**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Entrepreneurship Unit Test Key**

*Directions: Complete the following questions about entrepreneurship. Each question is worth one point unless otherwise noted. (60 points total)*

1. Label the following activities as either **entrepreneurial (E)** or **production (P)** activities.

\_P\_\_\_ Newsgathering \_E\_\_\_ Branding

\_E\_\_\_ Fundraising \_P\_\_\_ Design

\_E\_\_\_ Distribution \_E\_\_\_ Advertising

2. Discuss how to differentiate between entrepreneurial and production activities, including:

* A definition for each (2 points)
* How the audience is involved in each (2 points)
* How each sustains a publication (2 points)

Entrepreneurial activities include the creation of a new experience, or improvement of an existing experience, by a single person or group of individuals who take on the initiative and risk of financing the opportunity and inviting an audience to participate and interact with it. In journalism, this includes activities around audience interaction, marketing, sales and advertising, but excludes production activities, such as reporting, designing, and writing, which are designed to get information out to an audience.

Entrepreneurial activities are participation-oriented, invite the audience to participate and respond, finance the program, are tailored to the audience, and help sustain the business of news. Production activities are creation-oriented, tell the audience, help run the program, are tailored to the content of the story, and help sustain a beat.

3. Discuss how TWO of the following can be used to invite the audience to participate in a high school setting: social media, fundraising, branding. (8 points)

Social Media: Sell yearbooks, gather photographs or story ideas, contests, invite them to read a story, previews for stories, etc.

Fundraising: Provide experiences such as a Bingo Night or competitions for audiences to make them participatory

Branding: Create marketing “blitz” campaigns to increase audience interest in the publication, distribute “fun” marketing tools such as stickers or stamps

4. Evaluate the following market research survey questions, indicating their strengths and weaknesses. (2 points each, 10 points total)

* Are your parents interested in the yearbook? YES NO

Possible Strengths:

* Includes possible choices
* Quick to answer
* Gathers information about members of the audience that are not often surveyed

Possible Weaknesses

* Could be better presented as a rating, for example, “On a scale of 1-5, how interested are your parents in the yearbook?”
* Some students may not know this information about their parents. It would be helpful to have a descriptor such as, “I don’t know,” “Maybe,” or “Sometimes.”
* What section of the yearbook would you look at first?

Portraits Student Life Sports Academics Senior Ads

Possible Strengths:

* Includes possible choices
* Quick to answer
* Indicates areas of interest to the audience

Possible Weaknesses

* Does not include other possible areas of student interest, for example, the Index, Advertising, Title Page, Signature Pages, etc.
* Would be useful to have a descriptor such as “Other” to include some of these other possibilities, without having to list all of them.
* Do you go to our news website to read articles? YES NO

Possible Strengths:

* Includes possible choices
* Quick to answer
* Written clearly
* Provides information about whether members of the audience engage with the website

Possible Weaknesses

* Could be better presented with a list of possible activities to engage in on the website (e.g. read articles, watch videos, take surveys, view photo galleries, etc.), since it is possible some audience members go to the website for other activities than reading articles
* Would be beneficial to have other descriptors, such as, “Sometimes”
* When was the last time you read our newspaper?

Possible Strengths:

* Gathers information about audience engagement with the newspaper
* Open-ended questions allow the audience to explain their answer

Possible Weaknesses

* Written with a very negative connotation
* Even if a student has not read the newspaper recently, there could be many explanations for their behavior. The question does not glean useful information about *why* a student may not have read the paper.
* Do you use social media?

Possible Strengths:

* Quick to answer
* Gathers information about audience preferences around engagement tools

Possible Weaknesses

* Could be better presented with choices (Facebook, Twitter, etc.)
* Does not define social media, so students could consider some outlets “social” that the publications staff may not
* A student who uses social media in general will not necessarily use social media to interact with a publication

5. Why is it important to understand a market audience? (2 points)

Possible answers: To know …

1. How to engage your audience
2. What kind of businesses to solicit for advertising in your publications
3. How to plan coverage so the audience cares
4. Which social media outlets are essential
5. How to sell your publications to your audience, especially yearbooks

6. Describe how Twitter, Facebook and Pinterest can be used in different ways to reach an audience. (6 points, 2 points each)

Twitter: Breaking news, alerting, searching, inviting

Facebook: Starting conversations, verifying, feedback, inviting

Pinterest: Inviting, curating information

7. Write a sample Twitter post for the following events. (2 points)

*You are getting ready in the morning when you get a text message from the school district informing you school has been cancelled because of a power outage. You know not every student has signed up for text message alerts from the school, and they may not be checking the school website. Luckily, you are the social media editor for your news website, and you can inform other students about the situation.*

Answers will vary, but should be less than 140 characters, including punctuation and spaces, and capture the following aspects of the story:

1. School is cancelled due to a power outage
2. Announcement came via text message from the school district

Responses should contain correct spelling and grammar, and should NOT sensationalize. Also, the post should be written the spirit of Twitter, with a focus on alerting.

8. Explain how scarcity, preferences and incentives affect school publications. (6 points, 2 points each)

Scarcity: We have a *lack* of scarcity, due to students having many sources of information

Preferences: We need to determine our audience’s preferences so we produce news products they will want to invest in

Incentives: Offering the yearbook at increasing prices, fundraisers that allow you to make money and provide entertainment, etc.

9. Explain how each of the following marketing strategies can be used to brand and market a publication. (10 points total, 2 points each)

* Crowdsourcing

Crowdsourcing enables your audience to influence your content, which makes them feel connected because they are involved in the conversation personally. This casts a wider net for sources and allows you to monitor comments for future angles.

* Focus groups

Allows your audience to give feedback when developing a new publication or improving an existing one. This gives a publication an idea of what the audience wants, which can help when determining branding and marketing strategies.

* A “blitz” strategy for sales

This type of sales campaign targets the audience from all directions for a specified period of time, which provides many entry points for creating branding. Staffs might choose to distribute information about the publication in a creative way with stickers or stamps, or could run a contest or some type of promotion, to help boost sales.

* Theme

All marketing and branding strategies can be tied to a specific theme to create consistency and coherency with the publication and the campaign.

* Interview business card

An interview business card can be used to thank the person who was interviewed and invite them to view the publication online or to interact with the publication in other ways via QR codes or social media handles.

10. What is the difference between advertising and fundraising? How can both be used to fund a publication? (4 points)

Advertising generates money for day to day operations and transmits product/sales information to the market audience; historically, publications have relied on advertising to make the most money. Fundraising provides a way to involve the audience while making money. Advertising provides a service to businesses or parents in a community, while fundraising usually includes activities designed to engage the audience while charging them for the experience, such as bake sales or dances. Some combination of both should be used to fund publications, though advertising typically brings in the most money.