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

**Case Studies: Adding a Platform**

*Directions: Answer the Before Reading questions, then read and annotate the attached case studies about professional editor Jacob Geiger and former student editor Rachel Lanter, then answer the After Reading questions.*

**Before Reading**

1. Does your school newspaper or yearbook have a website? If not, what would it be like to start one? If so, how could it be improved?

2. What value is there in having multiple publications in a high school setting? Multiple platforms (print and online, for example) for the same publication?

**During Reading**

3. As you read, annotate your article according to the following system:

* Underline reasons that Jacob and Rachel’s publications decided to go online.
* Highlight ways that Jacob and Rachel’s publications marketed to their audience.
* Put an exclamation point (!) next to anything that surprises you and explain WHY in the margin next to that paragraph.
* Put a question mark (?) next to anything you are unsure about or would like to discuss with others and explain WHY in the margin next to that paragraph.

**After Reading**

4. What are some similarities and differences between how Jacob and Rachel’s publications went about starting an online platform?

5. What are the benefits of going online?

6. What questions did both Jacob and Rachel have to consider by going online?

7. How did Jacob and Rachel each market their online publications to build an audience?

8. Under what circumstances is it a good idea to go online? Are there circumstances under which it would be a BAD idea to go online?