

By the Numbers

September 30, 2015

Pages **6**

Content Items **21**

Sources **44**

Bogus Sources **7**

Percent Bogus Sources **16%**

Average Sources Per Item **2.1**

News / Feature Stories **12**

vs

Opinion Stories **5**

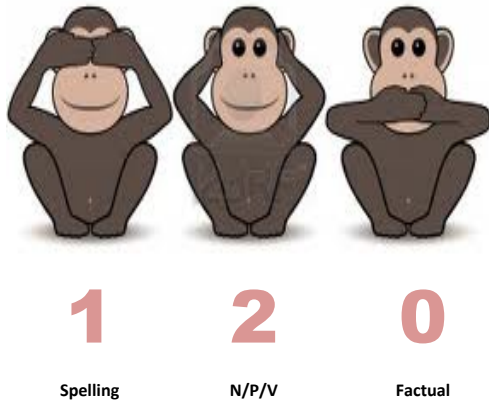
vs

Info Content Items **4**

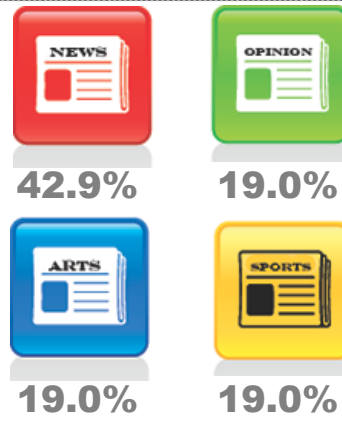
QR Codes **1**

Photos **16**

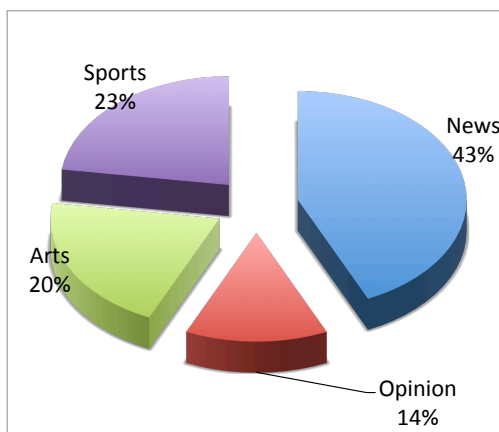
Common Errors



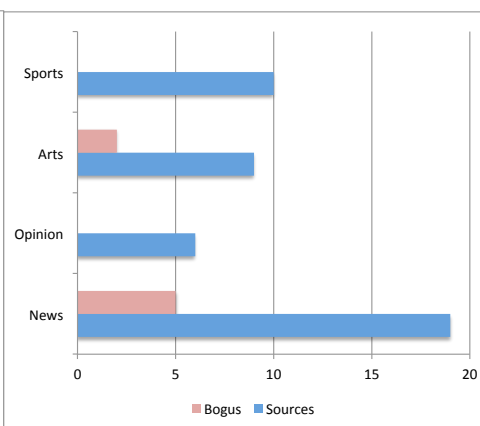
Content Distribution



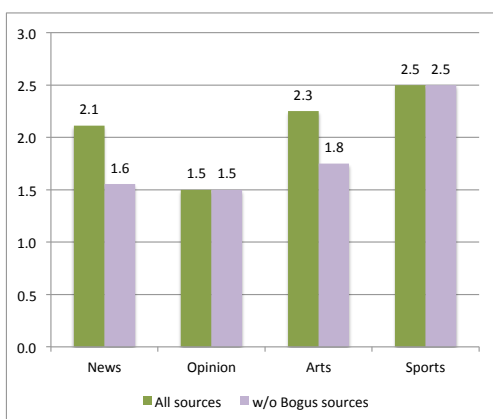
Source Distribution



Where the bogus sources were



Source averages by section



Best Practice Violations **0**



Semester Averages

Content and Sources

Content Items	26.0
Srcs per Issue	45.0
Avg Src per Stry	1.7
Bogus Src per Issue	5.0

Types of Content

Pages	6.0
News per Issue	13.0
Opin per Issue	4.0
Info per Issue	9.0

Content Distribution

Pct News	34.6%
Pct Opin	15.4%
Pct Arts	30.8%
Pct Spts	19.2%

Common Errors

Spelling	11.0 per issue
N/P/V	11.0 per issue
Factual	4.0 per issue

Finances

Income	\$0.00
Cost	\$665.00
Difference	(\$665.00)

Facebook Promotions

Items Promoted	74
Avg per day	0.0

as of Oct 03

ANALYSIS

Much better issue as far as noun-pronoun and noun-verb errors go.

Sports and others have started putting people in leads and it looks great. Keep up the good work.

Nice front page design. Campus Life and Sports also have interesting text-over-photo designs, but this is mostly magazine format and should be used sparingly. It really is being used to hide the fact that we don't have kick-ass photos that stand by themselves. We should never use the format twice in one issue as we have done here.

Look at the work Karla has done for this issue. She is everywhere. That's great, but we don't want her to burn out and others need to step up to make sure they are getting their fair share of assignments.

We had to pay for two color runs this issue because of how we distributed color ads. The upside is that it gave us color on the front page and it looked good. The down side is that we lost money again and at some point we need to have print issues that make money to offset the continuing losses. If we had distributed color ads on page 2 and 5 only we would have broke even on this issue.



Ad Income

\$1,322

Printing Costs

\$1,527

We lost \$205.05