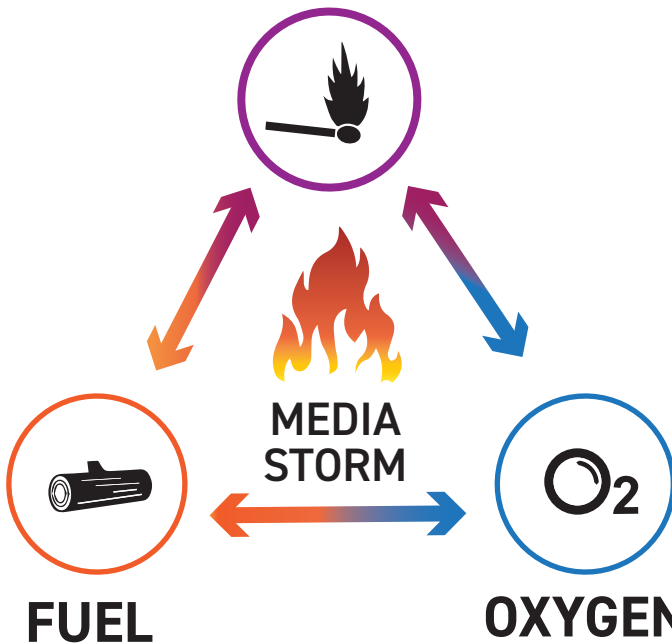


# Media Storm Fire Triangle

## HEAT *EVENT*

- perceived newsworthiness of the event (sensationalism, conflict, population affected, unexpectedness, etc.)
- photo/video/audio evidence



- recent similar news media coverage
- a way of framing the event that resonates with current conditions

- attention from outside the news media (activists, politicians, the public, etc.)
- current agenda capacity of the news media