**Concept Formation Lesson: Data-Retrieval Chart**

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

**Warm-Up:** What kinds of challenges do journalism leaders face in the 21st Century?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Example** | **What is the**  **primary**  **activity?** | **Who is involved**  **in the primary**  **activity?** | **What must be**  **accomplished**  **to facilitate**  **the activity?** | **How is the**  **audience**  **engaged by**  **the journalist?** |
| **Digital**  **Publicity** |  |  |  |  |
| **Public**  **Relations** |  |  |  |  |
| **Product**  **Marketing** |  |  |  |  |

**Concept Formation Lesson: Chart Analysis**

What differences do you see among the examples?

What similarities do you see among the examples?

Critical Attributes:

1.

2.

3.

4.

My definition:

Concept Name:

**Concept Formation Lesson: Data-Retrieval Examples**

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

**Example 1: Digital Publicity**

More and more companies, including media giants, are turning to digital media to reach an audience in the 21st Century. These companies recognize that most individuals have at least one, usually many, digital modes of communication, such as Facebook and Twitter. Additionally, most consumers own several personal electronic devices, including phones, tablets, laptops and even experimental products such as glasses and watches. Rather than relying on traditional media, successful companies are reaching out to and investing in audiences through the products they use the most. This could require some monetary costs, in certain cases. In journalism, this can take the form of linking to published work through email or social media posts, inviting users to send in their own content such as photographs and providing up-to-the-minute updates from major events. A consumer is more likely to be involved when reporters send the news straight to them. This activity requires media leaders to refine audience-outreach strategies that might already be in place, and to be willing to try new digital publicity tools. Journalists must be willing to understand the benefits and drawbacks of each tool and assume the risks associated with trying something new.

**Example 2: Public Relations**

Maintaining a positive public image is increasingly important in a digital era; consider how quickly news can spread when a media outlet reports a story incorrectly or runs an embarrassing spelling error in a headline. While public relations is traditionally understood as private companies releasing information on their own terms, journalists need to consider their own digital footprints as well. Leaders should develop a staff manual that includes guidelines for social media use as well as a system to ensure that specific ethical and process guidelines are adhered to whenever a reporter reaches out to an audience. Additionally, journalists need to learn specific writing techniques for social media to promote audience engagement, such as employing a call to action at the end of each post. Finally, media leaders can no longer assume that the audience will come to them. Consumers have so many ways to access information for themselves that a successful journalistic venture must actively promote its own value and worth to others, which requires the development of a clear public relations strategy. Many public relations strategies can be employed for free, but leaders should be cognizant that some ventures may cost money and include this in the budget.

**Example 3: Product Marketing**

Newspapers, websites, magazines, television and yearbooks are products, not freebies. Even if consumers can access a product for free, they still need to be encouraged to give time out of their day to access it. Successful journalism leaders find ways to make an audience feel like their products are necessary through the creation of an interactive experience. This is vital when starting a new publication and when financing an existing publication, and can include such activities as yearbook sales, advertising, fundraising and distribution. The audience is watching during each step of the process, so the most successful publications will devise a layered marketing strategy, similar to developing a theme in a yearbook. Leaders should consider when, where, and how the target audience is most likely to respond positively to a marketing campaign and devise these strategies with the audience in mind. Many of these activities involve some upfront costs, so staffs should consider the likelihood of success before investing a great amount of time and energy in a specific strategy.