

COST: \$50

We already paid with our membership.
If not, a check or school purchase order
made out to KSPA must accompany this
form.

OPTIONS: ___ Critique and rating
 ___ Critique only / no
 rating published

Please include a sheet indicating any
special circumstances which the staff
worked under to complete newspapers.

DEADLINE FOR ENTRIES: *Must* be
postmarked by **March 9, 2012.**

*Mail or UPS three separate editions of your
newspaper from the 2011-2012 academic year
to :*

**KSPA All-Kansas News Publications
Stauffer-Flint Hall
University of Kansas
1435 Jayhawk Blvd.
Lawrence, KS 66045-7575**



2012 All-Kansas News Publication Critique

Name of Newspaper

Adviser

Name of School

School Address

City

Zip

E-Mail

ENROLLMENT CLASSIFICATION:

JH 1A 2A 3A 4A 5A 6A

BUDGET ANALYSIS

Please provide total ANNUAL figures, not percentages.

A. SOURCES OF INCOME:

Total from Advertising \$ _____
(Base and rate: \$ _____ per _____)
Total from Subscriptions \$ _____
Total from Administration \$ _____
Total from Activities Ticket \$ _____
Total from Student Groups \$ _____
Total from Single Copy Sales \$ _____
Total from Fundraisers \$ _____
Total from Other Sources (specify)
\$ _____

TOTAL ANNUAL INCOME:

\$ _____

B. TOTAL EXPENDITURES:

Total spent on Printers' Fees \$ _____
Total spent on Photography \$ _____
Total spent on other Operating Expenses
\$ _____

TOTAL ANNUAL EXPENDITURES:

\$ _____

FROM PAST YEARS:

A. Did this staff inherit a deficit?

___ yes ___ no

If so, who will make up the loss?

C. Did expenditures equal income this year?

___ yes ___ no

D. Did income exceed expenditures this year?

___ yes ___ no

If so, what will it be used for?

STAFF MANAGEMENT

Total number on staff _____

Number on editorial staff _____

Number on business staff _____

Number on production staff _____

Who selects the staff?

- adviser
 editor
 both adviser and editor
 last year's staff
 staff volunteers
 Other (please specify) _____

Does adviser approve copy prior to publication?

___ yes ___ no

Does anyone other than student editors and adviser approve copy regularly or prior to publication?

___ yes ___ no

Who determines the content of the publication?

- adviser
 editor
 staff
 adviser and editor
 Other (please specify) _____

Is there a journalism class in the curriculum?

___ yes ___ no

CIRCULATION

(Please give numerical answers, no percentages.)

a) Exact student enrollment _____

b) Total Circulation _____

c) Circulation to students _____

d) Circulation to others _____

FREQUENCY OF PUBLICATION

17 or more issues/yr.

13-16 issues/yr.

9-12 issues/yr.

5-8 issues/yr.

2-4 issues/yr.

1 issue/yr.