

### **We're a YouTube Channel!**

- 1. Briefly decide the details and mission of your media operation (listed above).**
- 2. How does your media make money? Who or what pays the bills? Do you sell subscriptions? Do you have advertisers? Are there paywalls to access your content? Think about your own interactions with this type of media to inform your answers.**
- 3. Are there other factors that would drive your profits based on what you decided for question 1? Do you need to maximize readers/views, clicks, or subscribers?**
- 4. What design choices might you make to maximize your profits?**
  - a. Think about this in terms of both what information you publish, but also how it looks
  - b. How will this affect other aspects of your mission?

### **We're a Newspaper!**

- 1. Briefly decide the details and mission of your media operation (listed above).**
- 2. How does your media make money? Who or what pays the bills? Do you sell subscriptions? Do you have advertisers? Are there paywalls to access your content? Think about your own interactions with this type of media to inform your answers.**
- 3. Are there other factors that would drive your profits based on what you decided for question 1? Do you need to maximize readers/views, clicks, or subscribers?**
- 4. What design choices might you make to maximize your profits?**
  - a. Think about this in terms of both what information you publish, but also how it looks
  - b. How will this affect other aspects of your mission?

### **We're a Scholarly Journal Publisher!**

- 1. Briefly decide the details and mission of your media operation (listed above).**
- 2. How does your media make money? Who or what pays the bills? Do you sell subscriptions? Do you have advertisers? Are there paywalls to access your content? Think about your own interactions with this type of media to inform your answers.**
- 3. Are there other factors that would drive your profits based on what you decided for question 1? Do you need to maximize readers/views, clicks, or subscribers?**
- 4. What design choices might you make to maximize your profits?**
  - a. Think about this in terms of both what information you publish, but also how it looks
  - b. How will this affect other aspects of your mission?

### **We're a Government Agency Website!**

- 1. Briefly decide the details and mission of your media operation (listed above).**
- 2. How does your media make money? Who or what pays the bills? Do you sell subscriptions? Do you have advertisers? Are there paywalls to access your content? Think about your own interactions with this type of media to inform your answers.**
- 3. Are there other factors that would drive your profits based on what you decided for question 1? Do you need to maximize readers/views, clicks, or subscribers?**
- 4. What design choices might you make to maximize your profits?**
  - a. Think about this in terms of both what information you publish, but also how it looks
  - b. How will this affect other aspects of your mission?