

## Review Checklist – Negative Memo

**Writer's Name:** \_\_\_\_\_

**Reviewer's Name:** \_\_\_\_\_

1. Does the letter begin with a neutral or positive buffer?  
**Score:** 1   2   3   4   5 (1= fails to do; 5 = does excellent job)  
**Strengths:**

**Suggestions for improvement:**

2. Is the subject line appropriate for the context and audience?  
**Score:** 1   2   3   4   5 (1= fails to do; 5 = does excellent job)  
**Strengths:**

**Suggestions for improvement:**

3. Does the memo introduce a rationale for the bad news prior to actually stating the bad news?  
**Score:** 1   2   3   4   5 (1= fails to do; 5 = does excellent job)  
**Strengths:**

**Suggestions for improvement:**

4. Does the memo introduce a single or several good alternatives?  
**Score:** 1   2   3   4   5 (1= fails to do; 5 = does excellent job)  
**Strengths:**

**Suggestions for improvement:**

5. Does the memo close with a goodwill ending that emphasizes the benefits of the new policy or at least seek to establish goodwill with the reader?

**Score:** 1 2 3 4 5 (1= fails to do; 5 = does excellent job)

**Strengths:**

**Suggestions for improvement:**

6. Is the tone appropriate: not aggressive, paternal, preachy, threatening, or demanding?

**Score:** 1 2 3 4 5 (1= fails to do; 5 = does excellent job)

**Strengths:**

**Suggestions for improvement:**

7. Do the memo's sentences follow clarity principles, using agents or tangible objects as grammatical subjects, actively constructed sentences, active verbs? Be sure to point out any instances of "there is," "there are," "these are," "this is" or "it is" in the text for revision. Please underline all instances of weak or abstract subjects, passive verbs, passive constructions, pronoun subjects, or nominalizations.

**Score:** 1 2 3 4 5 (1= fails to do; 5 = does excellent job)

**Strengths:**

**Suggestions for improvement:**

8. Does the memo display a you-attitude?

**Score:** 1 2 3 4 5 (1= fails to do; 5 = does excellent job)

**Strengths:**

**Suggestions for improvement:**

9. Does the memo separate the buffer, rationale/bad news, alternatives, and goodwill closing into separate, well-organized paragraphs? Please note in the margins of the assignment where the memo could use changes in paragraphing.

**Score:** 1 2 3 4 5 (1= fails to do; 5 = does excellent job)

**Strengths:**

**Suggestions for improvement:**