

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: <input type="checkbox"/> Editors change each year <input type="checkbox"/> Editors change each semester <input type="checkbox"/> 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.