MEDIA CONTEST SELF-ANALYSIS FORM

PART I: General information

<table>
<thead>
<tr>
<th>PUBLICATION NAME</th>
<th>YEAR PUBLISHED SINCE</th>
</tr>
</thead>
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<table>
<thead>
<tr>
<th>SCHOOL NAME</th>
<th>CHECK:</th>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Editors change each year</td>
<td>Editors change each semester</td>
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</table>

<table>
<thead>
<tr>
<th>TOTAL ON STAFF</th>
<th>TOTAL ON EDITORIAL STAFF</th>
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<table>
<thead>
<tr>
<th>TOTAL ON BUSINESS STAFF</th>
<th>TOTAL ON PRODUCTION STAFF</th>
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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.

<table>
<thead>
<tr>
<th>Writing</th>
<th>Editing</th>
<th>Proofreading</th>
<th>Page Design</th>
<th>Headline Writing</th>
<th>Caption Writing</th>
<th>Ad Design</th>
<th>Graphics</th>
<th>Selling Ads</th>
<th>Taking Photos</th>
<th>Editing Photos</th>
<th>Cover (YR, LM)</th>
<th>Online News Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>% by students</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% by advisers</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>% by pros</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</table>

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? ________________________________________________________________

Income

$ ____________ advertising

+ $ ____________ publication sales

+ $ ____________ administration

+ $ ____________ student government

+ $ ____________ fundraisers

+ $ ____________ picture sales

+ $ ____________ other sources*

= $ ____________ total annual income

*Please specify other sources: ____________________________

PART III (cont’d)

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?

MYHSJOE OR 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.