**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Addressing Audience Feedback**

*Directions: Keeping in mind our discussions about creating a positive publications image, consider the following scenarios and how you might address the situation.*

1. You’ve planned a great distribution event for your yearbook, staying within your budget and finding a way to provide snacks to your audience. Additionally, seniors may get their books early and then have a catered signing party on their last day of classes. The underclassmen will be able to attend the event after school, but it has to be over by 4:30 to set up for Academic Awards Night. Your social media editor posted the details on Facebook, only to receive the following comment from a junior parent, “Why must underclassmen wait until the end of the school day to receive their books? My son has forensics to prepare for State next weekend. Can’t the students get their books during first period and then you can host an event for ALL students after the activities/sports practices are over in the evening? This seems most fair for everyone involved.”

How do you respond?

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2. A set of popular identical twins both play basketball on the varsity team for your school. Unfortunately, the wrong twin was identified in a photograph on Instagram and now there are at least 20 comments making fun of the journalism staff, with the hashtag “#fail.”

How do you respond?

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3. One of your new reporters wrote a light story about a mini cheer camp that is held for elementary school students for a week in November, followed by a performance at halftime against your rival high school. The reporter did extensive research and interviewed several cheerleaders, as well as elementary school students and their parents. Unfortunately, he failed to mention the event was hosted by both the cheerleading squad *and* the dance squad, and the dance team coach, who did most of the planning, has sent you an angry email, accusing the staff of bias and threatening to withdraw a yearbook ad for her private business. The article ran in the school paper and was posted on your news website. Luckily, she contacted you directly, and hasn’t posted anything on social media.

How do you respond?

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4. Your staff keeps a running list of students who have been covered in all of your publications and tries to include each student in at least one publication throughout the year. A recent photo gallery included profiles of a student from each club and organization that was voted Most Valuable Player by the organization members, who voted by secret ballot. One student was selected as MVP by multiple organizations, but your reporter wanted to profile as many students as possible, and so she made the choice to feature this student for the organization in which he earned the highest percentage of votes, and go with the second place student for the other organizations. Somehow, this student found out, and he is angry that he wasn’t honored for all of the clubs, since he has devoted so much time to all of them throughout his high school career. He is posting about this on his Twitter account, but hasn’t tried to contact the staff.

How do you respond?

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