



ROLE OF MEDIA

For a unified school journalism program that is running efficiently and serving its audience best, each medium should have a defined role, unique from all the other media at the school. Generally, this is something like “Yearbook is going to be the historical record of the school year.” or “The website will update the community first on news as it breaks.” Social channels should also have defined roles to use the channel for what it does best and give followers content they expect.

In this activity, work to define the role each medium plays at your school. A few options have been listed below. Don’t worry if your school doesn’t have all of the different media or social channels. Focus on the ones you have and give a little thought to what some of the others could be if your staff did expand.

MEDIUM

ROLE

Website:

Newspaper:

Yearbook:

Broadcast:

Photography:

Podcast:

Radio:

Magazine:

_____ other

_____ other



ROLE OF MEDIA

SOCIAL

ROLE

Twitter:

Facebook:

Instagram:

TikTok:

Snapchat:

Tumblr:

Discord:

Pinterest:

Enewsletter:

other

other
