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

**Notes: Entrepreneurship and Journalism**

What kinds of challenges do journalism leaders face in the 21st Century?

What more specific challenges do high school journalists face that relate to these challenges?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: The creation of a new experience, or improvement of an existing experience, by a single person or group of individuals who take on the initiative and risk of financing the opportunity and inviting an audience to participate and interact with it.

1. Creation of a **new participatory experience** or **improvement of an existing experience**
2. One or more individuals taking **initiative and risk as team leaders**
3. **Financing** a new or existing opportunity
4. **Inviting** others to participate in an experience using unique, tailored methods

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| --- | --- |
| Entrepreneurship | Production |
|  |  |

Compare and contrast entrepreneurial and production activities, explaining why both are necessarily for a successful journalistic venture.

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|  | Definition | Examples | Careers |
| Public Relations |  |  |  |
| Product Marketing |  |  |  |
| Branding |  |  |  |
| Digital Publicity |  |  |  |
| Advertising |  |  |  |
| Fundraising |  |  |  |
| Distribution |  |  |  |