**Online Advertising Response**

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

*Directions: Respond to the following questions to debrief our discussion of online advertising. You can write your responses or draw a diagram to show understanding.*

1. Think back to our opening question, what you like and dislike about online advertising. How could our publication implement online advertising in a way that promotes the best aspects of this advertising medium?

2. Staffers crafted the FHNtoday online advertising policy based on their community. How might our community respond to online advertising?

3. Describe or draw a diagram to illustrate a plan for implementing online advertising to complement our current advertising plan. Include at least five steps, describing each in detail, including all action items and anything that would need to be created.