*ROLLING STONE* & THE BOSTON BOMBER: SAVVY MARKETING, SOCIAL IRRESPONSIBILITY OR BOTH?

The authors have revised the critical incident and teaching note with respect to the reviewers’ comments at the session in Chicago in March 2014. Here are the basic comments/suggestions and our responses:

1. Add a photo of the cover so we can see the controversy [ask editors, get permission]
   1. We have added the cover as Figure 1 in the CI and have e-mailed the magazine for permission to include the photo in the CI, along with the revised CI. If we do not get permission, we will just include a link to the source of the photo.
2. Focus on cover, reduce other examples, make cover ones stronger; magazine’s cover as the focus or companies’ reactions? More reaction from cover supporters; irrational corporate response – could focus on this theory(?); consider 2-3 CIs and corresponding TNs; social media is not main focus – take out or look at public response in another CI [all choice] – summation of most of the page of notes = focus needed.
   1. We have focused on the magazine’s decision to put Tsarnaev’s picture on the cover and the initial reactions of critics and supporters. The TN reflects this new focus with revised questions that address the key issue of the magazine’s decision.
   2. We have created a secondary portion/segment in the TN, where we included additional incident material on the reactions of retailers as well as the actions of the Massachusetts state police photographer (originally in Chicago version). There is an opening preface regarding the material, followed by a short paragraph of incident material, two questions, and answers to those questions.
   3. Additional citations & references to both CI and TN have been added. For example, the original accident total of “over 300” has been revised downward to the generally agreed upon statistic of “over 260” non-fatal injuries.
3. Action verbs for objectives [Bloom’s taxonomy] [Must/Required].
   1. Done; level 5 BT words have been used. Original LO 1 has been deleted and two additional LOs have been added. In addition, many of the action verbs in the questions have been raised to BT level 5 wording.
4. Keep in student comments [choice]
   1. Done and added to; CI was used after Chicago in one author’s graduate level principles/foundation course; comments from those students have been added to the comments of earlier students from a different course.