### Local Television News

**Television Station:** __________________________  **Newscast Date:** __________________________

**Coder:** __________________________

**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.**

<table>
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<tr>
<th>Story Description</th>
<th>Story Code</th>
<th>Controversial Issue#</th>
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**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
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Race Relations: Story about race relations, treatment of minorities, etc.
Religion/Churches: Story about religion, religious issues, churches, etc.
Science and Invention: Story about science other than health and medicine
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: Bad River Chippewa, Potawatomi, Ho-Chunk, Lac Courte Oreilles, Chippewa, Lac du Flambeau Chippewa, Menominee, Oneida, Red Cliff Chippewa, Sokaogon of Mole Lake, St Crox Chippewa, Stockbridge-Munsee
(Native American)

HM = Hmong

AA = African-American

HS = Hispanic

Spanish, Mexican-American, Latina/o, Chicana/o