

F.C.C. News Scorecard

Fill in one sheet for each newscast evaluated. After identifying the newscast, watch each story, then stop the tape and go down the page and place tick marks in the appropriate blanks. When you're done, count the tick marks and place the total within the parentheses.

(Optional: your name _____ hometown _____ e-mail _____)

Newscast Date _____ Station call letters _____ Metro area _____ Time of broadcast _____

1. Put a mark next to the single topic that best matches the primary subject of the story:

a. Core Topics:

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

b. Peripheral topics:

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

2. Local concerns: Was this story gathered or directly concerned with a local issue (within your metropolitan area, e.g. SF Bay Area, Monterey Bay Area, or affects whole state through state gov.) Place one mark for each story in either of the following:

Yes _____ () No _____ ()

3. Knowledge impact: Mark **High** if the story is mostly "big picture" reporting -- about issues, ideas, themes or patterns of events, 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. Place one mark for each story.

High _____ () Low _____ ()

4. Named sources: Were three or more named persons quoted? Place one mark for each story.

Yes _____ () No _____ ()

Continue only for stories marked local in Q.2

5. Gender diversity of named local sources:

Males _____ () Females _____ ()

6. Apparent racial/ethnic diversity: Place a mark for each local source in the newscast.

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

7. Occupation of local sources: Place a mark for each local source in the newscast.

Government official/spokesperson (from local to international)	()
Business spokesperson	()
Academic (including K-12)	()
Community/non profit organization spokesperson	()
Non-affiliated individual (e.g. person on the street)	()

When you have completed this form for all stories in the newscast, you can either fax it to Media Alliance at 415-546-6218 or fill in our tally form on Survey Monkey to send the data electronically www.surveymonkey.com/s.asp?u=19022544975. Questions: TelltheFCC@media-alliance.org.

Results will be posted both on the Media Alliance (www.media-alliance.org) and Grade the News (www.gradethenews.org) Web sites. Please attend the July 21 FCC Hearing at the **Monterey Conference Center, Steinbeck Forum, 1 Portola Plaza, Monterey, California 93940. Time: 5:30 p.m.**