**Concept Formation Lesson: Classification Examples**

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

Directions: Read each description and decide if it is an example of entrepreneurship or not. If it is not, explain what is lacking, based on the critical attributes we identified in class. If it is, explain which aspects require the most initiative and risk.

**Example 1: Branding**

Branding refers to the process of creating a positive staff image by the way staff members conduct themselves as individuals and present themselves as a team. This involves advance planning by staff leaders to create a consistent image that will appeal to an audience. Effective branding also includes making an audience aware of opportunities to connect with the news organization, such as email addresses, websites or social media accounts. This takes purposeful planning and reevaluation of existing branding concepts for the staff.

Is this an example of entrepreneurship? YES NO

Explanation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Example 2: Newsgathering**

Journalists must gather background information and quotes from sources in order to write articles and create spreads or videos. This includes such activities as conducting interviews, reading other published articles about the subject, taking photographs and shooting video. Conducting extensive newsgathering activities leads to more complete and well-rounded stories, making the audience more likely to seek out news from an organization in the future.

Is this an example of entrepreneurship? YES NO

Explanation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Example 3: Design**

All copy, photographs, graphics, sidebars and other news content must be packaged in an appealing format to draw the attention of an audience. This includes proper use of design principles and purposeful addition of elements such as fonts and color. Effective design results in a printed page or website that is navigable and features the major aspects of the story that is being told.

Is this an example of entrepreneurship? YES NO

Explanation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Example 4: Fundraising**

Though most publications make money through advertising and patronage, staff leaders often need to find a way to make up the difference between revenue and expenditures. The advent of the Internet has challenged the traditional advertising business model that news organizations used to rely upon because advertisers are now able to reach the audience without the media. News leaders have to take the initiative to come up with new ways to raise money; in a high school setting, this can look like traditional fundraisers such as bake sales or car washes, but leaders should also consider low-cost methods that mirror the work journalists already do, such as selling custom-designed holiday cards. The best fundraising methods will provide a service to the audience and highlight the benefits of journalism to reinforce the necessity of journalism to consumers. Methods should also be tailored to the specific audience.

Is this an example of entrepreneurship? YES NO

Explanation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Example 5: Distribution**

Getting a product out to consumers takes careful planning to ensure smooth execution. In a high school setting, staff leaders need to consider rules set in place by school administrators about when and where newspapers, magazines and yearbooks can be distributed. Additionally, staff members should consider the easiest way for a consumer to obtain the media product, if it is not going to be brought directly to them. It is also beneficial to promote other aspects of the journalism program while distributing one product; for example, including a yearbook order form with copies of the newspaper or adding a sticker to the inside of a yearbook that contains QR codes that link to the publication website and social media sites.

Is this an example of entrepreneurship? YES NO

Explanation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_