

## 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:

#### 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) \_\_\_\_\_

#### 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** \_\_\_\_\_ ( )

Enter numbers for each story, separated by commas. 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)