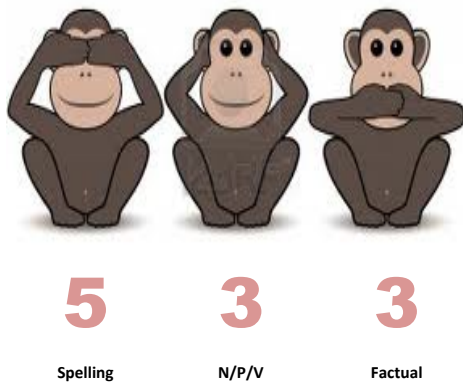


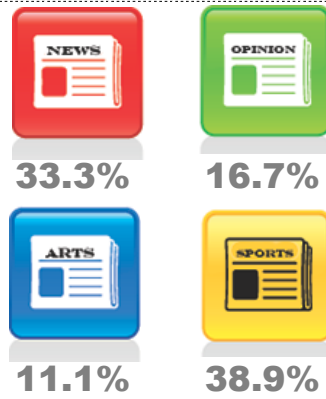
# By the Numbers

April 29, 2015

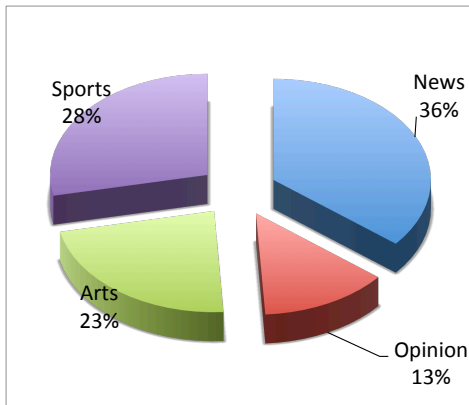
## Common Errors



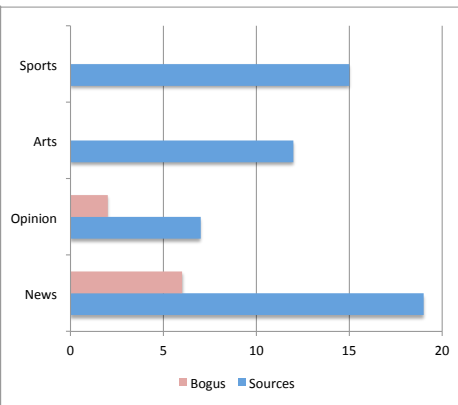
## Content Distribution



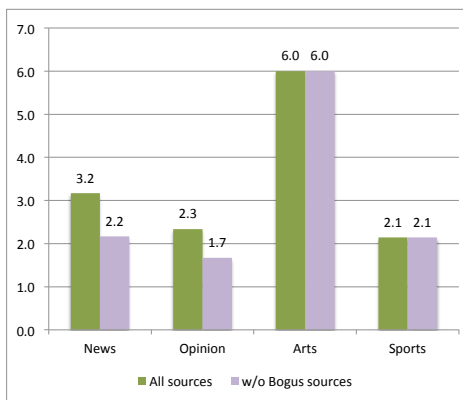
## Source Distribution



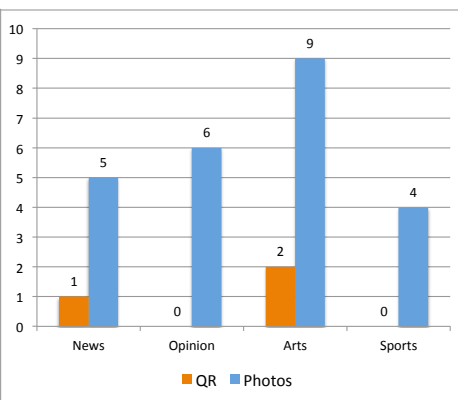
## Where the bogus sources were



## Source averages by section



## QR Codes and Photos



## Semester Averages

Content and Sources	
Content Items	24.9
SrCs per Issue	55.4
Avg Src per Stry	2.2
Bogus Src per Issue	3.7

## Types of Content

Pages	7.4
News per Issue	15.0
Opin per Issue	6.3
Info per Issue	3.6

## Content Distribution

Pct News	36.5%
Pct Opin	19.6%
Pct Arts	13.0%
Pct Spts	27.5%

## Common Errors

Spelling	3.7 per issue
N/P/V	5.6 per issue
Factual	1.4 per issue

## Finances

Income	\$1,305.42
Cost	\$1,115.71
Difference	\$189.71

## Facebook Promotions

Items Promoted	174
Avg per day	1.6
<i>as of May 02</i>	

## ANALYSIS

This issue had a number of difficult-to-cover stories -- cosmetology, athletic counselor, and accreditation.

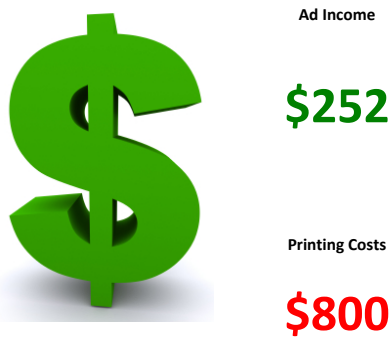
Laura did a good job with the cosmetology story, but erred in not sending written questions to Schilling. Sebastian did not work as hard as Laura did in covering the athletic counselor story and it shows. Editing a presentation of the accreditation story was hastily done and it shows; weak lead that focuses on past rather than future.

With design the editors are dragging at the end of the semester. They do not take advantage of the week off and instead do too much design on Tuesday production. It shows in their final product. Sloppy on design elements and general page layout because it is being done too late in the process and basic design rules are being ignored.

Good coverage of senate budget.

headline writing continues to suffer. And some editors are ignoring headline rules of larger type at top of page and smaller type as you descend.

This critique includes a link to a SNO evaluation of our website. Hopefully, the staff will read it and more effort will go into website details. Facebook promotions have improved across the board, but we are still promoting at only half the rate as last semester. There are a lot of promotions that come out on paper day that could/should have come out before print. We still have not fully mastered the online-first philosophy necessary in today's industry. Instead we are editing too late a dumping stories online as an afterthought.



**We lost \$548.00**