

By the Numbers

October 29, 2014

Pages **6**

Content Items **20**

Sources **36**

Bogus Sources **5**

Percent Bogus Sources **14%**

Average Sources Per Item **1.8**

News / Feature Stories **10**

vs

Opinion Stories **4**

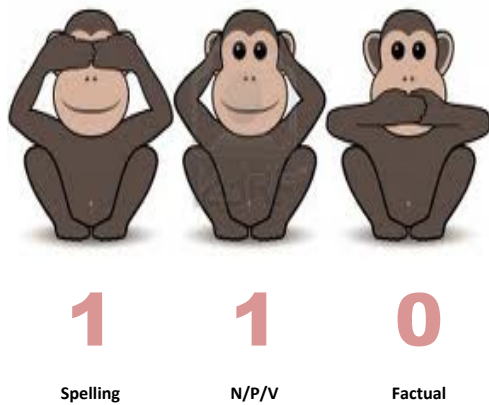
vs

Info Content Items **6**

QR Codes **2**

Photos **18**

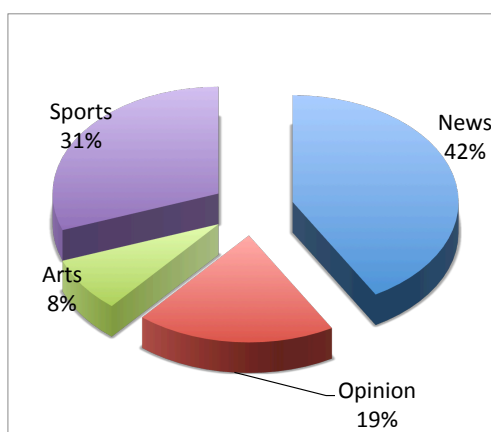
Common Errors



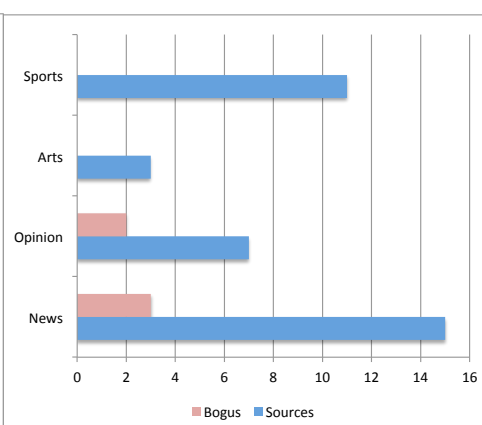
Content Distribution



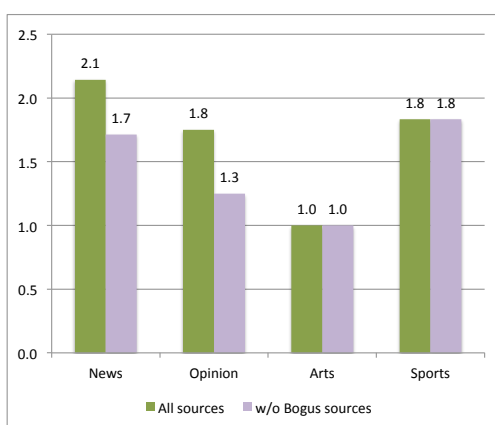
Source Distribution



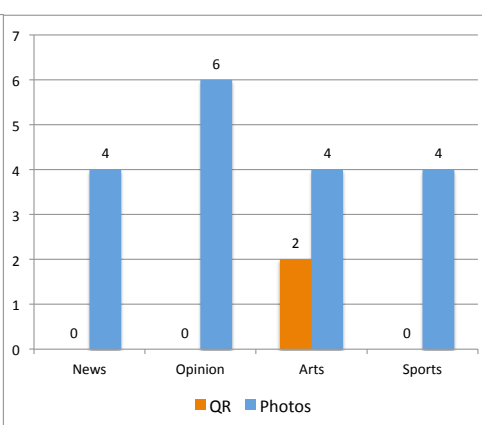
Where the bogus sources were



Source averages by section



QR Codes and Photos



Semester Averages

Content and Sources	
Content Items	20.9
SrCs per Issue	44.5
Avg Src per Stry	2.1
Bogus Src per Issue	5.1

Types of Content	
Pages	7.8
News per Issue	12.5
Opin per Issue	4.9
Info per Issue	3.6

Content Distribution	
Pct News	39.9%
Pct Opin	18.3%
Pct Arts	18.7%
Pct Spts	23.1%

Common Errors	
Spelling	2.3 per issue
N/P/V	1.5 per issue
Factual	0.2 per issue

Finances	
Income	\$1,342.67
Cost	\$1,384.73
Difference	(\$42.05)

Facebook Promotions	
Items Promoted	318
Avg per day	0.0

as of Jan 23

ANALYSIS

Some good news feature stories in this issue:

- Gallivan
- * New regs for athletes
- Lacy responds to petitions
- No one knows editorial
- Piano rooms
- Women's soccer records broken

And some good attempts at special design. Some of those attempts fell short, but nice tries.

Sports needs to shore up design basics.

Need to start getting real news photos for the front page and stop depending on gimmicks such as cutouts, photo illustrations, montages, etc.

Really need to work on headline basics:

- Choosing the right font sizes for headlines
- Pay attention to word phrases
- Choose the right number of lines for headlines
- Craft headlines rather than slap words into place



Ad Income

\$740

Printing Costs

\$1,096

We lost \$355.80