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

**Notes: Publication Branding**

***Warm Up:***

1. Think of an actor or reality television star who has largely lost credibility with the public. What did that person do to build their following? What kinds of actions destroyed their relationship with their audience?

2. If your non-journalism classmates were to describe (1) your staff and (2) your publication in 3-5 sentences, what do you think they would say?”

***Debrief:***

3. Based on our initial discussion, why is publication branding important?

***Publication Branding***

A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ plan to put forward a specific \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to an audience and/or to interact with an audience in order to facilitate a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ audience outlook, thereby increasing the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the brand in their eyes

* Publications, like individuals, need a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to …
  + Maintain a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ image with the audience, including \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Encourage the audience to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with the publication
  + Drive \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of physical products (yearbooks, newspapers) as well as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to electronic products (website, social media)
* Our audience is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, therefore we need to participate in their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Before and After***

|  |  |  |
| --- | --- | --- |
|  | **Then** | **Now** |
| **Production** | Producing a publication behind \_\_\_\_\_\_\_\_\_\_\_\_\_ doors, revealing it when the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ was ready | Maintaining a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ professional, positive \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ among our student body, including \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of content |
| **Sales** | Conducted on a \_\_\_\_\_\_\_\_\_\_\_ basis; \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ all strategy | Use a “\_\_\_\_\_\_\_\_\_\_” strategy, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ students at key moments during the year with materials that relate to their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and that are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and interesting |
| **Content** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ decides all of the content on their own | Go to where \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_are and \_\_\_\_ for content and ideas; \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_them in the process so they feel some sense of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, that the publication is theirs also |

***Examples***

*Directions: As we look at examples of these publication branding techniques, complete the following chart.*

|  |  |  |  |
| --- | --- | --- | --- |
|  | **How does this help support a publication’s brand?** | **What do you like and dislike about this?** | **How effective would it be in your own context?** |
| Championing Students on Social Media |  |  |  |
| Soliciting Graduation Photos |  |  |  |
| Parking Violation Sales |  |  |  |
| Direct, Personal Marketing |  |  |  |
| Screen Shots of Modules |  |  |  |
| Wall of Photos |  |  |  |
| Soliciting Homecoming Photos |  |  |  |
| Yearbook Doodle Contest |  |  |  |
| The Original Throwback Thursday |  |  |  |

What is the most important thing you learned today?