

Reviewer Initials:

Review Date: ____/____/____

ID Number:

Newspaper: Sarasota Herald Tempo News
 Pelican Press Sarasota Magazine
 Sun Herald Other _____
 Venice Gondolier

Newspaper Date: ____/____/____

Day of Week: Mon Tues Wed Thurs Fri Sat Sun

Front Page of Section: Yes No

Section Title:

Page # of Article: _____ Total # of Pages in Section: _____

Location: Left Above Fold
 Right Below Fold

Article Size: _____ % of page Continued? Yes No

Headline Size: Very Small
 Small
 Medium
 Large
 Very Large

Headline:

Subheadline:

Lead:

Brief Description of Article:

Author:

- Staff writer
- Local news service
- National news service
- Letters to editor
- Columnist
- Editorial
- Other newspapers
- None
- Other _____

Article Type:

- News
- Feature
- Editorial
- Crime report
- Letter to editor
- Cartoon
- Community event announcement
- Pictorial
- Column
- Other _____

Photograph:

- Yes
- No

Other visual:

- Yes _____
- No _____

Angle:

- Local
- Other community
- Florida
- Other State
- National
- International

Selected For: Tobacco/Alcohol/Drugs
 Adolescent Health
 Community Sustainability

Tobacco/Alcohol/Drugs [pop-up menu]

Relevant Topics: *(select all that apply)*

- Cigarette Smoking
- Smokeless Tobacco/Cigar Use
- Alcohol Use - General
- Drinking & Driving
- Drug Use – General
- Other _____

Adolescent Health [pop-up menu]

Relevant Topics: *(select all that apply)*

- Tobacco Use – General
- Alcohol Use – General
- Drug Use – General
- Drinking & Driving
- Physical Health (i.e. nutrition, physical activity, sexual health etc.)
- Mental Health (i.e. self-esteem, stress, suicide etc.)
- Social Health (i.e. growth & development)
- Violence
- Education (i.e. drop out, college)/Skill Development
- Other _____

COMMUNITY SUSTAINABILITY [POP-UP MENU]

Dominant Topic: *(select all that apply)*

Empowerment

- Training and education seminars
- Use of community services (library, recreation centers etc.)
- Community campaigns/ sponsored events** [pop-up menu]
- Community collaboration
- Funding/Donation
- Volunteer work
- Community leadership/catalyst or champion for community

Prosperity

- Local economic development
- “Good place to live” /cohesiveness/trust
- Cultural diversity – race relations
- Historical achievement or contribution

Policy

- Local advocacy
- Legislative decisions (Federal/State/Local)
- Change in political leaders (Federal/State/Local)
- Other _____

** [pop-up menu]

What is the campaign/event?

Who is sponsoring the campaign/event?

Who is the target group of campaign/event?

Where is the campaign/event?

How does the campaign/event impact the community?

** [end of pop-up menu]

Subject – (select all that apply)

- Youth
- Adults
- Family
- Schools
- Community
- Business/Organization/Agency
- Other _____

Theme – (select all that apply)

- Trends or Statistics
- Reporting of Incident/Event
- Personal Experience
- Legal/Policy Issues
- Financial Issues
- Need for Intervention
- Current Prevention Efforts or Strategies
- Sarasota Demonstration Project
- Other _____

- Follow-Up Needed? [pop-up menu to include any contact information provided]