

CULTURAL INDICATORS
NEWS STORY CHARACTERISTICS

____|____|____|____| Newscast ID Name of the newscast _____
____|____|____| Program ID for the News Story
____|____| Coder ID

Description

Relative position of the story within the program.(circle)

1=first 1/3 of broadcast

2=second 1/3 of broadcast

3=third 1/3 of broadcast

4=other. Explain _____

____| 5. News Format

____| 6. Report Format

____|____|____|____|____| 2. Name of the anchor

____| 7. Tone/Infotainment value

____|____|____|____| 8. Location of event - NAT

____|____|____|____|____| 3. Name of reporter #1

(write in) _____

____|____| 9. Location of event - STATE, US Only

____|____|____|____|____| 4. Name of reporter #2

(write in) _____

____| 10. Setting of event

TOPICS

____| 11. Alcohol, Drugs, Tobacco_____

____| 25. Community Affairs

____| 33. Environment

____| 26. Children, Child-care

____| 34. Agriculture

____| 27. Youth issues

____| 35. Transportation

____| 28. Education_____

____| 36. Sex

____| 12. Violence

____| 37. Health and

____| 13. Domestic Violence

____| Medicine_____

____| 14. Crime

____| 15. Law Enforcement, Police

____| 29. Urban issues

____| 16. Courts, Legal Issues

____| 30. Business/Labor/Industry

____| 38. Elderly, aging

____| 17. Politics - International

____| 31. Science_____

____| 39. Celebrities

____| 18. Politics - National, Local

____| 40. Entertainment

____| 19. War

____| 41. Arts & Culture

____| 20. Death

____| 42. Announcements

____| 21. Accidents, disasters

____| 32. High Tech./Engineering_____

____| 43. Review

____| 22. Fire

____| 44. Religion

____| 23. Human Interest

____| 45. Other (write in)

____| 24. Minority Issues

CULTURAL INDICATORS
NEWS PROFESSIONAL

|_|_|_|_| Newscast ID

|_|_|_|_| Program ID for the News Story

|_|_|_|_| Professional's Character ID (administrative)

|_|_| Coder ID

Name or description of news professional _____

|_|_| 1. Official Position _____

|_|_| 2. Gender _____

|_|_|_| 3. Age _____

|_|_| 4. Race _____

|_|_|_| 5. Ethnicity _____

|_|_|_|_| 6. Citizenship _____

|_|_|_|_| 7. Country of Origin _____

CULTURAL INDICATORS
 ATOD Scene for NEWS

____|____|____|____| Newscast ID
 ____|____|____| Program ID for the News Story
 ____|____| Coder ID

DESCRIPTION OF SCENE: _____ _____ _____ _____
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Tobacco	Alcohol	Prescribed	Over-the-Counter Drug	Illicit Drug
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Scene # ____|____|

Type of Scene ____|____|

1. Name	Tobacco			Alcohol			Prescribed			Over-the-Counter Drug			Illicit Drug			
2. Significance	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
3. Mention/Show	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
4. Illicit trade	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
5. Trade and Use	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
6. Illegal use	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
7. Consume/Hold	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
8. Public/Private	0	1	2	3	0	1	2	3	0	1	2	3	0	1	2	3
9. Intoxication	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
10. Relief	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
11. Weapons	0	1	2	3	0	1	2	3	0	1	2	3	0	1	2	3
12. Driving	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
13. Added Risk	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	
write in type of activity	_____			_____			_____			_____			_____			
14. Use & Violence	0	1	2	3	0	1	2	3	0	1	2	3	0	1	2	3
15. Trade & Violence	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	