## ENGL227 Week One Assignment – Audience Profile

This audience profile is required as part of the week one assignment. Answer the questions below to create a thorough profile for your primary audience, Jeff Clarke, and your secondary audience, Human Resources.

1. **Is my primary audience external or internal?**
   * The audience in this particular case is internal. Jeff Clarke is an employee, which means any communication with him should be considered as within the company.
2. **What are some key demographics about my audience, such as age, gender, family situation, etc.?** 
   * The important demographics given are the upcoming conference, which is directing business to the hotel, and the family situation, which is the cause of the scheduling issue.
3. **How much does my audience know about the topic?** 
   * Jeff is fully aware of the situation, topic, and problem that he is generating. As an assistant manager he will have known about the upcoming conference and that many of the guests would be staying at this particular hotel. He is also aware of his family issues.
4. **How much formality does my audience prefer?**
   * Without knowing the person in question there is insufficient information provided to determine how much formality the Primary audience prefers. As there is a secondary audience of human resources to keep in mind for documentation purposes, it would be best to keep this particular communiqué formal.
5. **How do I expect my audience to react to this message?**
   * Again, insufficient information is supplied to determine how Jeff will react to this message. If he is being honest about the situation and the family issue is indeed accurate for the 4th time in two months, then he could become upset or stressed that he did not get the time off that he needs to properly take care of his family.
   * If he is a reasonable person, he should understand the strain that he is putting on his career and co-workers by taking these emergency leaves, and be willing to work something out with another family member to make sure that the immediate situation is properly handled. He can work through the weekend, and take time off after the pressure from the conference has passed.
   * There is a possibility, that he may be using the family situation, as a scapegoat for not wanting to work the extremely busy weekend that the conference will bring, which again insufficient information is supplied to accurately judge this as this would be heavily based upon his personality.
6. **What are my audience’s values in relation to this message? What do they care about most?**
   * Given the information available and making the assumption that the family issue is still a legitimate issue, Jeff’s relation to this message is the cause of the need of the message, and the primary recipient of the message. Continuing this assumption, Jeff clearly cares for his family, and prioritizes his family over work regardless of how that prioritization may affect his career or other co-workers.
   * Human Resources relation to this message is a secondary recipient for documentation purposes. Human Resources is concerned that these emergency leaves are becoming an issue, and require keeping a close watch to make sure that does not become a permanent issue, and documenting accordingly so that if it does become an issue that needs to be addressed by write-ups or termination that the company is legally protected.
7. **What do I want my audience to think, do, feel, or believe after reading my message?**
   * I want the primary audience to believe that the company empathizes with the situation that he is in, however the company has to be fair to all employees, and that granting a 4th emergency leave now, would put the company in a bad situation.
   * I want the secondary audience to feel that the situation was handled appropriately and that adequate documentation has been provided on this particular issue.
8. **Are there any benefits for my audience that are related to this message?**
   * The only visible benefits for the primary audience, would be a possible option to take the emergency leave sometime after the conference, and continuation of employment. However as this is not an official write up, the primary audience may not see the latter.
   * The visible benefit for the secondary audience is clear documentation on an emergency leave / attendance issue that involving the same employee over and over again.
9. **What information do I need to include for the secondary audience?**
   * If the information was available it would be good to include the dates of the previous emergency leaves, so that it is clear that the issue of too many emergency leaves is not being exaggerated.
   * It should also be clear that this is not an official write-up, but just documentation of denying a request for time off.
10. **Which medium is most appropriate for this message and this audience? Why?**
    * As human resources is requesting that management begin documenting these types of issues more thoroughly a printed version of this is the appropriate means of communicating this message.
    * As the date of the conference and day of the week are not given, it is assumed that this is a last minute notice; therefore, a printed version of this is more appropriate for the primary audience due to being able to make sure that the audience sees the message, and has an opportunity to address any other concerns.
    * Attempting to address this issue via email could result in the primary audience not receiving the message in a timely manner, and assuming that because his last 3 emergency leaves were approved that this one will be approved as well, causing him to miss work regardless of the actual response.

March 4, 2011

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Jeff,

As you know there is an electrical engineer conference scheduled at the nearby convention center this weekend, and they have directed most of the attendees to our hotel. Corporate sees this as an opportunity to increase our potential business for the remainder of the year, and wants to make sure that the conference guests have a outstanding experience at our hotel so that they will be willing to book rooms for other events, or refer others to our hotel.

In the past, Nina has been willing to cover for you; however, she has already been scheduled off, as she will be out of town. As such, we really need you this weekend, and will be unable to grant your emergency leave. Once the pressure of this conference is over if it is still needed we can revisit this emergency leave.

We appreciate your co-operation in this, and hope that your grandmother’s health improves.

Sincerely,

Matt Ferry  
Hotel Management