

# Reporter Magazine Media Response Plan

## Overview

This plan outlines how Reporter Magazine should respond to various forms of media engagement, including everyday messages, comments, and crisis management situations. Media interactions can take many forms, including social media posts, direct messages, emails, comments and physical letters.

As a professional news organization, it is our responsibility to maintain timely, consistent, and professional communication that reflects our journalistic integrity. However, not all messages require the same level of response. This guide provides best practices for handling everything from routine inquiries to crisis communications while ensuring our responses align with our core values.

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## General Guidelines for All Responses

### Professionalism and Tone

- Use proper grammar and punctuation in all responses.
    - If unsure, run responses through a grammar checker or consult a copy editor.
  - Do not include personal names or job titles in responses.
    - The only exception is if the message is directly addressed to the Editor-in-Chief (EIC) and explicitly mentions them by name.
    - If responding to an opinion-based inquiry, the EIC must clarify that their response does not represent Reporter Magazine as a whole.
      - Ex. "My view does not represent that of Reporter Magazine as a whole"
  - Respond as if you are Reporter Magazine, maintaining a neutral and professional tone.
  - End messages with:
    - "-From the Reporter Team"
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## Everyday Messages

### General Inquiries

- **Handled by:** Social Media Manager
- **Response Template:** "Thank you for reaching out! [Respond to inquiry]. If you have any further questions, feel free to ask. -From the Reporter Team"
  - If unsure about an inquiry response, consult the appropriate department or PR channel via Slack.

## Story or Post Mentions

- **Handled by:** Social Media Manager
- **Response Approach:**
  - Like the message and respond in a positive tone.
  - Thank the user for reading or sharing.
  - If considering a repost, always ask for permission first (except when another student organization is sharing).

## Email Correspondence

Proper email communication is crucial for professionalism, security, and record-keeping. Below are the policies for email use within *Reporter Magazine*:

### Staff Emails

- All official *Reporter Magazine* correspondence must be conducted through RIT-issued staff emails.
- This policy ensures compliance with legal and security standards and aligns with RIT's policies on official communications.
- If a staff member is contacted by someone outside the organization in a negative or concerning manner, they must immediately notify upper management and the PR team.
  - This protects staff safety.
  - It ensures accurate documentation.
  - It allows staff to formulate an appropriate response with guidance.

### Reporter Shared Email (reporter@rit.edu)

- Access: The Editor-in-Chief (EIC), Operations Manager (OM), Managing Multimedia Editor (MME), Copy Manager (CM), and Head of IT should have access.
- Expectations:
  - This email must be checked daily to ensure timely responses.
  - General inquiries, partnership opportunities, and internal communications will often be directed here.
  - If an inquiry requires escalation, notify the appropriate department or PR team.
  - Do not respond to spam or unsolicited promotional emails unless necessary.
  - Must be signed along the lines of -From Reporter Team or -Reporter Magazine

### Editor-in-Chief (EIC) Email

- Access: The EIC is the sole individual with access to this email.
- Response Responsibilities:
  - The EIC may respond to all messages addressed to them.
  - If a message concerns a staff member, internal issue, or potential PR crisis, the EIC must notify:
    - The PR team
    - The staff member(s) involved
    - Any relevant management staff
  - If responding to an opinion-based inquiry, the EIC should explicitly state that their views do not represent *Reporter Magazine* as a whole.
  - If unsure how to proceed with a sensitive message, consult the PR team before responding.

## Responding to Comments

**Platforms:** Instagram, Facebook, YouTube, Podcast Platforms, Website

### Comment Engagement Policy

- **Do NOT respond** to comments under posts or news articles that contain opinions or inspire discussion.
  - Our role is to provide a platform for conversation, not to control or engage in narratives.
- Staff should NOT engage with comments using personal accounts (including likes or replies).
  - This maintains neutrality and preserves staff safety.
  - Some topics are sensitive, and avoiding direct engagement minimizes risk.

### Handling Complaints in Comments

- If a comment raises a specific complaint (e.g., incorrect crediting, misquotes, factual inaccuracies), respond publicly and direct the individual to reach out via DM.
- Example Public Response: "We appreciate your feedback. Please send us a DM so we can address this issue directly. -From the Reporter Team"

### Messages Sent to Staff Personal Accounts

- If someone reaches out about Reporter Magazine through a personal account, forward the message to the PR team for an official response.
  - Do not respond personally unless explicitly approved by the PR team.
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# Crisis Management Response Plan

When a message with negative connotations is received, follow these steps:

## 1. Document the Message

- Take a **screenshot**.
- Note the **date and time** received.
- Send the information to the **PR team chat**.

## 2. Assess the Severity of the Issue

Issue Type	Severity Level
Missing Credits, Misquote, Name Misspelling	Potentially Severe
Negative Public Comment About Reporter Magazine	Potentially Severe
Negative DM	Potentially Severe
Negative Publicity is Gaining Traction on Social Media (public posts or comments)	Severe
Involves Race, Gender, Law, or Politics	Severe
Impacts Reputation of a Staff Member	Severe

## 3. Decide Whether to Respond

- The PR team will determine if a response is necessary.
- If a response is needed, draft a thoughtful and professional reply.
- What Does Not Warrant a Response?
  - Guideline: If engaging does not provide clarity, resolution, or a meaningful contribution, it's often best to monitor rather than respond.
  - Not all negative comments or messages require engagement. Do **not** respond if:
    - The message is not fact-based (e.g. subjective opinions).
    - The comment is clearly baiting or inflammatory with no constructive aspect.
    - The issue is already being addressed internally and does not require public clarification.

- The comment is on an unaffiliated third-party platform where engagement may escalate the situation.

#### 4. Handling Late-Night Messages

- If received after 7 PM, send an acknowledgment and defer action to the next business day.
- Example Response: "Thank you for bringing this issue to our attention. The Reporter staff is currently reviewing how this occurred. We apologize for this mistake and will be in contact with you shortly on how we will rectify it. -From the Reporter Team"

#### 5. Correcting Mistakes (If Applicable)

- Take corrective action within 12-24 hours.
- Clearly communicate the steps taken to correct the issue.
  - Possible Corrective Actions
    - Online Article Correction
    - Next edition Print Correction
    - Social Media Post Correction
    - Public Acknowledgement / Apology on Socials (If Very Severe)
    - In person meeting with affected parties (If Very Severe)
    - Physical Flyer On stands or Physical Print Insert
- Official responses must:
  - Be drafted by the PR team.
  - Be reviewed by a copy editor.
  - Be run through a grammar checker.
  - Have their public or private status determined.
    - Rule of thumb: The response method should typically match the way the complaint was received.

*Example: If contacted via DM, the response should be sent via DM.*

#### 6. Crafting an Official Response

A well-structured response should include:

1. Greeting (Use the individual's name, if available).
2. Acknowledgment of the mistake.
3. Apology (if applicable).
4. Steps taken to rectify the issue.
5. Proof of corrective action.
6. Sign-off.
  - "-From the Reporter Team"
  - "-From the Reporter Management" (if needed)
  - "-From the Reporter EIC" (only in extreme cases)

**Example Response:** "Hi [Name], thank you for bringing this to our attention. We sincerely apologize for the oversight in our recent article. We have corrected the mistake online and will issue a clarification in our next publication. We appreciate your patience as we work to maintain the highest journalistic standards. -From the Reporter Team"

## 7. Monitoring the Situation

- Monitor social media and Reddit for 24 hours to track further developments.
  - Be prepared to issue additional clarifications if necessary.
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## Conclusion

By following this Media Response Plan, Reporter Magazine ensures that all interactions remain professional, consistent, and aligned with journalistic integrity. Whether handling routine messages, comment moderation, or crisis situations, this plan provides a structured approach to maintaining trust, transparency, and credibility in all communications.

For any uncertainties, always consult the PR team before responding.