

### **Discussion Round 1 Task Adrian Junior High Meet 2019**

#### **From Outline Section II-A. Coping with unfair/unjustified negative publicity**

Businesses have had positive and negative results as they promote their products and services on social media. You are an executive board for a fast-food burger restaurant looking at developing a social media guide for your company's official social media accounts. You are looking at, first, establishing a list of at least three or more guidelines for employees to follow when using the restaurant brand in social media advertising. In establishing these guidelines, you should consider what type of ads have gone wrong for businesses, not only in the food industry but other companies who have goods and services whose online campaigns have gone wrong. Second, you must develop a list of at least three or more guidelines on how your business will deal with negative publicity as a result of a blunder or an unsatisfied customer who has posted on social media.

### **Discussion Round 2 Task Adrian Junior High Meet 2019**

#### **From Outline II-E. Decline of "traditional" media (print newspapers, terrestrial radio, magazines)**

You live in a small town that has a weekly newspaper whose circulation (number of papers sold each week) has been declining over the years. According to the Pew Research Center, the weekday circulation of U.S. newspapers has dropped from 62.7 million in 1998 to 31 million today. The paper's owners have asked you, a group of teenagers from the school, to come up with, first, a list of reasons why it is not selling as many papers. Second, they want you to come up with a list of ways to encourage more teens like you to become faithful readers.

### **Discussion Round 3 Task Adrian Junior High Meet 2019**

#### **From Outline II - B. Determining what is and is not "accurate" information.**

News organizations have typically published "fake news" stories for fun and entertainment on April Fools' Day. However, in light of the current controversies over "fake news," the same news groups fear the stories may not come across as funny anymore. You are a local radio station that wants to continue the tradition of pulling an April Fools' Day prank on its listeners and social media followers, but you want to keep in mind society's concerns about "fake news." Your task is to come up with a list of guidelines for pranks or stories that would be considered inappropriate in light of today's world. Second, you must come up with a list of guidelines to handle the situation if the prank or story is not well-received and your listeners complain.





