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

**Entrance Ticket: Entrepreneurship**

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

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

\_\_\_\_\_ 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

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

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

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

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

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

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