

Campaign '04 News Scorecard

Fill out one scorecard for each taped newscast. Pause the tape only after each election-related story, answer questions 1 & 2. Re-start tape and repeat. Tally the time totals and answer questions 3 and 4.

Newscast date _____ Station call letters _____ Metro area _____ Time newscast begins _____
 [Optional: your name _____ hometown _____ e-mail _____]

1. What was the topic of the story? Choose one and place the story's time in minutes and seconds (e.g. 1:35 for a minute and 35 seconds) in one of the blanks under the topic, starting with story #1.

Story topic	
Predominantly horserace coverage (polls, strategy) Time: story #1 : 2 : 3 : 4 : 5 :	_____ : _____
Predominantly issues (candidate positions, profiles, endorsements) Time: story #1 : 2 : 3 : 4 : 5 :	_____ : _____
Predominantly logistics (voter registration level, vote counting technology, info. on voting) Time: story #1 : 2 : 3 : 4 : 5 :	_____ : _____
Predominantly analyses of political ads (fact-checks) Time: story #1 : 2 : 3 : 4 : 5 :	_____ : _____
Other campaign reporting Time: story #1 : 2 : 3 : 4 : 5 :	_____ : _____

2. Which electoral contest was the story about? Choose one and place the story's time in minutes and seconds (e.g. 1:35 for a minute and 35 seconds) in one of the blanks under the topic, starting with story #1. (Skip, if no category is appropriate, e.g. voting logistics.)

Contest	Total time
President/v.p. Time: story #1 : 2 : 3 : 4 : 5 :	_____ : _____
U.S. Congress Time: story #1 : 2 : 3 : 4 : 5 :	_____ : _____
State legislature Time: story #1 : 2 : 3 : 4 : 5 :	_____ : _____
Local officials (county supervisors, city council, mayor, judges, school board, other local boards) Time: story #1 : 2 : 3 : 4 : 5 :	_____ : _____
Propositions and ballot measures (state and local; fill in prop. number or letter)	
Prop ___ Time: story #1 : 2 : 3 : 4 : 5 :	_____ : _____
Prop ___ Time: story #1 : 2 : 3 : 4 : 5 :	_____ : _____
Prop ___ Time: story #1 : 2 : 3 : 4 : 5 :	_____ : _____
Prop ___ Time: story #1 : 2 : 3 : 4 : 5 :	_____ : _____
Prop ___ Time: story #1 : 2 : 3 : 4 : 5 :	_____ : _____
Prop ___ Time: story #1 : 2 : 3 : 4 : 5 :	_____ : _____
Prop ___ Time: story #1 : 2 : 3 : 4 : 5 :	_____ : _____
Prop ___ Time: story #1 : 2 : 3 : 4 : 5 :	_____ : _____

3. If one or more special broadcasts about the campaign are announced during the newscast, note their date and time here: Date _____ Time of broadcast: _____ ; Date _____ Time _____

4. Tell us about anything the station did particularly well or poorly: _____
