

MEDIA CONTEST SELF-ANALYSIS FORM

PART I: General information

PUBLICATION NAME/URL _____ 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		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? _____

Percent of work done by students: _____

PART V: Other comments

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