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

**Notes: Adding a Publication**

***Warm Up***

1. What value is there in having multiple publications (newspaper, yearbook, magazine, etc..) in a high school setting?
2. What value is there in having multiple platforms (news website, online yearbook supplement, social media, etc.) for a publication in a high school setting?

***Adding a Publication***

When? If ...

* The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of your audience are not being met
  + Example: If surveys demonstrate students would rather read their news online than on paper
* There is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in your market audience that might be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ enough for their own publication
  + Example: Magazine or newspaper sections for sports, creative writing, farming, arts and entertainment, etc.
* Your audience has an increased interest in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Why? Because …

* It gives you an opportunity to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ your audience and allow their needs to drive your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Members of your staff could \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in their own areas of interest
* You have a chance to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with your audience in new ways and build \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with them

How? By …

* Conducting \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to determine audience needs and interests
* Getting to know your audience personally, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Determining a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for growth
* Building a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ audience and using your audience to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ your publication
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the publication strategically and specifically, based on audience \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and your \_\_\_\_\_\_\_\_\_\_\_

Beyond Newspaper and Yearbook ...

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ — Builds a wider audience
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ — Increases the possibility for a wider audience
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (literary, sports, etc.) — Allows you to tap into a niche market of your audience
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ — Build web features that can extend the story of the year and give your audience a chance to generate content

Assignment: Which of the following publications do you think would be most beneficial for our school? Analyze the pros and cons of each and make a determination with a partner on a separate sheet of paper.

* + Newspaper
  + Yearbook
  + News website
  + Magazine (literary, sports, etc.)
  + Online yearbook supplement