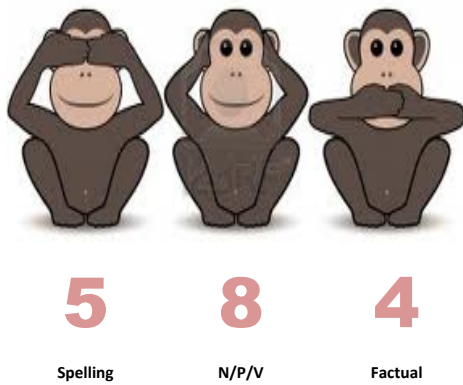


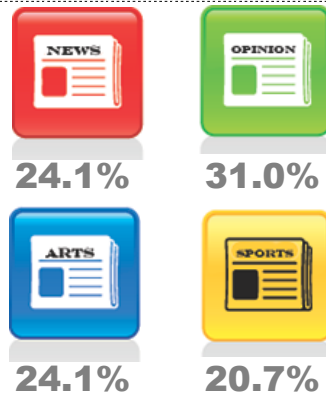
By the Numbers

April 15, 2015

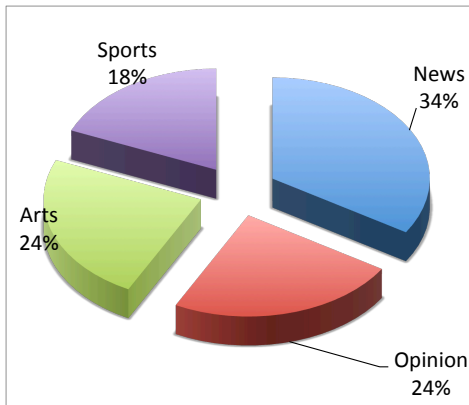
Common Errors



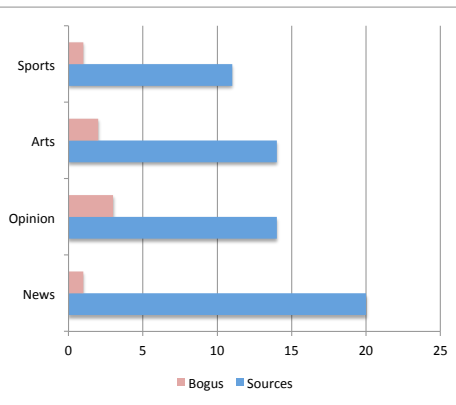
Content Distribution



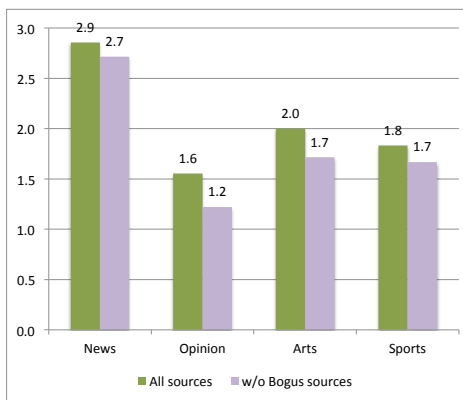
Source Distribution



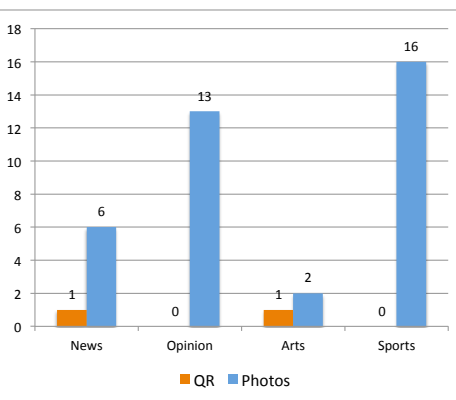
Where the bogus sources were



Source averages by section



QR Codes and Photos



Semester Averages

Content and Sources	
Content Items	25.8
SrCs per Issue	55.8
Avg Src per Stry	2.2
Bogus Src per Issue	3.0

Types of Content

Pages	7.7
News per Issue	15.7
Opin per Issue	6.5
Info per Issue	3.7

Content Distribution

Pct News	37.0%
Pct Opin	20.1%
Pct Arts	13.4%
Pct Spts	25.6%

Common Errors

Spelling	3.5 per issue
N/P/V	6.0 per issue
Factual	1.2 per issue

Finances

Income	\$1,480.99
Cost	\$1,168.33
Difference	\$312.66

Facebook Promotions

Items Promoted	318
Avg per day	0.0
<i>as of Apr 17</i>	

ANALYSIS

This was an ugly paper with more factual errors than the whole rest of the semester combined. A lot of spelling errors and noun-pronoun errors or noun-verb errors.

Several one-source stories that should not have been published because they do not meet publishability standards. This helped drop the per-story average below our semester average of 2.2. There were a higher percentage of bogus sources this issue, too.

Writers and copyeditors need to step up to the plate and work harder.

That being said, Karla did some pretty good writing this issue.

Hampering this issue was that it as a 10-pager following an 8-pager with half the staff in Sacramento for the weekend for JACC. That was bad enough, but they were tired trying to put our a 10-pager in essentially two days. The task would have been easier if the staff had taken the blog assignments more seriously and had planned to incorporate some of the content into this issue. As it is, only one made it, which means five have to be folded into the next two issues.

Sports and Arts design is atrocious. Editors are attempting some creativity, but in some cases it is to cover up a lack of planning.

In retrospect, we should not have scheduled an issue right after the JACC convention. We should have taken this week off and then do back-to-backs the next three weeks.

Ad Income



\$2,003

Printing Costs

\$1,436

We made \$566.75