

2005 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.			
Paste-up			
Graphics			
Selling ads			
Taking photos			

PART II: PRODUCTION

1. Do you use desktop publishing? (If no, skip to 7.) _____

2. What software do you use? _____

3. Do you submit your publication to the printer on disk or camera ready? _____

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

5. What types of computers do you use? _____

6. Do you have access to a scanner? _____

7. What type of printer do you use? _____

8. Do you submit copy on copy sheets? _____

PART III: PHOTOGRAPHY

Do you do 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 use PMTs (cut and paste on layouts)? _____

Half tones (printer strips photos into place)? _____

Do you scan photos into place? _____

Other? (Specify.) _____

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
Specify source: _____	# of issues per year: _____
Total annual income \$ _____	Yearbooks
EXPENDITURES:	Distribution date: _____
Spent on printer's fees \$ _____	Literary magazine
Spent on photography \$ _____	# of issues per year: _____
Spent on other expenses \$ _____	Did staff inherit a deficit from
Total annual expenses \$ _____	past years? _____

PART V: 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.