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

**Publication Marketing Quiz Key**

*Directions: Complete the following questions about publication marketing. Each question is worth one point unless otherwise noted. (20 points total)*

1. Explain how scarcity, preferences, and incentives affect school publications. (6 points, 2 points each)

Scarcity: We have a *lack* of scarcity, due to students having many sources of information

Preferences: We need to determine our audience’s preferences so we produce news products they will want to invest in

Incentives: Offering the yearbook at increasing prices, fundraisers that allow you to make money and provide entertainment, etc.

2. Explain how each of the following marketing strategies can be used to brand and market a publication. (10 points total, 2 points each)

* Crowdsourcing

Crowdsourcing enables your audience to influence your content, which makes them feel connected because they are involved in the conversation personally. This casts a wider net for sources and allows you to monitor comments for future angles.

* Focus groups

Allows your audience to give feedback when developing a new publication or improving an existing one. This gives a publication an idea of what the audience wants, which can help when determining branding and marketing strategies.

* A “blitz” strategy for sales

This type of sales campaign targets the audience from all directions for a specified period of time, which provides many entry points for creating branding. Staffs might choose to distribute information about the publication in a creative way with stickers or stamps, or could run a contest or some type of promotion, to help boost sales.

* Theme

All marketing and branding strategies can be tied to a specific theme to create consistency and coherency with the publication and the campaign.

* Interview business card

An interview business card can be used to thank the person who was interviewed and invite them to view the publication online or to interact with the publication in other ways via QR codes or social media handles.

3. What is the difference between advertising and fundraising? How can both be used to fund a publication? (4 points)

Advertising generates money for day to day operations and transmits product/sales information to the market audience; historically, publications have relied on advertising to make the most money. Fundraising provides a way to involve the audience while making money. Advertising provides a service to businesses or parents in a community, while fundraising usually includes activities designed to engage the audience while charging them for the experience, such as bake sales or dances. Some combination of both should be used to fund publications, though advertising typically brings in the most money.