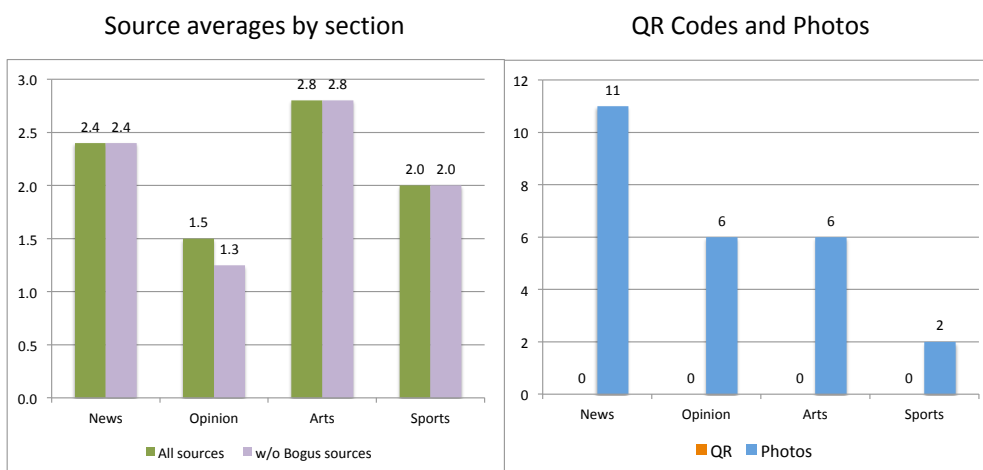
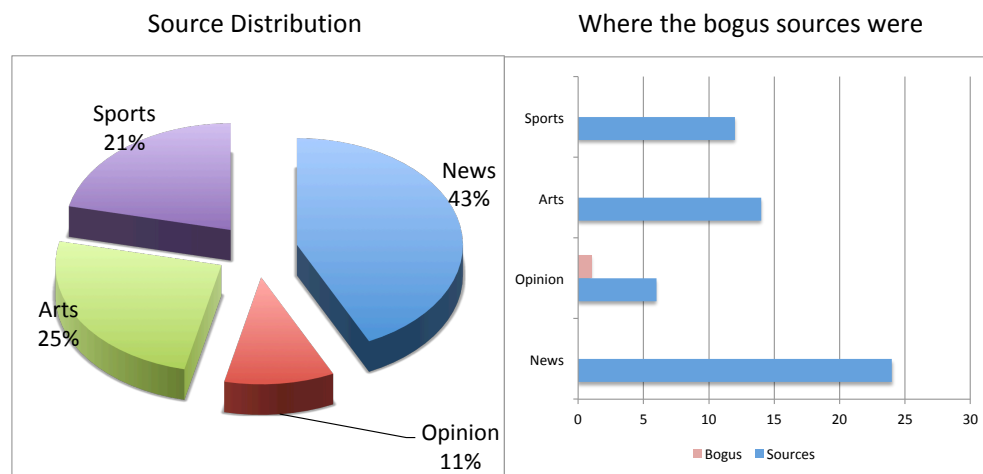
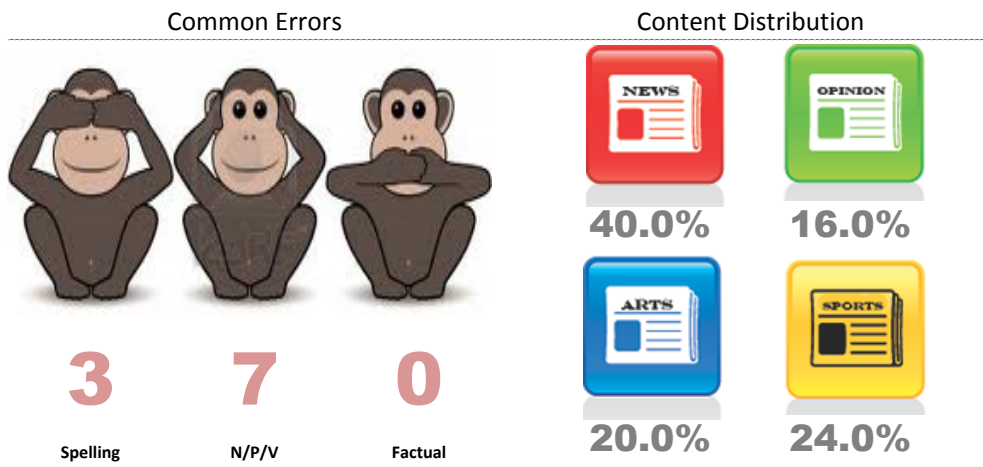


By the Numbers

February 4, 2015



ANALYSIS

A lot of writing problems this issue. And some obviously weak editing. Way too many spelling errors and noun-verb/noun-pronoun errors (by veterans, no less).

No QR codes. What's with that?

good source-to-story ratio.

Lots of design problems to tweak.

Artiaga story is "wow," it just needs a better lead. Also good sports features. Good pro-con presentations on Obama plan for community colleges.

Good editorial and good story selection. If we could just tighten up writing and do some serious editing we'd be in good shape.



Pages	8
Content Items	26
Sources	59
Bogus Sources	1
Percent Bogus Sources	2%
Average Sources Per Item	2.3
News / Feature Stories	18
Opinion Stories	5
Info Content Items	3
QR Codes	0
Photos	25



Semester Averages

Content and Sources	
Content Items	20.9
SrCs per Issue	44.5
Avg Src per Stry	2.1
Bogus Src per Issue	5.1
Types of Content	
Pages	7.8
News per Issue	12.5
Opin per Issue	4.9
Info per Issue	3.6
Content Distribution	
Pct News	39.9%
Pct Opin	18.3%
Pct Arts	18.7%
Pct Spts	23.1%
Common Errors	
Spelling	2.3 per issue
N/P/V	1.5 per issue
Factual	0.2 per issue
Finances	
Income	\$1,342.67
Cost	\$1,384.73
Difference	(\$42.05)
Facebook Promotions	
Items Promoted	318
Avg per day	0.0

as of Feb 08