

On the Job **WRITING**



BASIC EDITION

Lesson 15

In this lesson, you will learn:

- The types of good news
- The steps to writing good news

DELIVERING GOOD AND NEUTRAL NEWS

Scott Armistead took over the family farm after an accident left his father unable to manage the corn crops their land is famous for producing. The Armistead farm has been passed down through three generations, and Scott is determined to hand the land over one day to his now three-year old son and one-year old daughter.

Scott stays busy with sowing, fertilizing, irrigating, harvesting and handling the finances of a 500-acre farm that produces the No. 1 crop grown in America.



He uses what he learned from his BS degree in Agricultural Economics and Farm Management to expand the farm's corn production. He plans to take advantage of the market for ethanol, the alternative fuel made from corn.

Scott is an active member of the Iowa Corn Growers Association and writes an article each year that runs in its *Roots* magazine. For the fall issue, he plans to write about the federal government's loosening of restrictions on the use of corn for ethanol. Fewer restrictions is positive news, as farmers across the U.S. have lobbied for this change for many years.

Scott thinks his first sentence might read, *"Together, we did it! We convinced legislators to reduce the restrictions on corn production for ethanol!"*

DEFINE IT! Neutral Information

Neutral information refers to communication that is neither positive nor negative. It is unbiased.

THE EASIEST WRITING YOU'LL EVER DO

Who doesn't like to read something that makes them feel happy, relieved, optimistic, cheerful, enthusiastic or confident? When your purpose in writing is to convey good or neutral news, you'll find it to be the easiest writing you will ever do.

Good news in the workplace happens for many reasons, and smart companies take advantage of their positive news by informing their target audience. Enterprises across all pathways use positive information to boost their position in the following ways:

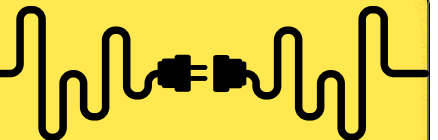
- Make the company name known
- Create excitement about the business
- Share accomplishments
- Improve customer relations
- Make products known
- Beat the competition
- Inspire people to buy
- Announce events
- Show civic responsibility



Good or neutral news in the workplace goes beyond being merely informational. Common good or neutral news includes:

- Invitations to events You are invited to join us to celebrate...
- Announcements of new products and services . . . Starting July 1, we will offer...
- Acknowledgments of a success Congratulations, Anna, for reaching your goal of...
- Certificates of accomplishment This certifies that Liam Rayford performed...
- Newsletters of helpful information To keep your car in top running condition, try...
- Emails to a target audience Thank you, Patel, for....
- Personal letters You became a star employee, Nate, when you...

TECHNOLOGY CONNECTION



How you handle workplace email reflects on your professionalism. A few words of caution about your job-related email:

- Do not use several exclamation points or question marks for emphasis. They come across as immature.
- Do not use a smiley or emoticon. They make you appear childish.
- Do not write in ALL CAPITAL LETTERS. They suggest you are shouting.



**CRITICAL
THINKING**

Think of a time when you received good news at your workplace, in school or in your personal life. What was your first reaction to the news? Why do you think sharing good news in the workplace matters?

STATE GOOD NEWS EARLY

Why wait to tell readers what they want to hear? Make your good news known right away—usually in the first sentence—and readers will pay more attention to what comes after.

Positive or neutral messages are direct, straightforward and the easiest to write because readers like to receive them. Once you decide on the main point or purpose of each paragraph, use the rest of the message for important details.

Follow these steps to convey good or neutral information:

1. **In the opening sentence, state your purpose.** Tell the reader why you are writing.

You are invited for an interview with Medford Electronics on April 4 at 10 a.m.

2. **Explain what the reader needs to know.** State the details clearly.

Your interview will be conducted by Aaron Rodley, director of human resources, in conference room B on the second floor of the Babson Building. Please bring a portfolio containing information you believe will be helpful in understanding how you can be an asset to Medford Electronics.

Public parking is available across the street from the Babson Building. After you enter the building, you will be asked for identification and will receive a visitor's badge.

3. **Close on a positive note.** End every message in a cordial manner.

We look forward to seeing you on April 4. Medford Electronics is growing rapidly and offers a bright future for enthusiastic, talented and skilled employees.

DID YOU KNOW



You can deliver positive news in a few short words.

Good news!

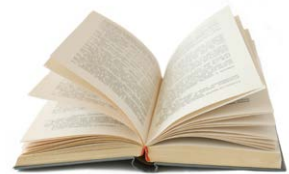
That's great!

Well done!

Wonderful!

Congratulations!

I'm very happy to inform you...



LESSON 15 ACTIVITY



Write a paragraph advising an employee that she has been registered to attend a March 9 workshop on “How to earn bonuses” in her company, Sanford Industries. Write clearly and concisely. Explain the details and end on a positive note.

Conference Room B is where the workshop will be held. It's on the second floor. The meeting will start promptly at 8:30 a.m. and be over by 10 a.m. so people can go back to work. Coffee and bagels will be available for anyone who wants to come early.