

What's the Role of a Newspaper



You are an associate at a business consultant agency that specializes in media. In other words, you are hired by various media corporations - newspapers, radio, television - to go into that company, analyze their product and provide an evaluation.

This evaluation, of course, does not only give the company a rating of how they are doing, but suggestions of how they can improve their product.

You have been hired by the Leader-Post to evaluate the paper and the job it is doing.

Although the newspaper is always striving to be better and constantly evaluating itself, for part of its evaluation it wants an outside source to look at it, providing a different perspective.

The Leader-Post's goal, in simple terms, is more readership without compromising its principles, integrity or financial viability in a ever-increasingly competitive media marketplace.

Your first task is to determine what a newspaper should be and should do. Develop a comprehensive set of criteria about the roles and responsibilities of a newspaper.

Then evaluate these criteria against the client's goal - more readership, without compromising its principles, integrity or financial viability.

Are your criteria consistent with the Leader-Post's goal?

If they are, analyze the Leader-Post for a week, evaluating its performance based on your criteria. Give it a mark for each criteria: Excellent, Good and Needs Improvement.

When you are finished, write a report describing your evaluation, your rationale, and provide solutions for the areas in which you feel the newspaper needs improvement.

