

2009 NCSMA Publication Self-Analysis Form

PART I: GENERAL INFORMATION

Publication name/type: _____

School name: _____

Since what year has it been published? _____

Total number on staff: _____

Total number on editorial staff: _____

Total number on business staff: _____

Total number on production staff: _____

Change of editors:

- Complete change each year
- Complete change each semester
- Complete change each issue
- Other (please specify)

Explain how and by whom the staff is selected: _____

Who approves copy prior to publication? _____

Who determines content of publication? _____

List any journalism classes in school's curriculum: _____

Who prints publication? _____

For each of the following, indicate the approximate percentage of work done by students, adviser and professionals. Totals should add up to 100 percent.

	% by students	% by adviser	% by pros
Copy writing			
Editing			
Proofreading			
Page design			
Sizing photos			
Headline writing			
Caption writing			
Desktop pub.			
Ad design			
Graphics			
Selling ads			
Taking photos			

PART II: PRODUCTION

1. What software do you use? _____

2. Do you submit your publication to the printer camera ready? _____

3. How many computers are available to your staff? _____

4. What types of computers do you use? _____

5. Do you submit your publication as a pdf? _____

PART III: PHOTOGRAPHY

Do you do any of your own film processing? _____

printing? _____ color? _____ black & white? _____

If you send out your film, to whom do you send it? _____

List cameras and types of lenses available for your use: _____

Do you use digital photography? What equipment? _____

Do you place or enhance your own pictures electronically? _____

For each of the following, indicate the approximate percentage of work done by students, adviser and professionals. Totals should add up to 100 percent.

	% by students	% by adviser	% by pros
Portrait photos			
Club photos			
Candids			
Special events			
Sports (action)			
Other (specify)			

Do you scan photos into place? _____

Do you submit pictures on CD? _____

PART IV: BUSINESS PRACTICES

INCOME:	CIRCULATION:
From advertising \$ _____	Total enrollment: _____
From publication sales \$ _____	Total circulation: _____
From administration \$ _____	Circulation to students: _____
From student govt. \$ _____	Circulation to others: _____
From fundraisers \$ _____	Charge per issue \$ _____
From picture sales \$ _____	PUBLICATION SCHEDULE:
From other sources \$ _____	Newspapers
Total annual income \$ _____	# of issues per year: _____
EXPENDITURES:	Yearbooks
Spent on printer's fees \$ _____	Distribution date: _____
Spent on photography \$ _____	Literary magazine
Other expenses \$ _____	# of issues per year: _____
Total annual expenses \$ _____	Did staff inherit a deficit from past years? _____

PART V: ONLINE

Does your publication have an online component? _____

If so, provide address: _____

PART VI: OTHER COMMENTS

If you would like to make other comments about your publication that may help judges understand your circumstances, please attach an additional typed page.