

Communication Audit: Favorable News Statements

Name: _____ Topic: _____ Rater: _____

A. Content & Argument Impact:

1. Indicate in first sentence the favorable news regarding company action(s) taken/pending...	1	2	3	4	5
2. State your objective/purpose up front to let audience know reason for the communication..	1	2	3	4	5
3. Anticipate & address typical audience questions /concerns (see Comm. Planning Tool).....	1	2	3	4	5
4. Create concrete, specific images in the reader's mind by providing particulars & details.....	1	2	3	4	5
5. Explain & interpret news so reader understands your action(s)/response(s)/request(s).....	1	2	3	4	5
6. Help readers see the advantages & features of the action(s)/response(s) the company offers	1	2	3	4	5
7. Ask reader to take the action your desire (e.g., approve, accept, the plan/action/request)...	1	2	3	4	5
8. Close with thanks, positive view of future, or hope of maintaining working relationship.	1	2	3	4	5

B. Structural & Organizational Impact

9. Include primary issues in 1st paragraph, creating big picture/outline (like exec. summary)	1	2	3	4
10. Use a direct approach that gives the bottom-line conclusion in 1st sentence of paragraph	1	2	3	4
11. Organize document according to the way reader views topic, using audience's questions...	1	2	3	
12. Prepare and deliver only 3-5 significant/major points--avoid overwhelming the reader.....	1	2	3	

C. Tone & Credibility Impact

13. Adopt a warm, sincere, respectful, optimistic, or professional tone as situation requires....	1	2	3
14. Apply the conversational tone test: When reading sentences aloud, is it conversational?...	1	2	3
15. Present a positive image of topic using positive phrasing--avoiding negative words, tone...	1	2	3
16. Adopt a reader-focused point-of-view that shows reader's benefits--avoiding a writer POV	1	2	3

D. Writing Style Impact

17. Delete unnecessary words/phrases/sentences to create complete & concise paragraphs...	1	2	3
18. Write ideas and content in parallel form (or structure like in resumes).....	1	2	3
19. Use the active voice with an actor or agency as the subject performing the action.....	1	2	3
20. Chose strong action-oriented verbs, replacing weak verbs like "is, was, are, have, has, be"	1	2	3
21. Use the inclusive "you/your/our" writing attitude to create a person-to-person/team style	1	2	3
22. Check mechanics: use only standard grammar, syntax, spelling, and punctuation.....	1	2	3

E. Layout & Design Impact:

23. Include a SUBJECT: message line in letter above the Dear Ms. Doe line to telegraph topic.	1	2
24. Add reader's name, a page number, and date in the header on each additional page.....	1	2
25. Select a readable-sized serif font to slow eye movement & increase reader comprehension	1	2
26. Use sentences with 20 words or less to allow readers to rapidly parse & store idea in STM.	1	2
27. Use paragraphs with 2-6 sentences to allow reader to rapidly parse & store ideas in LTM...	1	2
28. Use single spacing between lines in your paragraphs & skip a space between paragraphs.	1	2
29. Use <i>Left-Margin</i> or <i>Center-Margin Alignment</i> with standard letter salutation & closing....	1	2
30. Make margins 3/4" - 1" wide & leave right margin ragged (unjustified) to reduce eye strain	1	2

Communication Audits model specific communication behaviors designed to strengthen communication abilities.
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Total = 100