

By the Numbers

February 3, 2016

PAGES **6**

Content Items **14**

Sources **36**

Bogus Sources **9**

Percent Indirect Sources **25%**

Average Sources Per Item **2.6**

News / Feature Stories **9**

vs

Opinion Stories **3**

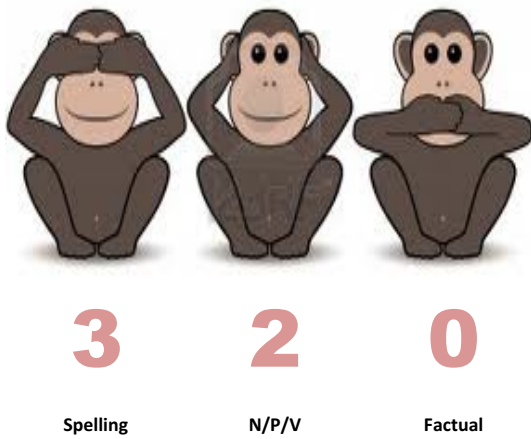
vs

Info Content Items **2**

QR Codes **3**

Photos **15**

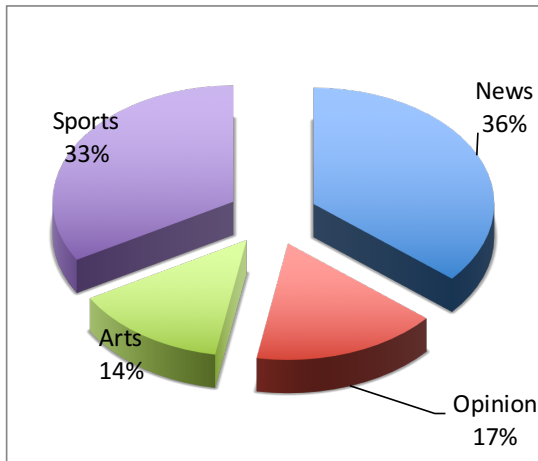
Common Errors



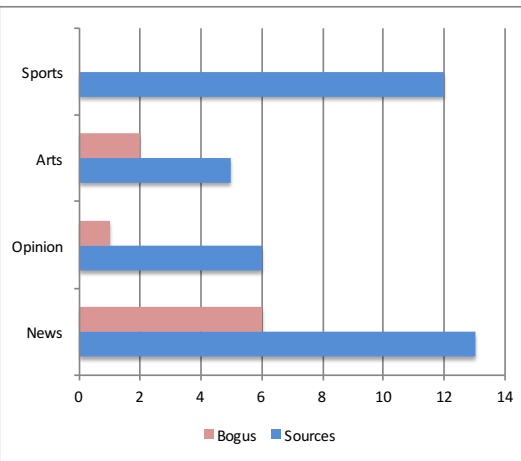
Content Distribution



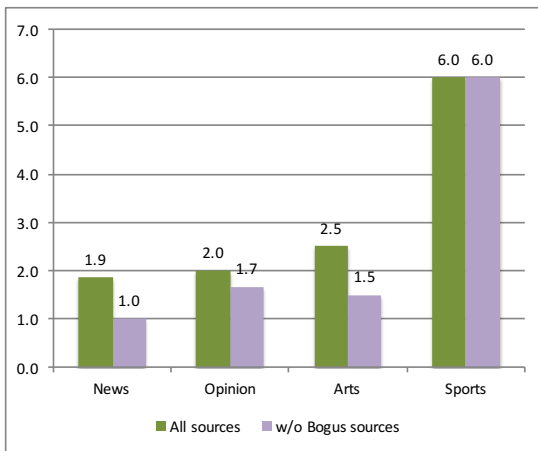
Source Distribution



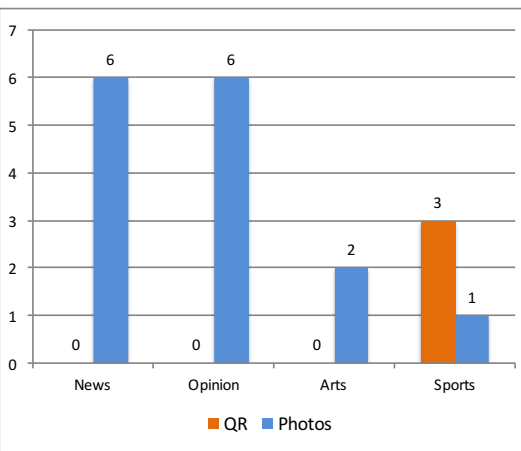
Where the bogus sources were



Source averages by section



QR Codes and Photos



ANALYSIS

We seem to have a problem with double attributions in the same sentence. We need to be on the watch for that. Some writers are still overusing attribution (every paragraph with a quote), even when it is clear who is speaking. There were fewer instances of overusing a name in place of pronouns or other words, but there is improvement.

Too many writers are still using WHEN statement leads. This is especially true in sports as writers try to avoid "The Cerritos College" leads, but it appears on news pages as well.

We finally made a profit with advertising, but for the semester we are way behind schedule on advertising.

Need more action photos but no more stretching of photos. Had another "mug" shot of Fierro on front page --how many is that so far?-- and the photo of Schilling was from several years ago. We need more photos of what is happening on campus now -- and photos that don't always feature Franco.

Ad Income

\$1,406

Printing Costs

\$1,096

We had \$310 profit