News Scorecard

Fill in one sheet for each newscast or newspaper. Analyze each story and place a hatch mark in the appropriate blank .When you're done, add the marks and write the total in the ( ) at the end of the space.

Date of newscast/paper _____ News organization _____ Newscast time or edition _____

1. Put a mark next to the single topic that best matches the primary <u>subject of the story</u>:
a. Core Topics:

Politics/government	( )	Major fires/accidents	( )
Natural disaster	( )	Weather	( )
Education	( )	Social trends	( )
Economics/business	( )	Consumer reporting	( )
Crime/justice/prison	( )	Military	( )
Health	( )	Science/technology	( )
Environment	( )		

Total core topic stories __; Total points (# stories X 2 points each) _____

b. Peripheral topics:

Celebrities' lives/deaths/arrests	( )	Sports	( )
Lesser fires/accidents	( )	Human interest	( )
Other stories	( )		

Total peripheral topic stories = Total points (1 point each) _____

2. Knowledge impact? Mark **High** if the story is mostly "big picture" reporting -- about issues, ideas, themes or patterns of events affecting more than 10,000 people in a direct, lasting (longer than 6 months) way, i.e. reporting that's more about the forest than the individual tree; Or **Low** if it's mostly "snapshot" or episodic, reporting of a specific event affecting fewer people in a direct, lasting way. (See instructions for more detail.)
   High _____( ) **Low** _____( ) **Not sure** _____( )
      Give 3 points for each high knowledge impact story (# High X 3) ____
      Not sure, give the story 1.5 points (# Not sure X 1.5) ____   Total points _____

3. Named sources: Were *three or more* named persons quoted in TV, *five or more* in print?
   Yes _____( )   **No** _____( )
         Give 2 points for each adequately sourced story (# Yes X 2) ____

4. Gender diversity of named sources?
   Female _____( ) **Male** _____( ) **Don't know** ____( )
         Ratio female to male =____/_____

5. (TV only) Apparent racial/ethnic diversity: Place a mark for each named on-camera source in newscast.

African	( )	Native American	( )
Asian	( )	Middle Eastern	( )
Euro/Anglo	( )	Other	( )
Hispanic/Latino	( )	Couldn't tell	( )
Pacific Islander	( )		

Ratio: Euro/Anglo to others ___ /____   Under-represented groups_____

Newscast/paper quality score: _____ Diversity assessment _____
Quality = total points from questions 1-3 divided by total # of stories. Diversity (see instructions)