

# By the Numbers

September 24, 2014

Pages **8**

Content Items **20**

Sources **32**

Bogus Sources **1**

Percent Bogus Sources **3%**

Average Sources Per Item **1.6**

News / Feature Stories **10**

**vs**

Opinion Stories **4**

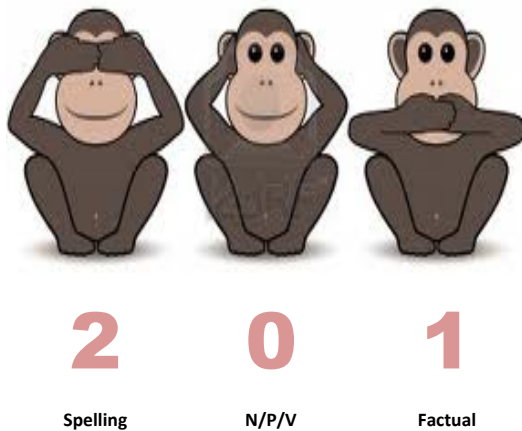
**vs**

Info Content Items **6**

QR Codes **5**

Photos **20**

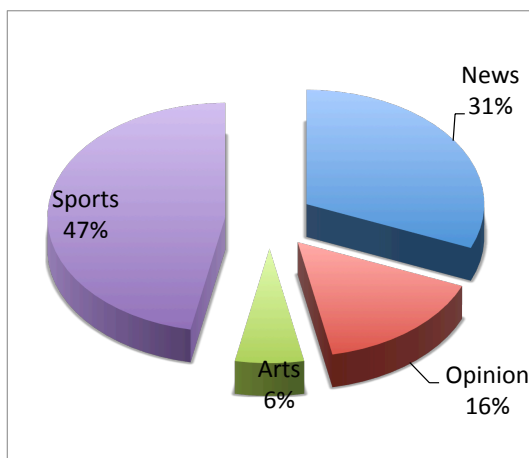
Common Errors



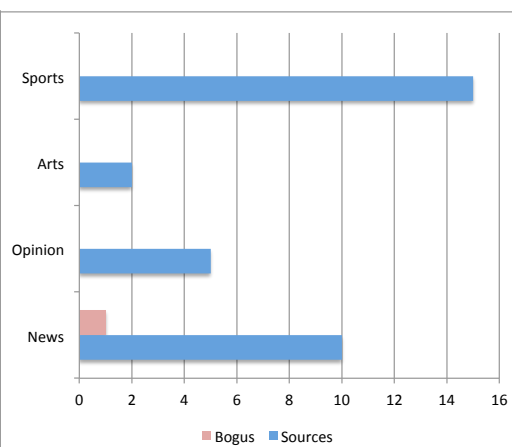
Content Distribution



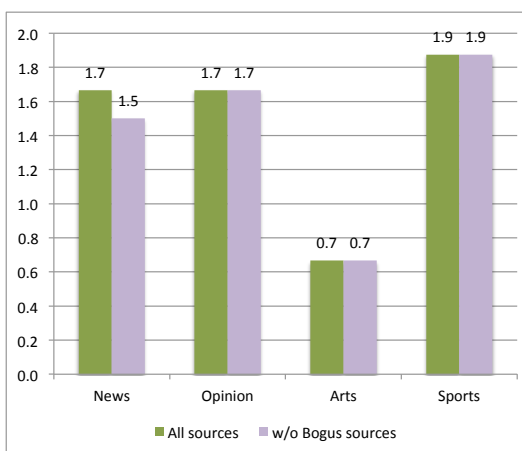
Source Distribution



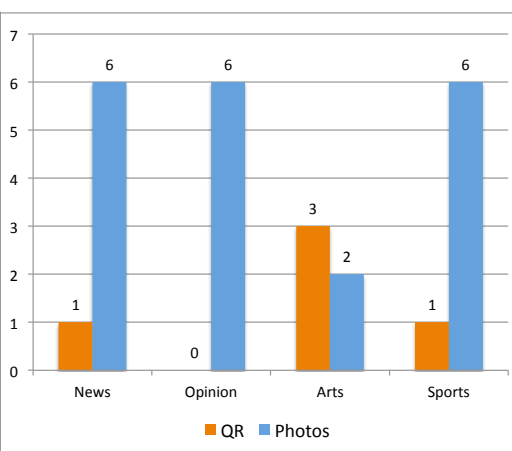
Where the bogus sources were



Source averages by section



QR Codes and Photos



Semester Averages

<b>Content and Sources</b>	
Content Items	17
SrCs per Issue	37.5
Avg Src per Stry	2.2
Bogus Src per Issue	5

<b>Types of Content</b>	
Pages	7.5
News per Issue	10.3
Opin per Issue	3.3
Info per Issue	3.5

<b>Content Distribution</b>	
Pct News	35.9%
Pct Opin	15.1%
Pct Arts	21.6%
Pct Spts	27.5%

<b>Common Errors</b>	
Spelling	2.8
N/P/V	1.0
Factual	0.0

<b>Finances</b>	
Income	\$791.28
Cost	\$1,154.33
Difference	(\$363.05)

<b>Facebook Promotions</b>	
Items Promoted	114
Avg per day	3.0
<i>as of Sep 25</i>	

## ANALYSIS

Some big mistakes this issue, but otherwise a good effort.

1. Front page infograph completed on production night and ends up repeating information.
2. You cannot "Jump" a story from print to online. And the story was written such that deep into it there was only one evident source.
3. Do not substitute "ladies" for "women."
4. Double check bylines and always run spell check on your pages.
5. Not enough sources in most stories to cover the opinion pieces and infographs (which need sources, too). The sources per story ratio dropped by almost a full source this issue.



Ad Income

**\$468**

Printing Costs

**\$1,096**

**We lost \$628.00**