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

**Intro to Entrepreneurship Quiz Key**

*Directions: Complete the following questions about entrepreneurship. Each question is worth one point unless otherwise noted. (20 points total)*

1. Label the following activities as either **entrepreneurial (E)** or **production (P)** activities.

\_P\_\_\_ Newsgathering \_E\_\_\_ Branding

\_E\_\_\_ Fundraising \_P\_\_\_ Design

\_E\_\_\_ Distribution \_E\_\_\_ Advertising

2. Discuss how to differentiate between entrepreneurial and production activities, including:

* A definition for each (2 points)
* How the audience is involved in each (2 points)
* How each sustains a publication (2 points)

Entrepreneurial activities include 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. In journalism, this includes activities around audience interaction, marketing, sales, and advertising, but excludes production activities, such as reporting, designing, and writing, which are designed to get information out to an audience.

Entrepreneurial activities are participation-oriented, invite the audience to participate and respond, finance the program, are tailored to the audience, and help sustain the business of news. Production activities are creation-oriented, tell the audience, help run the program, are tailored to the content of the story, and help sustain a beat.

3. On the back of this sheet, discuss how TWO of the following can be used to invite the audience to participate in a high school setting: social media, fundraising, branding. (8 points)

Social Media: Sell yearbooks, gather photographs or story ideas, contests, invite them to read a story, previews for stories, etc

Fundraising: Provide experiences such as a Bingo Night or competitions for audiences to make them participatory

Branding: Create marketing “blitz” campaigns to increase audience interest in the publication, distribute “fun” marketing tools such as stickers or stamps