

By the Numbers

November 5, 2014

Pages **8**

Content Items **23**

Sources **49**

Bogus Sources **12**

Percent Bogus Sources **24%**

Average Sources Per Item **2.1**

News / Feature Stories **12**

vs

Opinion Stories **4**

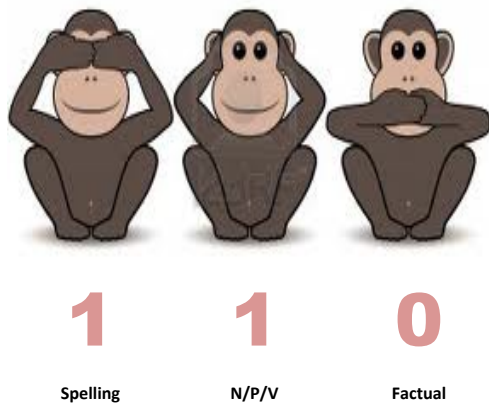
vs

Info Content Items **7**

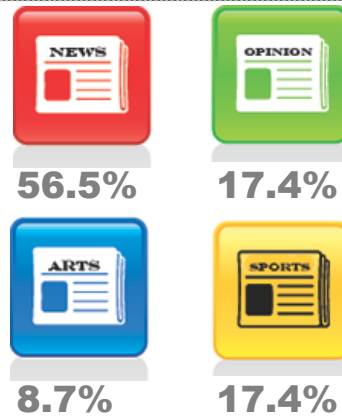
QR Codes **4**

Photos **30**

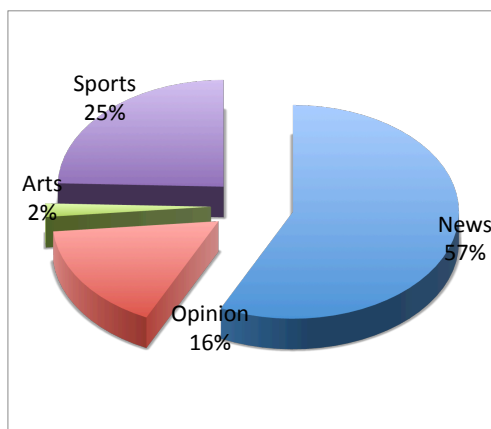
Common Errors



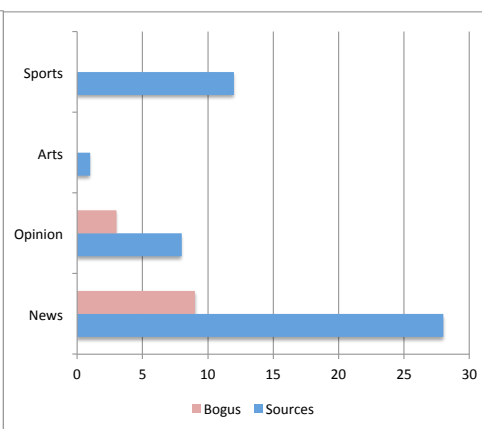
Content Distribution



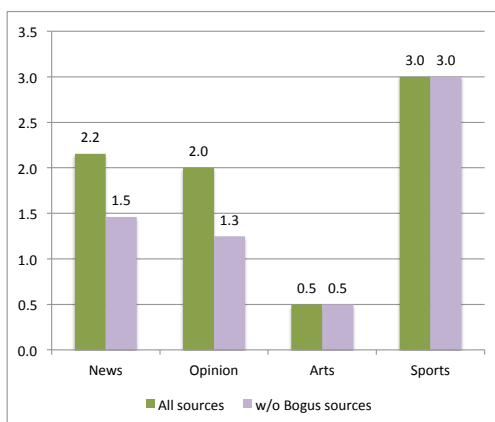
Source Distribution



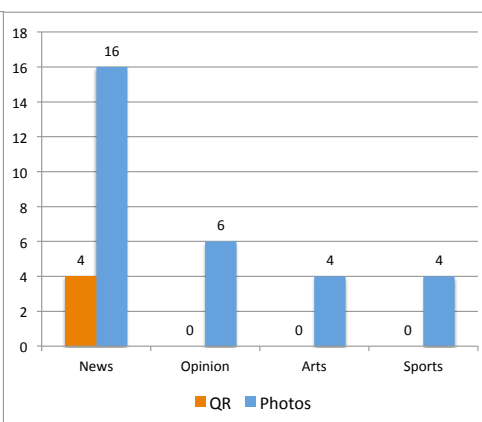
Where the bogus sources were



Source averages by section



QR Codes and Photos



Semester Averages

Content and Sources	
Content Items	17.2
SrCs per Issue	38.7
Avg Src per Stry	2.2
Bogus Src per Issue	4.3

Types of Content	
Pages	7.6
News per Issue	9.9
Opin per Issue	4.1
Info per Issue	3.2

Content Distribution	
Pct News	43.4%
Pct Opin	18.0%
Pct Arts	16.3%
Pct Spts	22.3%

Common Errors	
Spelling	1.7 per issue
N/P/V	1.1 per issue
Factual	0.1 per issue

Finances	
Income	\$965.87
Cost	\$1,091.00
Difference	(\$125.13)

Facebook Promotions	
Items Promoted	227
Avg per day	0.0

as of Nov 08

ANALYSIS

Need to work on simpler and snappier leads. Some headlines could also be written better; we still don't CRAFT headlines.

Over-reliance on multiple photos to fill one focal point; photographers not thinking "storytelling." Still need to work on two-sentence cutlines, especially in sports.

Excellent sports news feature and I love the concept of the multimedia page. Needs a bit of work, but nice start.

Arts stories need MORE SOURCES.

