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

**Assignment: Entrepreneurship Investigation**

*Directions:* Conduct an online investigation to find examples of how professional media organizations use one of the seven types of entrepreneurship. Then, create a mini-poster to showcase professional examples and suggest how a high school journalism program might adapt them for their own purposes. Finally, present your findings to the class.

*Day 1*

1. Form a group of 2-4 and either select one of the entrepreneurship types to investigate or ask your teacher which type to investigate.
2. Conduct an Internet investigation to find examples of how professional journalists use that type of entrepreneurship. Consider looking at the following areas:
   1. “About Us” pages and related content on websites
   2. Publicly-released staff policies
   3. Social media outlets (Facebook, Twitter, Pinterest, Tumblr, etc.)
   4. Individual journalists’ blogs and pages
   5. Letters to the Editor policies
   6. Commenting policies
   7. Advertising/Marketing departments for media organizations
   8. Parent organizations for media/media conglomerates (e.g. Gannett, Time-Warner, Comcast, 21st Century Fox, Walt Disney Company, etc.)
3. Take screenshots of 5-10 examples you think are relevant.
4. Title your mini-poster with the name of the entrepreneurship example you are investigating and divide the poster in half visually; this could be done by folding, creating a diagram or utilizing another artistic dividing technique.
5. Print your screenshots, cut them out. Arrange them on half of your mini-poster, creating an artistic and appealing design. Leave the other half blank for Step 6.

*Day 2*

1. Create a list of suggestions for how a high school journalism program might adapt these professional examples to appeal to their own audience. Make sure your list is readable from several feet away and appears neat and colorful.
2. On the back of your poster, write a paragraph justifying the necessity of this entrepreneurial activity for a journalistic program, including how these activities might help journalists meet the challenges of the 21st Century.