### 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 subject of the story:**
   a. **Core Topics:**
      - Politics/government
      - Natural disaster
      - Education
      - Economics/business
      - Crime/justice/prison
      - Health
      - Environment
      - Major fires/accidents
      - Weather
      - Consumer reporting
      - Military
      - Science/technology
      - Social trends
      
      **Total core topic stories __; Total points (# stories X 2 points each) ________**

   b. **Peripheral topics:**
      - Celebrities' lives/deaths/arrests
      - 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________

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**Newscast/paper quality score: ________ Diversity assessment ________________**

*Quality = total points from questions 1-3 divided by total # of stories. Diversity (see instructions)*