

By the Numbers

October 22, 2014

Pages **6**

Content Items **14**

Sources **42**

Bogus Sources **3**

Percent Bogus Sources **7%**

Average Sources Per Item **3.0**

News / Feature Stories **8**

vs

Opinion Stories **4**

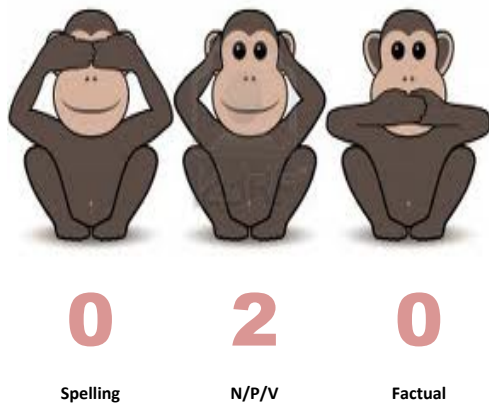
vs

Info Content Items **2**

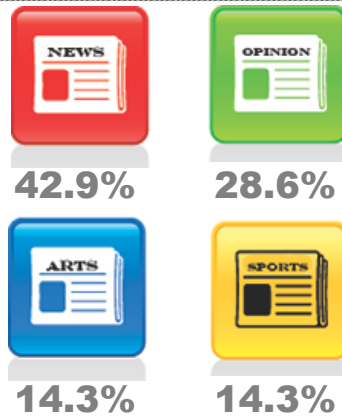
QR Codes **1**

Photos **12**

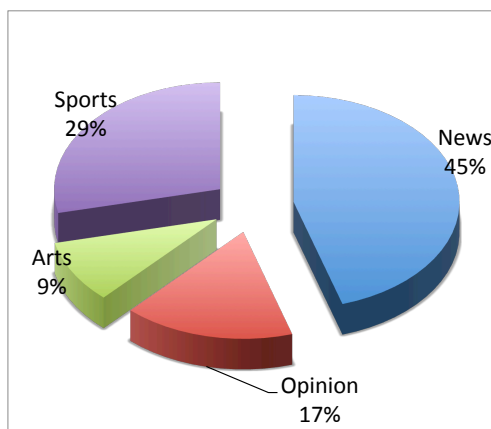
Common Errors



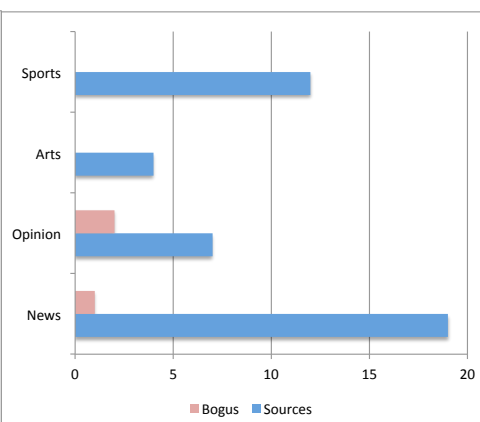
Content Distribution



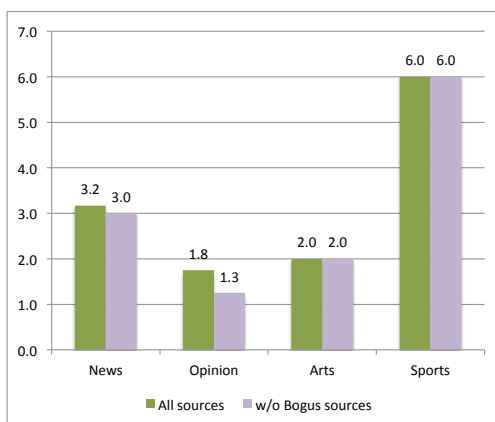
Source Distribution



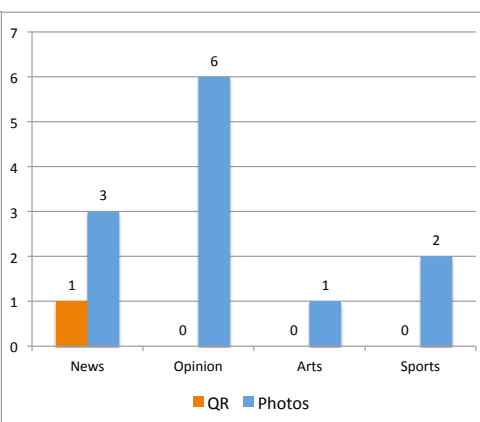
Where the bogus sources were



Source averages by section



QR Codes and Photos



Semester Averages

Content and Sources

Content Items	17.3
Srcs per Issue	38.6
Avg Src per Stry	2.2
Bogus Src per Issue	4.4

Types of Content

Pages	7.7
News per Issue	10.1
Opin per Issue	4.1
Info per Issue	3.0

Content Distribution

Pct News	44.7%
Pct Opin	16.2%
Pct Arts	16.7%
Pct Spts	22.3%

Common Errors

Spelling	2.0 per issue
N/P/V	1.0 per issue
Factual	0.1 per issue

Finances

Income	\$994.99
Cost	\$1,089.57
Difference	(\$94.59)

Facebook Promotions

Items Promoted	203
Avg per day	3.0

as of Oct 24

ANALYSIS

Some editors are struggling with design basics, even as they put together some interesting pages.

Several writers need to tighten up their writing and avoid repeating themselves. Editors can help by insisting on re-writes

Need to do more to promote online/multimedia work in the print edition. QR codes are not being used often enough or properly (design-wise).

Staff has done a good job attacking spelling and noun-pronoun errors, but now needs to watch out for noun-verb errors: Using plural fomrns of verbs with singular subjects.



We lost \$108.25