Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Entrance Ticket: Entrepreneurship Answer Key**

Place an X next to which of the following describe entrepreneurial activities in journalism.

\_\_\_\_\_ 1. Writing an investigative feature on changes in school board policy

\_\_X\_\_\_ 2. Creating a social media campaign to sell more yearbooks

\_\_X\_\_\_ 3. Conducting a poll of the student body to garner feedback on proposed changes to the broadcast television website

\_\_\_\_\_ 4. Conducting a poll of the student body to determine who is going to Homecoming

\_\_X\_\_\_ 5. Planning a distribution party for the yearbook at the end of the year

\_\_X\_\_\_ 6. Creating a budget for the launch of a new literary magazine

\_\_X\_\_\_ 7. Planning a 5K fundraiser to raise money for new camera equipment

\_\_\_\_\_ 8. Creating a staff committee to work on a newspaper redesign

9. In your own words, explain how entrepreneurship is different from reporting.

Answers will vary, but should include an explanation of entrepreneurship as a publication management strategy; examples may include branding, fundraising, advertising, distribution, social media, audience engagement, etc. Student should have a clear explanation of how these activities are different from reporting activities, such as writing stories, creating graphics, taking pictures, creating video packages, etc. Entrepreneurship is about engaging the audience, not storytelling.

10. In your own words, explain why entrepreneurship and reporting are both important aspects of a healthy journalism program.

Answers will vary, but should include an explanation of the purposes served by entrepreneurship, including funding the publication, public relations, audience engagement, marketing to an audience, etc. Entrepreneurship keeps the publication going, reporting is the product provided to the consumer (audience).