



# MEDIA CONTEST SELF-ANALYSIS FORM

## PART I: General information

PUBLICATION NAME \_\_\_\_\_ YEAR PUBLISHED SINCE \_\_\_\_\_

SCHOOL NAME \_\_\_\_\_

TOTAL ON STAFF \_\_\_\_\_

TOTAL ON EDITORIAL STAFF \_\_\_\_\_

CHECK: ☐ Editors change each year

☐ Editors change each semester

☐ Other \_\_\_\_\_

TOTAL ON BUSINESS STAFF \_\_\_\_\_

TOTAL ON PRODUCTION STAFF \_\_\_\_\_

Explain how and by whom the staff is selected. \_\_\_\_\_

Who approves copy prior to publication? \_\_\_\_\_

Who determines content of publication/site? \_\_\_\_\_

List any journalism classes in school's curriculum: \_\_\_\_\_

Who prints publication? \_\_\_\_\_

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

	WRITING	EDITING	PROOF-READING	PAGE DESIGN	HEADLINE WRITING	CAPTION WRITING	AD DESIGN	GRAPHICS	SELLING ADS	TAKING PHOTOS	EDITING PHOTOS	COVER (YB, LM)	ONLINE NEWS SITE
% by students													
% by advisers													
% by pros													

## PART II: Production

What software do you use? \_\_\_\_\_

How many computers are available to your staff? \_\_\_\_\_

What types of computers do you use? \_\_\_\_\_

List cameras, types of lenses and other equipment available: \_\_\_\_\_

## PART III: Circulation & Publication

### Circulation

Total enrollment: \_\_\_\_\_

Total circulation: \_\_\_\_\_

Circulation to students: \_\_\_\_\_

Circulation to others: \_\_\_\_\_

Charge per issue: \$ \_\_\_\_\_

### Publication schedule

*Newspaper*

No. of issues/year: \_\_\_\_\_

*Yearbook*

Distribution date: \_\_\_\_\_

*Literary magazine*

No. of issues/year: \_\_\_\_\_

Did the staff inherit a deficit? \_\_\_\_\_

## PART III (cont'd)

### Income

\$ \_\_\_\_\_ advertising

+ \$ \_\_\_\_\_ publication sales

+ \$ \_\_\_\_\_ administration

+ \$ \_\_\_\_\_ student government

+ \$ \_\_\_\_\_ fundraisers

+ \$ \_\_\_\_\_ picture sales

+ \$ \_\_\_\_\_ other sources\*

= \$ \_\_\_\_\_ **total annual income**

\*Please specify other sources: \_\_\_\_\_

### Expenditures

\$ \_\_\_\_\_ printer's fees

+ \$ \_\_\_\_\_ photography

+ \$ \_\_\_\_\_ web hosting

+ \$ \_\_\_\_\_ other expenses\*

= \$ \_\_\_\_\_ **total annual expenses**

\*Please specify other expenses: \_\_\_\_\_

## PART IV: Online news

Is this a class separate from other publications? \_\_\_\_\_

Is your site designed in house by students, and is it original? \_\_\_\_\_

What percent of your content is original to the site? \_\_\_\_\_

URL: \_\_\_\_\_

How often is the site updated?

DAILY TWICE WEEKLY WEEKLY MONTHLY OTHER: \_\_\_\_\_

What type of content management system is used?

WORDPRESS DRUPAL JOOMLA OTHER: \_\_\_\_\_

What software do you use?

DREAMWEAVER FLASH SOUND SLIDES OTHER: \_\_\_\_\_

What host site do you use?

MY.HSJ.ORG ISSONN OTHER: \_\_\_\_\_

Percent of work done by students: \_\_\_\_\_

## PART V: Other comments

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