This is a new assignment.

**I Want Students to Learn**
- How different media or media industries have developed in the last 25 years
- How recent changes in these media or media industries have impacted their current relevance in society
- How recent changes in these media or media industries have impacted the patterns of usage among their audiences
- How these different media or media industries will likely evolve or change in the coming five to 10 years
- How to present your media-related idea to potential investors

---

**The Assignment I Distribute to Students**

**COM 100 – Communications in a Global Age**

**Final “Consulting” Project**

**Situation**

You are meeting with a group of investors from a media venture-capital company because they want to start a new medium or media-related business (this could be, just to mention some examples, a TV channel devoted to second-generation Latinos, a videogame company, a new social media app, a skateboarding magazine, a cooking blog, a public relations agency, a non-traditional advertising agency, etc., etc., etc.

These investors from this media venture-capital company already have the money to start this media-related business, so this is not a feasibility project. Instead, you are the communications expert they are consulting with to make an informed
decision of what kind of media-related business should they start. If you do a good job, you could become the director of this new project or a media entrepreneur by investing in the project.

Your task is to come up with an idea and explain to them what type of media-related business should they develop and why. You also need to explain to them how this industry/medium has evolved in the last 25 years and, based on your research, where do you see this media-related industry going in the next five to 10 years. What characteristics this medium or this media-related business should have to be successful?

Possible Categories/Topics
News Medium/Industry
- TV news show
- Radio news show
- News website
- Newspaper
- Ethnic-targeted news medium
- Other (surprise me!)

Entertainment Medium/Industry
- TV station
- Radio station
- Entertainment website
- Magazine
- Videogames company
- Movie-producing company
- Other (surprise me!)

Service-Provider Industry
- Public Relations Agency
- Advertising Agency
- Social Media Agency
• Mobile-technologies development company (Smartphones, tablets and laptops, other mobile Technologies)

• Other (surprise me!)

Steps for this Assignment

1. Annotated Bibliography: Use the course textbook and also find six other reputable sources (books, academic journals, newspaper articles of reputable media, not The Onion, website articles of reputable websites, not just Wikipedia), and write one or two paragraphs for each source, as a summary, about what you learned from these materials in terms of how has this industry evolved in the last 25 years and where does it seem to be heading in the next five to 10 years. (2 to 3 pages) 10 points.

2. Selection of the Media-Related Business: Describe what type of media-related business you want these investors to pursue. Why do you see a future in this type of media-related business? (1 page) 5 points.

3. Consultant Report: Prepare and turn in your 5-page document (plus List of References). Remember to have an introduction, and then develop your topic (describe how the medium/industry has evolved in the last 25 years) using the information you included in your annotated bibliography (use in-text citations every time you refer to specific facts that are not common knowledge). Conclude with what seems to be the future of ____________ in the coming five or 10 years.

   a. Finally, offer your recommendations to the investors about what type of medium or industry to invest in, and what characteristics should the business have to be successful. (5 pages plus List of References) 20 points.

   b. In summary, the structure for the consultant report is the following:

   1) Introduction

   2) State of the industry (based on what you learned while preparing your annotated bibliography)

   3) Informed prediction of the future: about the medium or industry, about the audience it will serve, about the needs of the audience, about the pattern of usage by the audience

   4) Recommendation for the investors on how to proceed

4. Presentation’s Plan of Action: Think of the presentation you will give to the investors and prepare an outline: For example, besides summarizing your
findings and presenting your media-related business choice, find examples that you can show during the presentation, think of discussion questions to have with your classmates, think of an activity to have during the presentation that involves your classmates. You have freedom in how you want to handle the presentation, but describe your plan of action (1 to 2 pages). The presentation is about 15 minutes long. 5 points.

5. **PowerPoint Presentation**: Prepare and send me the PPT that you plan to use during class (no more than 10 slides). I will give you feedback if I find any problem. 10 points (3 of these points come from peer evaluations).

**Grading**

For each of the five steps, a rubric will be used to grade (as weak, fair, good or strong) the following items:

- Assignment turned on time
- Quality of... (the idea, the reflection about the future, the sources selected, the summary of the bibliography, the ideas about the 25-year evolution, the ideas about the prediction of the future, the ideas about the recommendations, the plan of action, the PowerPoint presentation, the delivery of the presentation)
- Inclusion of the sections requested for each step
- Use of grammar, spelling, and punctuation

You will receive a zero for plagiarizing an assignment. Be careful with the “copy-paste” method.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Weak/Poor</th>
<th>Fair</th>
<th>Good</th>
<th>Strong/Great</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----</td>
<td>-----</td>
<td>-----</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>On Time</td>
<td>1 day late</td>
<td>________ days late</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>