

# By the Numbers

February 10, 2016

PAGES **6**

Content Items **18**

Sources **47**

Bogus Sources **9**

Percent Indirect Sources **19%**

Average Sources Per Item **2.6**

News / Feature Stories **11**

**vs**

Opinion Stories **4**

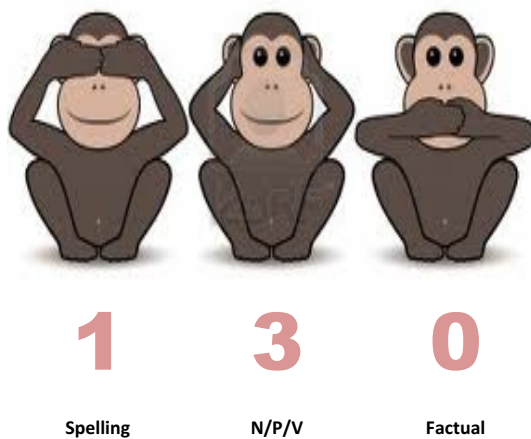
**vs**

Info Content Items **3**

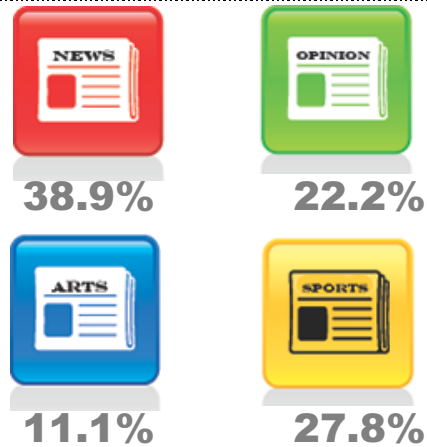
QR Codes **3**

Photos **17**

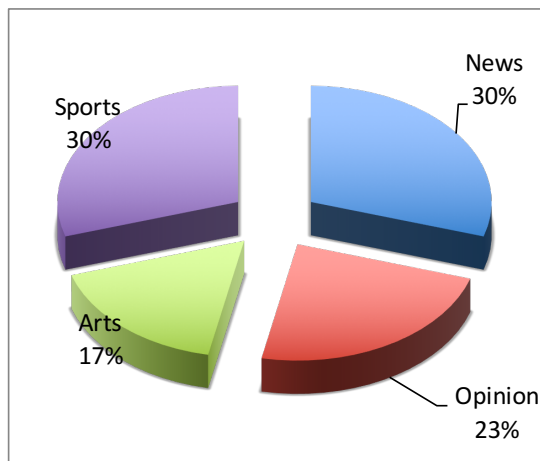
Common Errors



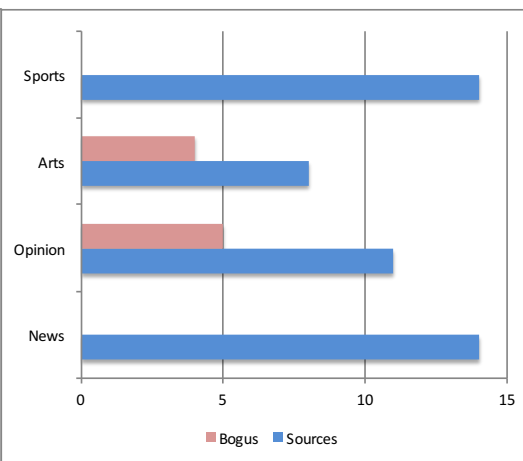
Content Distribution



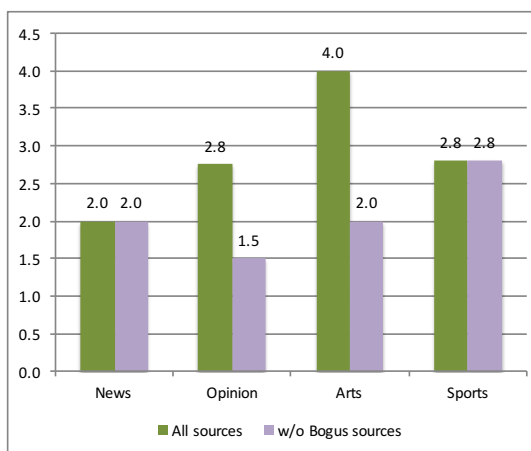
Source Distribution



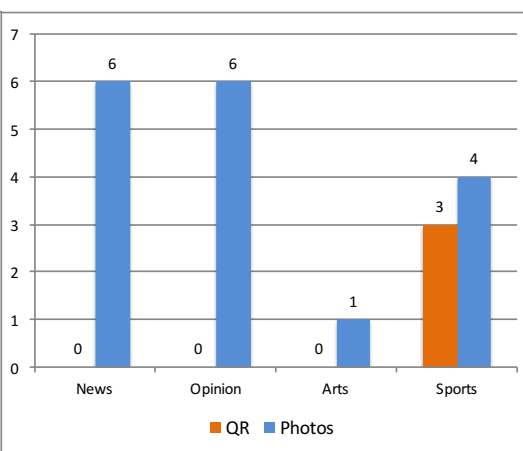
Where the bogus sources were



Source averages by section



QR Codes and Photos



## ANALYSIS

We need to work harder on linking of indirect/web sources on talonmarks.com. And for the second issue in a row we have too high a percentage of indirect sources.

Writers need to give the reader more context. With meeting stories this means indicating the size of the event. With sports it means putting the sport and day/date of the event in the lead. With the sports feature it needs to indicate that this is a hall of fame selection. (I know we had an introductory story in an earlier issue, but you cannot assume the reader saw that issue.

Campus Life needs to better define its purpose. Note that one of the things lost in changing this from Arts and Entertainment to Campus Life is less coverage of the arts on campus.



Ad Income

**\$987**

Printing Costs

**\$1,096**