

STORY CONTENT ANALYSIS

XXX-XXXXXX-XXX

STORY ID**CODER****Key words in headline****Front Page of Section**

1. Yes 2. No

Section

USE CODE
Other (Specify _____)

Area

Square Inches

Head Dress Choose One

1. Main
 2. Main Plus
 98. None

Headline Type Choose One

1. Declarative
 2. Label
 3. Question
 98. None
 99. Other (Specify _____)

Byline / Tagline Choose One

1. Female
 2. Male
 3. Mixed Group
 97. Unknown Gender
 98. None

Contact Choose One

1. Yes 2. No

Origin Choose One

1. Wire / News Service
 2. Staff
 3. Reader
 98. None / Unknown

Topic Choose One

USE CODE
Other (Specify _____)

Sub-topic Choose One

USE CODE
Other (Specify _____)

Geographic Focus Choose One

USE CODE
Other (Specify _____)

Spanish Language Choose One

1. Yes, Word or Sentence
 2. Yes, Whole Story
 98. None

Demographic Focus Choose One

1. African-American / Black
 2. Latin / Hispanic
 3. Asian-American / Asian
 4. Women
 5. Youth / Young Adults
 98. None
 99. Other (Specify _____)

Treatment Choose One

1. Straight News
 2. Feature
 3. Commentary / Criticism
 4. Guide / Picks / How To / Utility
 5. Kids' Puzzle / Game
 6. Long Obituary / Announcement
 7. Q&A / Poll
 8. Stand-Alone Photo Story
 99. Other (Specify _____)

Voice Choose One

1. 1st & 2nd Person
 2. 3rd Person / No Person

Emphasized Text Choose One

1. Yes, in Color
 2. Yes, no Color
 98. None

Graphics Color Choose One

1. Yes
 2. No
 98. None

Graphics Size Choose One

1. Larger Than Text Area
 2. Smaller Than Text Area
 97. No Text
 98. No Graphics

Jump Choose One

1. Yes 2. No

Refer Choose One

1. Yes 2. No

"Go and Do" Information Choose One

1. Yes 2. No

Solicit content or feedback Choose One

1. Yes 2. No

Traditional Format

1. Yes 2. No

Reliability

1. Yes 2. No

PHOTO 1

Color 1. Yes 2. No **Mug Shot** 1. Yes 2. No
Action Shot 1. Yes 2. No
Group Shot 1. Yes 2. No **Area** Square Inches

Person #	Gender	Capacity	Race / Ethnicity	Age	Person #	Gender	Capacity	Race / Ethnicity	Age
1					6				
2					7				
3					8				
4					9				
5					10				

PHOTO 2

Color 1. Yes 2. No **Mug Shot** 1. Yes 2. No
Action Shot 1. Yes 2. No
Group Shot 1. Yes 2. No **Area** Square Inches

Person #	Gender	Capacity	Race / Ethnicity	Age	Person #	Gender	Capacity	Race / Ethnicity	Age
1					6				
2					7				
3					8				
4					9				
5					10				

PHOTO 3

Color 1. Yes 2. No **Mug Shot** 1. Yes 2. No
Action Shot 1. Yes 2. No
Group Shot 1. Yes 2. No **Area** Square Inches

Person #	Gender	Capacity	Race / Ethnicity	Age	Person #	Gender	Capacity	Race / Ethnicity	Age
1					6				
2					7				
3					8				
4					9				
5					10				

People mentioned in the story

CODE ONLY SECTION FRONT STORIES

Person #	Gender	Capacity	Race / Ethnicity	Age
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				