

PROJECT FOR EXCELLENCE IN JOURNALISM

NEWS COVERAGE INDEX CODEBOOK

In this codebook, you will find information on variables included in the 2012 PEJ News Coverage Index (NCI) dataset made available through our website. This codebook includes variable names, definitions, applicable procedures and changes that were made to certain variables. The complete methodology of the weekly NCI can be found at http://www.journalism.org/about_news_index/methodology.

The data we offer for 2012 runs from January to May of that year.

The list of variables included is as follows: story date, story ID, source, broadcast start time, duration in seconds, story word count, placement/ prominence, story format, big story, geographic focus, broad story topic, lead newsmaker, lead newsmaker 2 and media sector.

VARIABLES

STORY DATE:

- **Definition:**
This variable designates the date on which the news story was published, broadcast, or posted.
- **Procedure:**
Express year, then month, then date (year/month/date).
- **Example:** January 12, 2004= 20040112

STORY ID:

- **Definition:**
This variable provides a unique ID number for each news story.
- **Procedure:**
The number will automatically be assigned to each story by the Database program.

SOURCE:

- **Definition:**
Designates the outlet (and program for broadcast media) in which the individual news story appeared.

Codes

Newspapers

| | |
|----------------------------|-----|
| New York Times | 001 |
| Washington Post | 002 |
| Wall Street Journal | 003 |
| USA Today | 004 |
| Los Angeles Times | 013 |
| Denver Post | 117 |
| Houston Chronicle | 118 |
| Orlando Sentinel | 119 |
| Traverse City Record | 120 |
| Daily Herald (Everett, WA) | 121 |
| Eagle Tribune (MA) | 122 |

Online

| | | |
|--------------------|-------------|-----|
| CNN.com | 9am capture | 200 |
| Yahoo News | 9am capture | 201 |
| MSNBC.com | 9am capture | 202 |
| NYTimes.com | 9am capture | 203 |
| Google News | 9am capture | 204 |
| WashingtonPost.com | 9am capture | 205 |
| FoxNews.com | 9am capture | 217 |
| USAToday.com | 9am capture | 218 |
| ABCNews.com | 9am capture | 219 |
| Huffington Post | 9am capture | 207 |
| WSJ.com | 9am capture | 208 |
| LATimes.com | 9am capture | 222 |

| | | |
|--------------------|-------------|-----|
| CNN.com | 4pm capture | 210 |
| Yahoo News | 4pm capture | 211 |
| MSNBC.com | 4pm capture | 212 |
| NYTimes.com | 4pm capture | 213 |
| Google News | 4pm capture | 214 |
| WashingtonPost.com | 4pm capture | 215 |
| AOL News | 4pm capture | 216 |
| FoxNews.com | 4pm capture | 227 |
| USAToday.com | 4pm capture | 228 |
| ABCNews.com | 4pm capture | 229 |
| Huffington Post | 4pm capture | 237 |
| WSJ.com | 4pm capture | 238 |
| LATimes.com | 4pm capture | 232 |

Television

| | | |
|----------|-------------------------------------|-----|
| ABC | | |
| | Good Morning America | 401 |
| | World News Tonight | 402 |
| NBC | | |
| | Today | 421 |
| | NBC Nightly News | 422 |
| CBS | | |
| | The Early Show | 441 |
| | CBS Evening News | 442 |
| PBS | | |
| | NewsHour, 1 st half hour | 461 |
| | NewsHour, 2 nd half hour | 462 |
| CNN | | |
| | CNN unspecified show | 500 |
| | CNN Daytime | 501 |
| | Situation Room | 502 |
| | Anderson Cooper 360 | 504 |
| | John King, USA | 511 |
| | Erin Burnett Outfront | 514 |
| MSNBC | | |
| | MSNBC unspecified show | 520 |
| | MSNBC Daytime | 521 |
| | Hardball with Chris Matthews | 522 |
| | Rachel Maddow Show | 528 |
| | The Ed Show | 530 |
| | PoliticsNation | 532 |
| Fox News | | |
| | Fox News unspecified show | 540 |
| | Fox News Daytime | 541 |
| | O'Reilly Factor | 543 |
| | Fox Report with Shepard Smith | 545 |
| | Hannity | 547 |
| | Special Report with Bret Baier | 548 |

Radio

NPR

| | |
|---|-----|
| Morning Edition, starting at 5 a.m. | 801 |
| Morning Edition, starting at 6 a.m. | 811 |
| All Things Considered, starting at 4 p.m. | 802 |
| All Things Considered, starting at 5 p.m. | 804 |

Other Radio

| | |
|--------------------|-----|
| Rush Limbaugh | 821 |
| Ed Schultz | 822 |
| Sean Hannity | 824 |
| ABC News Headlines | 827 |
| CBS News Headlines | 828 |

Note: Unspecified means that when there is a change in normal programming, we code the replacement show and label the show as unspecified.

BROADCAST START TIME:

- **Definition:** This variable applies to radio and TV broadcast news and gives the STARTING TIME of the program in which the story appears.

Codes

| | | |
|-----------------------------------|---|-----------|
| Morning program (5 a.m. – noon) | = | 1 |
| Afternoon program (noon – 5 p.m.) | = | 2 |
| Evening program (5 – 11 p.m.) | = | 4 |
| Late night program (11 PM on) | = | 6 |
| Not broadcast | = | 999999999 |

DURATION IN SECONDS:

- **Definition:** It is the amount of time in seconds for a broadcast story only, calculated by subtracting story start time from story end time.

STORY WORD COUNT:

- **Definition:** Designates the word count of each individual print and online news story.
- **Procedure:** Enter the exact word count as reported by the database from which a story is pulled. If not provided, cut and paste story into Word document and run "word count" tool. Do NOT count headlines, sub-heads, datelines, bylines, or photo captions.

If story is broadcast, code is 999999999.

PLACEMENT/ PROMINENCE:

- **Definition:** Designates where stories are located within a publication, on a website, or within a broadcast. The location reflects the prominence given the stories by the journalists creating and editing the content.
- **Placement for Newspapers**

Procedure: Prominence of lead story is determined by starting on the top-right corner of the front page, moving to the left corner, then moving down the left side of the front page. The location of prominence on the front page of a newspaper resembles an "S" shape pattern. A story that appears below the fold regardless of prominence is coded as 105.

Newspaper Codes

| | |
|---|-------|
| Front Page/Most Prominent | = 101 |
| Front Page/2 nd Prominent (only if above the fold) | = 102 |
| Front Page/Other – above the fold | = 104 |
| Front Page/Other – below the fold | = 105 |
| Front Page/DK/Can't Tell | = 120 |
| Don't Know/Can't Tell | = 199 |

- **Placement for News Web Sites**

Procedure: Only code stories with significant headlines. The biggest headline at the top of the screen is the most important story. The second most prominent story is a story that is attached to an image at the top of the screen, if that is a different story from the most prominent story. If there is no image at the top of the screen, (or there are two significant stories attached to the same image) refer then to the next largest headline. To

determine the next prominent stories, refer to the size of the headlines, and the place (height) on the screen. If two stories have the exact same font size and are located at the exact same height on screen, then the story on the left has more prominence.

News Web Site Codes

| | |
|--|-------|
| Home Page/Most Prominent | = 201 |
| Home Page/2 nd Prominent | = 202 |
| Home Page/3 rd Prominent or Lower | = 203 |
| Home Page/DK/Can't Tell | = 220 |
| Don't Know/Can't Tell | = 299 |

- **Placement for Broadcast**

Procedure: Decide what order in the broadcast the story appeared.

Broadcast Codes

| | |
|--------------------------------|-------|
| 1 st story | = 401 |
| 2 nd story | = 402 |
| 3 rd story or Later | = 403 |
| Don't Know/Can't Tell | = 499 |

STORY FORMAT

- **Definition** Measures the type and origin of stories. It designates, at a basic level, whether the news story is a product of original reporting, or drawn from another news source. It delineates stories within the publication or broadcast, while measuring the stories' type and origin.

Print and Online News Web Sites

Procedure: To determine the authorship of the story. Look at both the byline at the top of the story, and any credit lines that are included at the bottom of the story to determine authorship.

Print and Online Codes:

Internal staff: Designates a story that has been reported by internal staff, with or without a byline. = 1

Wire (includes both parent and non-parent companies) = 2

Combo wire/staff = 3

Other news outlet = 4

Outside contributor/freelance = 5

Other: non-staff/non-wire stories, or no source/cannot tell. = 6

Audio/video (for online stories only): Designates a story that is made up primarily of photographs, videos, audio clips, or interactive components. = 7

Broadcast TV and Radio

Broadcast TV and Radio Codes:

Package: Designates a story that has been mostly prerecorded and includes editing, although some packages can include a live segment by the reporter or anchor. It must feature video (for TV) and a source and/or reporter/anchor speaking. Anchor voiceovers setting up packages should be counted as part of package. = 8

Interview: Includes interviews with external sources and interviews with staff. The interview could be live or live-to-tape but must be or appear to be unedited – video overlays without audio during the interview does NOT make the segment an edited package. A segment may have introductory video clips as part of the interview set-up - consider these part of the interview story. = 9

Staff live (Also called a “Reporter Live”): Material from a journalist that does NOT include comments from other newsmakers. It is usually outside the studio but can be inside, though rare. = 10

Live event: Refers to an event (e.g., a press conference, press briefing or news event) that is carried live. = 11

Anchor read (includes anchor voice-overs and tell stories): Anchor voice-over designates a story reported by an anchor with video as support. No reporter is involved. Tell story refers to an anchor reader without video. Graphics and animations do NOT count as video. = 12

Unedited audio or video: An unedited replay of a single event such as a press conference that is not carried live. = 13

Other: Includes typical, daily traffic and weather reports, and don’t know/can’t tell. = 14

Host monologue/conversation (talk radio only): A host (or hosts) delivers a monologue or has a discussion in the studio, but it is not conducting an interview. = 17

BIG STORY

Definition: Big stories are particular topics that occurred often in news media during the time period under study. It is important to note that this list is constantly updated throughout the year.

Procedure: If 50% or more of a story is about one of these big stories, code appropriately. If a story contains mentions of more than one big story, code for the big story that is more prominently mentioned.

| Big story codes | | Date added |
|------------------------|---|-------------------|
| 002 | Immigration debate | 01/01/12 |
| 003 | Same-sex marriage debate | 01/01/12 |
| 005 | Terror threats/homeland security | 01/01/12 |
| 014 | Conflict in the Middle East between Israelis and Palestinians | 01/01/12 |
| 016 | North Korea nuclear conflict | 01/01/12 |
| 017 | War in Afghanistan | 01/01/12 |
| 018 | Iran | 01/01/12 |
| 019 | Congressional political corruption scandals | 01/01/12 |
| 021 | Hurricane Katrina aftermath | 01/01/12 |
| 022 | Global warming | 01/01/12 |
| 023 | Supreme Court actions | 01/01/12 |
| 024 | Abortion controversy | 01/01/12 |
| 025 | Stem cell research controversy | 01/01/12 |
| 035 | Baseball steroids scandal | 01/01/12 |
| 037 | War on terror general | 01/01/12 |
| 042 | Conflict in Sudan/Darfur | 01/01/12 |
| 100 | Iraq War – events on the ground | 01/01/12 |
| 101 | Iraq War – U.S. homefront | 01/01/12 |
| 102 | Iraq War – policy debate | 01/01/12 |
| 192 | College football championship | 01/01/12 |
| 195 | Apple news | 01/01/12 |
| 204 | MLK holiday/remembrances | 01/01/12 |
| 205 | Golden Globe Awards | 01/01/12 |
| 207 | Cuba | 01/01/12 |
| 211 | American Idol TV show | 01/01/12 |
| 215 | Oscar awards | 01/01/12 |
| 221 | Energy debate | 01/01/12 |
| 222 | Health care debate | 01/01/12 |
| 242 | Walmart discrimination lawsuit | 01/01/12 |
| 244 | Grammy Awards | 01/01/12 |
| 267 | Talk show host wars for cable/radio news | 01/01/12 |
| 272 | VP Cheney health | 01/01/12 |
| 282 | NCAA basketball tournament | 01/01/12 |
| 283 | Gas/oil prices | 01/01/12 |

| | | |
|-----|---|----------|
| 286 | Gays in the military | 01/01/12 |
| 299 | Heart disease research | 01/01/12 |
| 306 | Taxes/tax day | 01/01/12 |
| 311 | Masters golf tournament | 01/01/12 |
| 316 | VA Tech shootings | 01/01/12 |
| 344 | Israel internal politics | 01/01/12 |
| 353 | Pollution/emissions | 01/01/12 |
| 355 | Missing girl in Portugal | 01/01/12 |
| 365 | Memorial Day events/remembrances | 01/01/12 |
| 366 | Lindsay Lohan | 01/01/12 |
| 373 | Minimum wage increase | 01/01/12 |
| 378 | Hurricane season coming | 01/01/12 |
| 401 | VP Cheney controversies | 01/01/12 |
| 412 | Harry Potter | 01/01/12 |
| 425 | Catholic priest abuse scandal | 01/01/12 |
| 430 | FDA and tainted imported food | 01/01/12 |
| 433 | Pakistan | 01/01/12 |
| 438 | Connecticut home invasion and murder | 01/01/12 |
| 488 | September 11 commemorations | 01/01/12 |
| 506 | Myanmar protests | 01/01/12 |
| 514 | Baseball playoffs | 01/01/12 |
| 564 | Stacey Peterson scandal | 01/01/12 |
| 568 | Natalee Holloway disappearance | 01/01/12 |
| 594 | China | 01/01/12 |
| 595 | Russia | 01/01/12 |
| 608 | New Year's resolutions/celebrations | 01/01/12 |
| 618 | Football playoffs/Super Bowl | 01/01/12 |
| 681 | Cyberspace issues | 01/01/12 |
| 699 | Kentucky Derby/Triple Crown | 01/01/12 |
| 756 | Fannie Mae/Freddie Mac troubles | 01/01/12 |
| 760 | Missing persons | 01/01/12 |
| 761 | U.S. airline industry | 01/01/12 |
| 762 | U.S. auto industry | 01/01/12 |
| 766 | Caylee Anthony, missing two-year-old | 01/01/12 |
| 779 | John Edwards affair | 01/01/12 |
| 781 | Clark Rockefeller kidnapping charges | 01/01/12 |
| 799 | CERN, Big Bang Machine | 01/01/12 |
| 813 | Jennifer Hudson mother, brother killed 10/27 | 01/01/12 |
| 818 | New Obama administration | 01/01/12 |
| 819 | State Governments/ Gubernatorial Races | 01/01/12 |
| 828 | Mexican drug war | 01/01/12 |
| 829 | Somali pirates | 01/01/12 |
| 832 | Mumbai terror attacks | 01/01/12 |
| 835 | Illinois Governor Blagojevich, Senate seat, scandal | 01/01/12 |
| 836 | Newspaper industry troubles | 01/01/12 |
| 840 | Madoff banking scam | 01/01/12 |

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|------|--|----------|
| 862 | Economy | 01/01/12 |
| 868 | Sarah Palin news | 01/01/12 |
| 883 | Stanford the swindling financier | 01/01/12 |
| 901 | Education system/debate | 01/01/12 |
| 909 | Lance Armstrong/Tour de France | 01/01/12 |
| 923 | Easter celebrations | 01/01/12 |
| 950 | Gun control | 01/01/12 |
| 960 | Tobacco legislation | 01/01/12 |
| 961 | Amanda Knox, US student charged in Italy | 01/01/12 |
| 1005 | Nigeria violence | 01/01/12 |
| 1017 | Texting & driving/multitasking | 01/01/12 |
| 1026 | Lockerbie bomber released | 01/01/12 |
| 1031 | Jaycee Dugard - kidnap victim found | 01/01/12 |
| 1045 | CO/NYC terror investigation-Zazi | 01/01/12 |
| 1048 | 2010 census | 01/01/12 |
| 1053 | 2016 Olympic games | 01/01/12 |
| 1059 | 2012 Presidential election | 01/01/12 |
| 1074 | Fort Hood army post shooting | 01/01/12 |
| 1082 | Pap Smear/Cervical Cancer Screening | 01/01/12 |
| 1083 | Oprah leaving in 2011 | 01/01/12 |
| 1084 | Tiger Woods news | 01/01/12 |
| 1094 | Susan Powell missing | 01/01/12 |
| 1099 | Nigerian NWA terror attempt | 01/01/12 |
| 1102 | Yemen new battleground on terror | 01/01/12 |
| 1105 | Haiti earthquake | 01/01/12 |
| 1110 | SCOTUS campaign finance ruling | 01/01/12 |
| 1114 | Toyota accelerator recall | 01/01/12 |
| 1134 | USPS troubles | 01/01/12 |
| 1139 | Legalization of marijuana | 01/01/12 |
| 1141 | Hutaree Militia | 01/01/12 |
| 1144 | West Virginia coal mine accident | 01/01/12 |
| 1145 | Nuclear weapon issues | 01/01/12 |
| 1154 | Oil rig explosion | 01/01/12 |
| 1160 | UVA Lacrosse Murder | 01/01/12 |
| 1186 | Philly Duck/Barge accident | 01/01/12 |
| 1189 | Barefoot bandit | 01/01/12 |
| 1192 | Shirley Sherrod USDA firing | 01/01/12 |
| 1194 | WikiLeaks | 01/01/12 |
| 1198 | Arlington cemetery mixup | 01/01/12 |
| 1211 | 51 Park Place mosque controversy | 01/01/12 |
| 1217 | Muslim backlash (not NYC mosque) | 01/01/12 |
| 1232 | Tyler Clementi suicide | 01/01/12 |
| 1235 | Bullying as an issue | 01/01/12 |
| 1243 | European economy/austerity/strikes | 01/01/12 |
| 1251 | Elizabeth Smart case | 01/01/12 |
| 1253 | Prince William engagement | 01/01/12 |

| | | |
|------|---|----------|
| 1266 | Facebook/Zuckerberg news | 01/01/12 |
| 1268 | Truvada-Promising HIV/AIDS Medication | 01/01/12 |
| 1278 | Gabrielle Giffords shooting | 01/01/12 |
| 1287 | 2012 Non-Presidential elections | 01/01/12 |
| 1307 | Frankfurt Airport shooting | 01/01/12 |
| 1313 | Japan earthquake/tsunami | 01/01/12 |
| 1316 | AT&T-T-Mobile merger | 01/01/12 |
| 1317 | Air traffic controller mishaps | 01/01/12 |
| 1319 | Libya | 01/01/12 |
| 1327 | TX/OK heat, drought, wildfires | 01/01/12 |
| 1329 | Osama Bin Laden killed | 01/01/12 |
| 1333 | Strauss-Kahn sex assault scandal | 01/01/12 |
| 1334 | Joplin & May Midwest tornadoes | 01/01/12 |
| 1338 | Mladic arrested for war crimes | 01/01/12 |
| 1347 | Cigarette warning labels | 01/01/12 |
| 1348 | Whitey Bulger arrested | 01/01/12 |
| 1355 | News of the World hacking | 01/01/12 |
| 1362 | Norway explosion and shooting | 01/01/12 |
| 1363 | East African famine | 01/01/12 |
| 1365 | Abdo/FT. Hood plot | 01/01/12 |
| 1366 | 2012 London Olympics | 01/01/12 |
| 1367 | FAA shutdown | 01/01/12 |
| 1372 | Wisconsin recalls | 01/01/12 |
| 1374 | Indiana fair stage collapse | 01/01/12 |
| 1378 | DC-area quake | 01/01/12 |
| 1388 | Solyndra scandal | 01/01/12 |
| 1392 | Reno air show crash | 01/01/12 |
| 1406 | Penn State child abuse scandal | 01/01/12 |
| 1408 | Dover AFB scandal | 01/01/12 |
| 1411 | Ortega-Hernandez WH shooting | 01/01/12 |
| 1413 | Scott Walker recall efforts | 01/01/12 |
| 1414 | Syracuse asst coach abuse scandal | 01/01/12 |
| 1415 | Natalie Wood case reopened | 01/01/12 |
| 1417 | Hillary Clinton in Myanmar/Burma | 01/01/12 |
| 1419 | Corzine/MF global scandal | 01/01/12 |
| 1422 | FAMU hazing scandals | 01/01/12 |
| 1424 | CT Xmas housefire | 01/01/12 |
| 1427 | LA Car Arsonist | 01/01/12 |
| 1428 | Mt Rainier Ranger Killing | 01/01/12 |
| 1429 | Obama military budget | 01/01/12 |
| 1430 | Body Found on UK Queen Estate | 01/01/12 |
| 1431 | MS Gov Barbour Pardons Criminals | 01/01/12 |
| 1432 | Alaska Snow | 01/01/12 |
| 1433 | Midwest Snowstorm | 01/01/12 |
| 1434 | Italian Cruise Ship Crash | 01/01/12 |
| 1435 | Obama Streamlines Commerce & Trade Agencies | 01/01/12 |

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|------|--|----------|
| 1436 | Online Piracy Legislation | 01/01/12 |
| 1437 | Northwest Snowstorm | 01/01/12 |
| 1438 | Keystone Oil Pipeline | 01/01/12 |
| 1439 | Joe Paterno Dies | 01/01/12 |
| 1440 | Alabama Tornadoes | 01/01/12 |
| 1441 | State of the Union 2012 | 01/01/12 |
| 1442 | Solar Storm | 01/01/12 |
| 1443 | SCOTUS Rejects GPS Tracker | 01/01/12 |
| 1444 | Brewer Obama Confrontation in AZ | 01/01/12 |
| 1445 | Florida Highway Crash | 01/01/12 |
| 1446 | Soccer Riot in Egypt | 01/01/12 |
| 1447 | Susan G. Komen Cuts Planned Parenthood Funding | 01/01/12 |
| 1448 | Pfizer Birth Control Pill Recall | 01/01/12 |
| 1449 | Don Cornelius Dies | 01/01/12 |
| 1450 | Denver Blizzard | 01/01/12 |
| 1451 | LA School Sex Abuse Scandal | 01/01/12 |
| 1452 | Clint Eastwood SB Ad | 01/01/12 |
| 1453 | CPAC 2012 | 01/01/12 |
| 1454 | Whitney Houston Dies | 01/01/12 |
| 1455 | Jeremy Lin News | 01/01/12 |
| 1456 | Honduras Prison Fire | 01/01/12 |
| 1457 | Justice Breyer Robbed | 01/01/12 |
| 1458 | Avalanche in WA | 01/01/12 |
| 1459 | Fatal USMC Helo Crash in AZ | 01/01/12 |
| 1460 | Honeymoon Killer Acquitted | 01/01/12 |
| 1461 | OH School Shooting | 01/01/12 |
| 1462 | Midwest Winter Tornadoes | 01/01/12 |
| 1463 | Disabled Italian Cruise Ship | 01/01/12 |
| 1464 | Davy Jones Dies | 01/01/12 |
| 1465 | Andrew Breitbart Dies | 01/01/12 |
| 1466 | Kony 2012 Viral Video | 01/01/12 |
| 1467 | Solar Storm March 2012 | 01/01/12 |
| 1468 | NFL Bounty System | 01/01/12 |
| 1469 | Peyton Manning News | 01/01/12 |
| 1470 | Michigan Tornadoes | 01/01/12 |
| 1471 | David Cameron State Visit | 01/01/12 |
| 1472 | French Jewish School Shooting | 01/01/12 |
| 1474 | Acapulco Earthquake | 01/01/12 |
| 1475 | Trayvon Martin Shooting | 01/01/12 |
| 1476 | CO Wildfires | 01/01/12 |
| 1477 | LA Dodgers Sold | 01/01/12 |
| 1478 | Pope Visits Cuba | 01/01/12 |
| 1479 | Record Mega Millions Lottery | 01/01/12 |
| 1480 | Obama's Open Mic Remark on Missile Defense | 01/01/12 |
| 1481 | Autism Research | 01/01/12 |
| 1482 | Oikos University Shooting | 01/01/12 |

| | | |
|------|---|----------|
| 1483 | North American Leaders' Summit | 01/01/12 |
| 1484 | DFW Area Tornadoes | 01/01/12 |
| 1485 | GSA Head Resigns | 01/01/12 |
| 1486 | Augusta National Membership Controversy | 01/01/12 |
| 1487 | VA Beach Navy Jet Crash | 01/01/12 |
| 1488 | Tulsa OK Shooting | 01/01/12 |
| 1489 | Mike Wallace Dies | 01/01/12 |
| 1490 | Indonesia Earthquake | 01/01/12 |
| 1491 | Titanic Centennial | 01/01/12 |
| 1492 | Cory Booker Fire Rescue | 01/01/12 |
| 1493 | Secret Service Prostitution Scandal | 01/01/12 |
| 1494 | Mid-April Midwest Tornadoes | 01/01/12 |
| 1495 | Dick Clark Dies | 01/01/12 |
| 1496 | Pat Summitt Retires | 01/01/12 |
| 1497 | Etan Patz Cold Case | 01/01/12 |
| 1498 | Mad Cow Disease | 01/01/12 |
| 1499 | Charles Taylor War Crimes Trial | 01/01/12 |
| 1500 | Late Spring Snow | 01/01/12 |
| 1501 | Walmart Mexican Bribery Scandal | 01/01/12 |
| 1502 | Junior Seau Death | 01/01/12 |
| 1503 | Maurice Sendak Dies | 01/01/12 |
| 1504 | Adam Mayes Murder & Kidnapping | 01/01/12 |
| 1505 | US Minority Births Report | 01/01/12 |
| 1506 | May 2012 AZ Wildfires | 01/01/12 |
| 1507 | Donna Summers Dies | 01/01/12 |
| 1508 | Flesh-Eating Bacteria | 01/01/12 |
| 1509 | Yahoo CEO Resigns | 01/01/12 |
| 1510 | Mary Kennedy Suicide | 01/01/12 |
| 1511 | NATO Summit | 01/01/12 |
| 1512 | SpaceX Rocket Launch | 01/01/12 |
| 1513 | Beryl, Tropical Storm/Depression | 01/01/12 |
| 1514 | Queen Elizabeth Diamond Jubilee | 01/01/12 |
| 1515 | Quake in N Italy | 01/01/12 |
| 1516 | Bloomberg Soda Ban | 01/01/12 |
| 1517 | Canadian Porn Star Killer | 01/01/12 |
| 1518 | Colorado Wildfires | 01/01/12 |
| 1519 | National Security Leaks to NYT | 01/01/12 |
| 1551 | Google news | 01/01/12 |
| | | |
| 8880 | NASA/ Shuttle missions | 01/01/12 |
| 8881 | Who leads the GOP | 01/01/12 |
| 8882 | Tea Party movement general | 01/01/12 |
| 8883 | Middle East unrest | 01/01/12 |
| | | |
| 999 | No Big Story | 01/01/12 |

Notes:

- Big stories and dated 01/01/12 were added in either 2007 or 2008 or 2009 or 2010 or 2011. For specific information, they may be found in the 2007, 2008, 2009, 2010 or 2011 Data Release. http://www.journalism.org/by_the_numbers/datasets
- For any big story added during the course of a given week (Monday through Sunday), relevant stories going back to the beginning of that week were reviewed and recoded.
- Some big stories added on a Monday are used for data coded in the previous week. Since our data cleaning is conducted on Mondays, big stories are sometimes added to reflect trends from the previous week.

GEOGRAPHIC FOCUS:

Definition: This variable concerns the geographic area to which the topic is relevant in relation to the location of the news source. If there is a mix of geographic focus, code for the geographic area that is emphasized by the MAJORITY OF TIME OR SPACE.

Local: story focuses on the metropolitan area within which the media source is published or broadcast = 0

U.S. non-local/U.S. national: story focuses on either a region outside of the media source's metropolitan area, or the nation as a whole. = 1

U.S. Intl: story refers to the U.S. in relation to some other national entity, such as a story about U.S. trade relations with Mexico. Such stories can be about non-government entities, such as sports team and tourism, for example. = 2

Non-U.S. International: Story refers to a nation outside the United States and does NOT make any explicit reference to the U.S. = 3

No Specific Geographic Focus: The story does not have a particular geographic focus or deals across all geographies. Some examples are stories about a new diet or how to improve your garden. Stories concerning global impact would be either 2 or 3 depending on the emphasis given the U.S. = 4

Don't Know/Can't Tell: = 9

BROAD STORY TOPIC

Definition: Determines the type of broad topic categories addressed by a story. The topic involves the **issue/event** being covered.

Codes:

GOVERNMENT AGENCIES/LEGISLATURES: refers to departments of government, including U.S. and state government cabinet departments, legislatures, and regulatory agencies such as the FDA or EPA. This code would include stories on executive branch/administration (White House only), national/federal legislative institutions or agencies, and state/local legislative institution or agencies including police. = 1

CAMPAIGNS/ELECTIONS/POLITICS: All stories primarily about elections for government posts at local, state and national levels, or stories focused primarily on the actions of political parties. Stories on elections/campaigns/politics, election/campaign abuses and scandals, politics and religion would be coded under here. = 2

DEFENSE/MILITARY (DOMESTIC): Refers to military or defense operations within the boundaries of the US such as domestic defense/military general/multi-issue/other, military operations/activities in the field within the US, and Pentagon/defense policy/budget stories. = 3

COURT/LEGAL SYSTEM: Refers to the inner workings of the court system such as the appointment of judges, motions that are NOT solely about a specific crime, and other inner-workings. This code includes stories on court/legal system-mix of federal and lower (uncommon), federal Supreme Court system/internal, lower court system/internal (any court below the federal supreme court). = 4

CRIME: This involves crime incidents, white collar crime/corruption, crime trends (such as statistical data on crimes or a national crime survey), crime deterrence, and trials regarding a specific crime event. Celebrity trials and scandals are excluded from this. It also DOES NOT include terrorism. = 5

DOMESTIC TERRORISM: Refers to stories of U.S. terrorist events, the causes and impact or the efforts by federal, state and local police and other agencies to prevent terrorist acts. = 6

BUSINESS: All non-legislative activities related to businesses, such as business and personal finance. = 7

ECONOMY/ECONOMICS: Includes prices/inflation/rates, jobs/labor force, housing, stocks, taxes, and general economic information, etc. = 8

ENVIRONMENT: Refers to all ecological or human-environment topics. This would include air quality, water quality, land use/ management, global warming, energy

policy/alternative energy/sources/trends (but NOT gas prices), and general environmental information, etc. = 9

DEVELOPMENT/SPRAWL: Refers to stories about expansion or commercial development of suburban and urban areas such as development/sprawl, and land use for disaster preparedness. = 10

TRANSPORTATION: Refers to stories concerning the transportation systems, such as air travel, train travel, automobile travel, and bus travel, including transportation/general/multi-issue other, air transport, and automobile transport. The stories DO NOT include coverage of the business side of producing automobiles and other units of transportation. = 11

EDUCATION: Refers to ALL primary, secondary and post-secondary education, whether public or private. This includes non-sports extracurricular activities (debate, drama, service clubs) that are explicitly connected with schools. = 12

RELIGION: Refers to worship and ideas about God, the afterlife, etc. = 13

HEALTH/MEDICINE: Refers to stories on health care system, public health, AIDS, autism, cancer, heart disease (and all related, strokes, etc), ALS, obesity/diabetes, mental health conditions, Alzheimer's, other diseases and medical research. Health care system relates to stories that are focused on the integrity of the health care system generally, such as insurance, medical training, medical care in general, etc. Public health deals with stories of pandemics, epidemics, etc. that focus on the impact of health conditions on groups of people. = 14

SCIENCE AND TECHNOLOGY: Refers to scientific research and its applications in machines, engineering, including science, technology, and technology and culture. = 15

RACE/GENDER/GAY ISSUES: Refers to stories on race, gender and gay issues both as policy and domestic affairs issue. = 16

IMMIGRATION: Refers to stories on immigration as both a policy and domestic affairs issue. = 17

ADDITIONAL DOMESTIC AFFAIRS: Other domestic issues and trends that do not fit into above categories but impact groups of U.S. Citizens. These can be related to policy issues or to broader trends such as aging, social security, labor, welfare/poverty/homelessness, riots/civil disobedience, protests, charity/philanthropy, privacy rights, abortion, gun control, drug trafficking, and domestic affairs other (such as national remembrances and mourning). = 18

DISASTERS/ACCIDENTS: Refers to stories that address any out-of-the-ordinary weather events and trends, along with stories about non-intentional events that injure, kill or cause damage including man-made disasters, natural disasters, fires commonplace,

fires wide devastation, unusual weather, natural phenomena with little or no damage (such as small earthquakes). = 19

CELEBRITY/ENTERTAINMENT: Stories referring to people involved in motion picture, television, stage or other entertainment venues. These stories concentrate on individuals or celebrities as an aggregate. Celebrity crime/scandal stories also would be coded under here. = 20

LIFESTYLE: Stories referring to the activities and concerns of ordinary people NOT applicable to topics above. Such topics may include values, entertainment, philosophy and spiritual beliefs (other than religion), recreation, etc. These can related to pets, illegal drug culture/ drug lifestyle, human interest, pop culture, travel, food/cooking, family/parenting, high arts/culture, reviews, lifestyle trends, consumer news/ products and product recalls. = 21

SPORTS: Stories about professional or local sports such as college or high school athletics. This also includes sports as either a spectator or participatory event. = 22

MEDIA: Stories that concentrate on what media companies and outlets are doing or have done with their NEWS coverage. = 23

U.S. MISCELLANEOUS: Refers to stories about non –disastrous specific accident or mishap, parades/celebrations/festivals, how-to, obituaries, oddball news, typical weather report, typical traffic report, other, multiple topic round-up, etc. = 24

U.S. FOREIGN AFFAIRS: These are stories that involve U.S. Foreign Policy or U.S. interests abroad including US foreign affairs/diplomacy (refers to stories in which 50% or more of the story is about American policy and diplomacy in relation to another country or international situation), US foreign affairs/terrorist or civilian attacks, prevention or threat of (non-military) (this refers to incidents of terrorism or combat outside the US, but does NOT include any explicit military activity), and US foreign affairs/military (any activities conducted by the United States military in a foreign country). = 25

FOREIGN (NON-U.S.): This category of stories involves international events that are outside the United States in which 50% or more of the story involves events in those foreign countries rather than the American response to them including international diplomacy, foreign science/technology, foreign sports, foreign press and media, foreign environment, etc. = 26

LEAD NEWSMAKER

- **Definition**: This is the person who is the main focus of the story discussed with at least 50% of the story (in time or space).

Codes:

No lead newsmaker: 99

Person as lead newsmaker: last name, first name. For example: Clinton, Hillary.

Note: Except for Obama Administration, we do not code groups as lead newsmakers.

LEAD NEWSMAKER 2

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MEDIA SECTOR

- **Definition:** This is a variable that is not coded but recoded from the variable “source” in order to help analyze data.

Codes:

| | |
|------------|---|
| Newspaper | 1 |
| Online | 2 |
| Network TV | 4 |
| Cable TV | 5 |
| Radio | 8 |