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

**Units 1 and 2 Test Key**

*Directions: Complete the following questions about entrepreneurship and audience interaction. Each question is worth one point unless otherwise noted. (40 points total)*

**Section 1: Entrepreneurship Basics (10 points)**

Match the following examples of entrepreneurial activities to their general categories; what type of activities are they?

A. Public Relations B. Product Marketing C. Branding D. Advertising

E. Digital Publicity F. Fundraising G. Distribution

\_\_C\_\_\_\_ 1. Creating a staff T-shirt that includes a news website link and social media handles

\_\_A\_\_\_\_ 2. Writing a survey to distribute to your audience and discover their preferences

\_\_E\_\_\_\_ 3. Posting a contest to Instagram to get more photos for the yearbook cover

\_\_B\_\_\_\_ 4. Selling the yearbook at increasing prices throughout the year

\_\_F\_\_\_\_ 5. Holding a bake sale and car wash during parent-teacher conferences

\_\_G\_\_\_\_ 6. Writing a “letters to the editor” policy so readers know how they can respond to content they read in the newspaper

\_\_D\_\_\_\_ 7. Allowing parents to submit baby photos and messages for their students in the newspaper by giving them options to purchase a certain amount of space in the paper

\_\_E\_\_\_\_ 8. Linking to stories on your news website through your social media accounts

\_\_C\_\_\_\_ 9. Passing out business cards during lunch that contain your website address

\_\_A\_\_\_\_ 10. Writing a commenting policy so that readers know how to interact with you

**Section 2: Social Media (20 points)**

11. Explain the following purposes for social media, giving an example for each for what a journalist might do with social media to achieve that purpose. (3 points each)

* Alerting

Disseminating information to an audience; announcing the results of the Homecoming King and Queen selection

* Searching

Finding sources or getting more information about a story; gathering photos from social media followers to create a photo gallery for a story

* Verifying

Checking to make sure information is correct; asking a question through Facebook

* Feedback

Prompting the audience to respond to a story or other information; Asking a question at the end of a post

* Inviting

Driving reader traffic to online content; including a link to a story online in a social media post

12. Why is it important to write for your specific social media platform; in other words, why would you write differently for Facebook than for Twitter or Pinterest? (3 points)

Social media outlets are useful for different types of activities. For example, Facebook is best for getting feedback, Twitter is best for alerting, and Pinterest is best for curating content. Additionally, different people use each social media outlet, and there are different restrictions on length of post for each medium. For example, Twitter only allows 140 characters. These differences necessitate different styles of writing.

13. Consider the following scenario. What do you do? How might it have been avoided? (5 points)

*You are the editor-in-chief and just appointed a new social media editor. She has been faithfully posting links to new stories on Facebook and Twitter, as well as photos about events occurring among the student body; however, she has started posting “shout outs” to members of the student body, most of whom are her friends, for their accomplishments. A junior boy, her ex-boyfriend, recently broke the school record for the number of soccer goals scored in a single season, but she refuses to post anything on social media about this and has changed the accounts so you cannot get on. What do you do?*

Answers will vary, but should include some discussion of resetting the social media accounts and either removing the student from editorial leadership or finding some other sort of consequence for her behavior, since it appears that there has been some discussion over her activity and she has engaged in defiant behavior in return. The editor-in-chief should also always have access to the accounts and may want to consider writing a policy that either requires the lauding of all student achievements or gives specific requirements about how these achievements should be recognized, and when.

14. Describe two qualities of an excellent social media post. (2 points)

An excellent social media post will be concise, well-organized, complete, clearly meet at least one of the five uses for social media in journalism, engage the audience effectively, feature key elements of the story, “hook” the reader, and be objective and written well.

**Section 3: Audience Interaction (10 points)**

Consider the following scenario.

*Scenario: 15 students, out of a school of 200, were surveyed about their thoughts on a new sports magazine for the school. They were asked 3 questions.*

***Do you read the sports section of our school newspaper?***

*Yes — 10 No — 3 I’ve never read the paper — 2*

***Do you read local newspaper coverage of sports at our school?***

*Yes — 1 No — 1 I’ve never read the local newspaper — 13*

***Is sports coverage in a newspaper important to you?***

*Yes — 13 No — 1 I don’t know — 1*

16. Describe TWO weaknesses of this survey. (2 points)

Possible answers may include:

* Very few students were surveyed
* Little information is gathered about their preferences regarding sports coverage
* Little information is gathered about WHY they read the sports section, or do not
* It is unclear if those who read the sports section value the content or not

17. How would you recommend this publication proceed in deciding whether or not to start a sports magazine? (5 points)

This publication should conduct a follow-up survey to gather student opinions on the quality of the sports coverage in the school newspaper vs. the quality of local sports coverage to determine if this would be a worthwhile venture. It would also be a good idea to consider what kind of sports coverage is most important to the audience. The publication may benefit from conducting a focus group with students who read the sports section and consider it to be important to determine the focus for a potential sports magazine.

18. Discuss the pros and cons associated with online audience interaction, especially in regards to commenting, and how a staff can deal with these situations. Be sure to write at least 5-7 sentences. You may use the back if necessary. (5 points)

Answers will vary, but could include:

Pros: Getting audience feedback, increasing audience engagement, providing opportunities for audience members to discuss with one another, offering more content online, gathering information to follow-up on a story, etc.

Cons: Can lead to school disruptions more easily, need a commenting policy to govern potential problems, hard to predict what problems may arise, requires more preventative action on the part of the publications staff

How can a staff deal with these situations?

* Have a commenting policy in place and stick to it
* Make your audience aware of your policies
* Establish the website as an open forum for student expression, but maintain control over the discussion happening there
* Create a clear leadership structure within the staff for dealing with online interactions
* Use policies written by other schools as a means to develop your own