \ X =$$

equals

News Value

N (*number of people* affected by event, issue, policy) <u>divided</u> by **Di** (the *physical distance* those people are from the news organization's home community—Baghdad and Syracuse, for example. Also considered the *PRX* or *PROXIMITY* to the news organization's home community. Or the *emotional or psychological distance* between the subject and the reader – say, a welfare mother and an affluent suburbanite). The closer the event or person is – geographically or emotionally, the higher the news value. All factors are <u>multiplied</u> by those that follow. Here you <u>multiply</u> by **I** (the *intensity of the effect*, such as death being a more intense effect than injury, or injury more intense than damage to property) <u>multiplied</u> by **Du** (the *duration of the effect*, such as the longer-lasting effect of an atomic bomb or tsunami, compared to a temporarily closed bridge) <u>multiplied</u> by **T** (the *timeliness* of the event – today, yesterday, last year) <u>multiplied</u> by **R** (the *rarity* of the event, issue, policy. An atomic bombing is rarer than a hurricane; a hurricane is rarer than a thunderstorm; a "First" – as in "first Hispanic as U. S. Attorney General" or "first woman or African American as Secretary of State" – has high rarity value) <u>multiplied</u> by **P** (the prominence of the people involved, as a plane crash in which one of the passengers is the president compared to a senator) <u>multiplied</u> by **Cf/ Cr** (the *conflict or controversy* surrounding the event) <u>multiplied</u> by **Ch** (the *change* – and its degree – from the usual or normal) <u>multiplied</u> by the **Hypcrsy** (*hypocrisy* – people saying one thing/doing another or contradicting their public image**s** – always has high new value, especially for politicians) <u>multiplied</u> by the **U** (the *usefulness* to the audience of the information) <u>multiplied</u> by **Factor X** (such *variables* as sex, money, children, pets, human interest, a slow news day when nothing else is going on – or an editor's whim).