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

**Publication Branding and You**

*Directions: Complete the following questions to process what you’ve learned about publication branding.*

1. On a scale of 1-10, 1 being poor and 10 being awesome, rate your publication’s brand, with special consideration to how you are involving your audience in the publications process.

2. Justify your rating, giving 2-3 specific examples to provide evidence for at least two of the categories we discussed in class: production, sales, content.

3. Based on the examples and discussion from class, rank the following ideas you saw from the slideshow according to how you think the idea would work for your publication or in your setting.

Use a scale of 1-3, according to the following system:

 1 – This idea would work with few modifications

 2 – This idea would work, but I want to make some changes

 3 – This idea would not work for us

\_\_\_\_ Championing students on social media \_\_\_\_ Wall of photos

\_\_\_\_ Soliciting graduation photos \_\_\_\_ Soliciting Homecoming photos

\_\_\_\_ Parking violation sales \_\_\_\_ Yearbook doodle contest

\_\_\_\_ Direct, personal marketing \_\_\_\_ The original Throwback Thursday

\_\_\_\_ Screens shots of modules

4. On the back of this sheet, select THREE of the ideas from question #3, including one idea that you ranked 1, one you ranked 2, and one you ranked 3. Explain why you gave each of these ideas the ranking that you did, including any modifications you would use for your audience and why those modifications are necessary. Additionally, explain how these three ideas would contribute to, or detract from, your publication brand.