



Money in Politics Research Action Project

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Local Election News Scorecard

Thanks for being an Elections News Watchdog! Please complete this scorecard and share the results and your views on local TV broadcast news. Are you seeing what you find helpful as a voter?

Use one scorecard for each news programs monitored. Monitoring in the month **before the May16 primary** is especially helpful. If you regularly watch one station, monitor it for a day or a week or the whole month prior to the primary. Or pick a week and watch one station a day. Even occasional monitoring helps us identify overall patterns and helps you think about what political coverage is really occurring as well as what you'd like to see covered on local news.

Basic Information (Please complete one form for every program that you viewed)

- 1) TV station _____ (please focus on locally-produced news and public affairs programs)
- 2) Your town or city _____
- 3) Name of program _____ (for example, News at 6)
- 4) Time of program _____
- 5) Date of program _____
- 6) Length of program _____
- 7) Was this a regularly scheduled news/public affairs program, or an election special?
 Regularly scheduled news program Election special Public affairs program

Monitor the News Coverage

- 1) Which elections or political races were mentioned during the program?

Race (check all that apply and fill out other blanks)	City/County/District or ballot measure #	Approximate minutes of coverage	Candidate speaking? (yes or no)
<input type="checkbox"/> City Council			
<input type="checkbox"/> County Commission			
<input type="checkbox"/> Other local race:			
<input type="checkbox"/> State house			
<input type="checkbox"/> State senate			
<input type="checkbox"/> Governor			
<input type="checkbox"/> Judicial			

<input type="checkbox"/> U.S. Congress			
<input type="checkbox"/> Other candidate race:			
<input type="checkbox"/> Ballot measure			Not applicable
<input type="checkbox"/> Ballot measure			Not applicable
<input type="checkbox"/> Election process	Describe:		Not applicable
<input type="checkbox"/> Other			

2) Did the program discuss any of the following and at what level of detail?

	Exhaustive discussion	Some detail	Mentioned in passing	Not mentioned
Issues				
Campaign strategy/tactics				
Campaign fundraising				
Polling				
Ad watch/Truth watch				
Candidate (s) background				

3) Did you feel that this program contained information that will help you be an informed, engaged voter? Yes No

4) *There was no election or campaign coverage in this local news program.*

5) What would you like to see on local TV news about elections and political campaigns?

6) Comments on other aspects of local TV news beyond political coverage?

Please send this form by mail to Money in Politics Research Action Project, 917 SW Oak St. #422, Portland, OR 97205, or by fax 503-283-1877.

Please, let us keep you posted on taking action on holding broadcasters accountable

Name _____ email _____

Address _____

Day phone _____ Evening phone _____