**Unit 4: Experiential Project**

**Task:** It’s time to wrap up all of the skills and new knowledge you’ve acquired throughout your study of entrepreneurship in journalism. Your final task over the next two weeks is to envision a new publication for your school, based on both what you know about your market audience AND what you feel would add the most value to your campus.

Your publication choices include:

1. Newspaper
2. Yearbook
3. News website (\*\* you do not have to actually launch the website, just make a plan)
4. Online yearbook supplement
5. Special-interest magazine (sports, entertainment, agriculture, etc.)
6. A three-platform social media strategy to enhance an existing publication
7. Your idea … approved by your teacher

**Requirements: You have two weeks to complete the following.**

1. Choose a publication name and create a logo; include it on all printed items
2. Write a production and distribution schedule
3. Create a physical marketing tool (poster/flyer, T-shirt, email blast campaign, social media marketing campaign, etc.) to draw audience attention to your publication.
4. Pitch a written planning report, including four types of strategies: branding, audience engagement, social media and publication marketing. Include the following details:
   1. Branding concept
      1. Publication name and logo
      2. Mission/purpose statement — Why is this publication important? What does it add that does not already exist for the audience?
      3. Intended audience — What are their expectations and preferences? What other choices do they have to access the type of information you will include in your publication? What would incentivize them to choose you above, or in addition to, these other options?
      4. Staff recruitment — Who will work on this publication? How will you find them? What policies will they need to agree to? What is the staff hierarchy? How will you make decisions?
   2. Audience engagement strategy … how will you …
      1. Know what your audience wants (focus groups, surveys, etc.)?
      2. Get the word out to your audience? Launch/distribute?
      3. Plan for reevaluation and audience feedback?
      4. Deal with sticky situations, minor mistakes and major errors?
      5. Work to establish trust with your administration?
      6. Work to establish credibility with your community?
   3. Social media strategy
      1. Which platforms will you use? Why?
         1. If you’re not planning to use any, have a good, relevant, legitimate reason to explain this decision.
      2. How will you use these platforms? What is their main purpose?
         1. Driving traffic, audience interaction, sales, marketing?
      3. Who will post? When? What is the posting process?
      4. Who will manage the social media accounts?
      5. What policies will govern your social media use?
         1. Comments, responding to critique/criticism, types of posts, how the staff will use publications accounts, how the staff will interact with publications accounts from their personal accounts, etc.
   4. Publication marketing strategy
      1. What media products will you market/sell?
      2. Describe three specific marketing strategies you will use.
      3. How will you cover expenses and make money to account for upgrades in the future? Create a sample budget that includes potential expenditures/sources of income.
      4. What advertising and fundraising policies will you employ?
      5. Who will be responsible for advertising and fundraising?
      6. What types of sales timelines will you use?
      7. Who will create marketing materials? With what?
5. Place all materials in a binder or report cover with a cover sheet to turn in.
6. Create a presentation tool to use for your in-class presentation and presentation to a professional. You may choose to create an electronic tool, such as a slideshow, to create a condensed version of your report and export it as a PDF, or create a poster board, if no electronic tools are available. Please include:
   1. Publication name and logo on the title slide
   2. Publication type and justification for why it is needed
      1. Who is your intended audience? What are their expectations? Why do they need this publication? How will you draw them in?
   3. An overview of your audience engagement strategies
      1. How will you gather information about their preferences in advance?
      2. What is your plan for reevaluation and audience feedback?
      3. How will you work to maintain credibility?
   4. An explanation of your publication marketing strategy
      1. What will you do to actively market the publication?
      2. How will you cover expenses and make money?
      3. What advertising and fundraising policies will you employ?
   5. A suggested timeline for planning, launch, and at least four months of publishing deadlines
7. Local media professionals, university professors, school board members and/or school administrators will join us in class on the due date and will also evaluate your presentation. Consider this a real-world test of what you have learned, as well as an interview.

**You will be graded on:**

**(1) Publication branding (name, logo); \_\_\_\_\_\_/20**

**(2) Production and Distribution Schedule; \_\_\_\_\_\_/40**

**(3) Marketing Tool; \_\_\_\_\_\_/40**

**(4) Written Planning Report; \_\_\_\_\_\_/100**

**(5) Collaboration; \_\_\_\_\_\_/30**

**(6) Presentation tool (slideshow, PDF, poster, etc.); \_\_\_\_\_\_/50**

**(7) Presentation \_\_\_\_\_\_/70**

**\_\_\_\_\_\_/350**

**See attached rubrics for specific instructions and grading information.**