Negative Letter Evaluation Cover Sheet

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_/100

\_\_\_ /10 Subject Line etc:

\_\_\_ /5 Is the subject line neutral or, if negative, does it offer a solution to the bad news?

\_\_\_ /5 Is the negative news “invisible to skimming”? Is it connected to a larger paragraph?

\_\_\_ /35 Negative Message

Refusal/Negative News:

\_\_\_ /5 Is the reason for the negative news given before the bad news itself?

\_\_\_ /15 Is the reason developed, logical and convincing?

\_\_\_ /5 At some point, is the negative news crystal clear?

\_\_\_ /10 Does the negative news use positive emphasis and you-attitude to avoid placing blame on the reader?

Negative Letter to a Superior

\_\_\_/10 Does the message avoid groveling but accept responsibility/not place blame?

 ­\_\_\_ /15 Does the message describe the problem clearly and tell how the it happened?

\_\_\_ /10 Does the message request action?

 - Request permission to act?

 - Request that the superior act?

 - Include specific deadlines?

\_\_\_ /15 Alternatives/Compromises:

\_\_\_ 10 Does the letter present alternatives, option or compromises?

\_\_\_ 5 Are the alternatives and options specific? If the reader is referred to other people or organizations, have you given them names and phone numbers?

\_\_\_ /15 Positive Ending:

\_\_\_ 10 Does the message close with a positive, forward-looking ending?

\_\_\_ 5 Does the positive message directly relate to the topic?

\_\_\_ /10 Formatting:

 Is the message correctly formatted as assigned?

\_\_\_ /15 Editing:

Is the writer’s zipper up or down?

\_\_\_/100 Total Points