Nick Fox

Responsive Writing

4-23-12

**This is a hypothetical response letter I wrote to a newspaper that had incorrectly reported on a story involving Rockstar, Inc. It was written form the point of view of a Rockstar, Inc. Marketing Director.**

**Letter to the Editor:**

In response to your paper’s recent coverage of Rockstar’s MLB fan giveaway, I felt compelled to write in and correct some mistakes. The article stated that twenty fans would be recipients of a winning ticket via Rockstar products. In actuality the number of fans who will receive a winning ticket is eight. While the number is lower than originally reported, we at Rockstar feel it is a fair number given the scope of the prize and the potential cash payout. The other mistake in the article was indicating that prize winners would be going to the MLB All Star Game. While this is technically true, it is not specific enough. The winners will be given tickets to the Home Run Derby event at the All Star Game, where they will be paired with a contestant in the hopes of winning a cash prize. We at Rockstar appreciate the coverage your paper has given us, but wanted to take this oppurtunity to clear things up for your readers.