Positive and Neutral Messages
Consider Functional Adequacy

Dear Mrs. Smiters, I got chur dog. I no itchur dog becuz the colar says so. If you will send me the 85 dolar fee for air frate I will send the dog back to you rite soon.
Bill Farnsworth P. O. Box 1886 San Luis Obispo Calif. 93401

Who's getting your money?

Dear Mrs. Smithers:

You really must be more conscientious about your overdue parking citations. Unless you pay the entire balance due of $144.50 today, I will lose all respect for you, both as a student and as a human being. You should be ashamed of yourself.

Sincerely,

Leslie Scott
Leslie Scott, Executive Secretary
Public Safety Office, Cal Poly
Does the first statement summarize the information or good news?

I got chur dog. You really must be more conscientious about your overdue parking citations.

Does this have to be bad news?
Can a recommendation be given before the reasons? (They may not care about the reasons.)

Is all the information given in the message? (topic, purpose, dates, places, times, money, company name, and so on)

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Are purpose statements and action requests explicit?

Are there reader benefits? Are they intrinsic or extrinsic?

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Does the message end with a positive statement? Is it specific to its audience?

Does the message use you-attitude?
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Is the visual design of the message inviting?

Does the message use standard format, grammar, punctuation, and spelling?

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Which response would you prefer?

Subject: Request for Leave
You know that I’ve been feeling burned out. I’ve decided that I want to take a three-month leave of absence this summer to travel abroad. I’ve got five weeks of vacation time saved up; I would take the rest as unpaid leave. Just guarantee that my job will be waiting when I come back!

Subject: Request for Leave
I highly recommend Italy. Spend a full week in Florence if you can. Be sure to visit the Brancacci Chapel—it’s been restored, and the frescoes are breathtaking. And I can give you the names of some great restaurants. You may never want to come back!

Subject: Your Request for Leave
As you know, we are in a very competitive position right now. Your job is important, and there is no one who can easily replace you. However, because you are a valued employee, I will permit you to take the leave you request, as long as you train a replacement before you leave.

Subject: Your Request for Leave Granted
Yes, you may take a three-month leave of absence next summer using your five weeks of accumulated vacation time and taking the rest as unpaid leave. And yes, your job will be waiting for you when you return!

I’m appointing Garrick to take over your duties while you’re gone. Talk with him to determine how much training time he’ll need, and let me know when the training is scheduled.

Have a great summer! Let us know every now and then how you’re doing!

Positive Messages (Locker 171-2)
Improve the You-Attitude and Positive Emphasis

• You’ll be happy to learn that the cost of tuition will not rise next year.

• Although I was only an intern and didn’t actually make presentations to major clients, I was required to prepare PowerPoint slides for the meetings and to answer some of the clients’ questions.

• At DiYanni Homes we have more than 30 plans that we will personalize for you.

• I’m sorry you were worried. You did not miss the deadline for signing up for a flexible medical spending account.

• We are happy to announce that the renovation of the lobby is not behind schedule.

• This work will not be finished until the end of the month.

• We will attempt to schedule most of the work during the evenings so that normal business is not disrupted.

Based on Locker 53-7