

Television Station: \_\_\_\_\_  
 Coder: \_\_\_\_\_

Newscast Date: \_\_\_\_\_

**DO NOT CODE TEASERS, SPORTS, STOCK REPORTS OR WEATHER. FOR A STORY TO BE CODED AS DIVERSE, THE NEWSCASTER MUST SAY ONE OF THE WORDS FROM THE DIVERSE POPULATIONS LIST.**

	<u>Story Description</u>	<u>Story Code</u>	<u>Controversial Issue#</u>	<u>Diverse</u>
<b>Lead</b>	1. _____	_____	_____	_____
	2. _____	_____	_____	_____
	3. _____	_____	_____	_____
	4. _____	_____	_____	_____
	5. _____	_____	_____	_____
	6. _____	_____	_____	_____
	7. _____	_____	_____	_____
	8. _____	_____	_____	_____
	9. _____	_____	_____	_____
	10. _____	_____	_____	_____

**Codes for Types of Stories**

- a. About the Law: Story questions the legality/illegality of something
- b. Accidents, Calamities, Disasters: Includes natural disasters & those instigated by humans
- c. Agriculture: Farming, farm prices & economic aspects of agriculture
- d. Computers: Story about the Internet, software programs, etc.
- e. Consumer Self-Help: Story provides guidance to consumers about a product
- f. Court Issue: A story about a current or past court case
- g. Crime: Story about crime (e.g., stabbing, suicide, gun shooting, robbery, etc.)
- h. Economic Issue: A story related to economics or the economy, prices, money, inflation, cost of living, economic growth, development, unemployment, taxes, budget deficit.
- i. Education: Story about education, schools, etc.
- j. Entertainment/Arts: Story about entertainment, music, arts, and/or amusements
- k. Environment: Story about an environmental issue
- l. Government/Legislation: Story about public policy issues, activities of governmental bodies, etc.
- m. Health/Medical: Story related to health and/or medical issues
- n. Human Interest (general): Story about animals, cute children, ground hog day, etc.
- o. Human Interest (personality): Story about a person that would interest others
- p. Other: Story does not fit clearly into any other category
- q. Politicians/Elections: Story about a politician and/or an election or campaign in which the general public can vote (e.g., local, state, national)
- r. Poverty/Homelessness: Story about poverty and/or homelessness

## Local Television News

- |    |                            |   |
|----|----------------------------|---|
| s. | Race Relations:            | Story about race relations, treatment of minorities, etc. |
| t. | Religion/Churches:         | Story about religion, religious issues, churches, etc.    |
| u. | Science and Invention:     | Story about science other than health and medicine        |
| v. | Transportation and Travel: | Story about D.O.T., transportation and/or travel          |

**Codes for Controversial Issues: (as identified in November 1999 by a random sample of Eau Claire registered voters)**

1. **Annexation of Hallie**
2. **Arena/Convention Center** (financing of).
3. **Boyd School**
4. **City Council** (not listening to voters, using positions for personal gain, discontent, corruption, Mihalov, Markquart).
5. **City/Government Budget**
6. **Commercial and Residential Development** (Target/Menards, London Square Mall, Gateway Industrial Park, urban sprawl, too much building of stores, business development, commercial/residential land use, city planning).
7. **Crime Control** (hiring police and firefighters).
8. **Educational Issues** (Memorial/North test scores, educational quality, school safety, school budgets, school board issues, school violence, corruption, school rehabilitation program, lack of interpreters in school).
9. **Employment** (wages, minimum wage, low wages, employment).
10. **Environmental Issues** (Seven Mile Landfill, non-smoking ban in restaurants).
11. **Guns** (concealed weapons, handgun control).
12. **Health Care** (Medicare, senior citizens, hospitals, health care).
13. **Highway 53 Bypass**
14. **Homelessness**
15. **Local Media** (stories about politicians, coverage and credibility of media).
16. **Milk Price Reforms**
17. **Religion** (Jesus Christ, Christian right extreme view on politics).
18. **Sports** (Packers, local high school competition).
19. **Stanley Prison**
20. **Street Improvements/Road Construction**
21. **Taxes** (property, sewer taxes, taxes).
22. **Traffic** (congestion, road rage, dangerous drivers).
23. **Use of Half Moon Lake** (Ski Sprites).
24. **Values and Ethics** (pro-life, euthanasia).
25. **Welfare**
26. **Other** (Y2K, county board members, evolution, Banbury Place stinks from a rubber plant, Bellinger, organized arts community, gas prices).

**Codes for Diverse Populations**

- |    |   |                                       |  |
|----|---|---------------------------------------|--|
| AI | = | American Indian:<br>(Native American) | Bad River Chippewa, Potawatomi, Ho-Chunk, Lac Courte Oreilles, Chippewa, Lac du Flambeau Chippewa, Menominee, Oneida, Red Cliff Chippewa, Sokaogon of Mole Lake, St Croix Chippewa, Stockbridge-Munsee |
| HM | = | Hmong                                 | Southeast Asian  |
| AA | = | African-American                      | Black  |
| HS | = | Hispanic                              | Spanish, Mexican-American, Latina/o, Chicana/o   |