**Matt Ferry**

**Case 12: LA Times: Email Privacy Rules**

1. **Plan**
   1. Analyze the Situation
      1. What is your general purpose?   
         To inform global management staff, of a change in company policies
      2. What is your specific purpose?  
         To inform global management staff of a change in company policies regarding email privacy rules and new penalties for these types of offences.
      3. Exactly what do you want your audience to think, feel or believe after receiving your message?   
         I want the audience to understand that a new company policy is being put into place that they will need to make sure that is properly distributed to their employees, and that more detailed information will be available in a few weeks.
      4. Who is your primary audience?   
         Primary audience is the management staff of LA Times.
      5. What is their background?   
         Target background is that of globally experienced reporters.
      6. How are its members different from one another?   
         The members of the target group are global; as such there will be cultural differences between the different managers.
      7. How are its members similar to one another?   
         All members of this group are experienced reporters, and should understand the importance of confidentiality and the importance of this particular issue.
      8. What are their reactions likely to be to your message?   
         If they have not already been informed of the situation that caused this issue, they will most likely be curious as to why these new policies are being put into place. However, this message is not meant to explain the situation, but begin implementation of the new policy.
   2. Gather Information
      1. What information do your readers need to receive?   
         The readers need to receive the enforcement details of the new policy and direction that when the new policy is published it will need to be distributed to all employees.
      2. What facts must you gather in order to create an effective message?   
         What was the cause? What are the basics of the policies including punishments for future offences.
   3. Select the Right Medium
      1. What medium were you told to use in the explanation of the task at the end of your case?   
         According to the information at the end of the case, this is to be a Memo, which will be distributed to the different branch offices and printed for management staff.
      2. If you used a different medium, why did you?   
         As this particular issue involves email security, it would be best to stick to the requested medium of a memo format, so that the audience is the desired audience.
   4. Organize the Information
      1. What is your main idea?   
         To convey the basics of the new policy and proper recourse of punishments in future cases.
      2. Will you use the direct or indirect approach?   
         As this is introducing a new policy, a direct approach should be used.
      3. Why are you using the approach you chose?   
         A direct approach will allow this topic to be approached quickly, and distribute the required information. An indirect approach would require additional information that should not be necessary due to the target audience.
2. **Write**
   1. Adapt to Your Audience
      1. How will you show sensitivity to your audience's needs?   
         Sensitivity to audience needs, will be addressed by keeping the memo direct and to the point.
      2. How much credibility do you already have with your audience?   
         As an employee for a company, whose business is writing, credibility should already be established based on previous work. Also this particular task is not a task that would be handed to just anyone, which lends to your credibility.
      3. How will you establish the additional credibility you need?   
         Additional credibility should not be needed in this particular case, as the purpose of the message is to convey the basic information of a new company policy. The policy and wording of the policy has already been composed by corporate.
      4. Will your tone be informal or more formal?   
         Due to the nature of the issue, and the information being distributed, this should be kept formal.
3. **Complete**
   1. Revise the Message  
      Review the Checklist for Revising Business Messages in Chapter 6, on page 162.  
      List three or more changes you made between your first draft and final draft suggested by the prompts in that checklist:
      1. First change?   
         Changed the subject from: New privacy policy enforcement to: New Privacy Policy and Enforcement Guidelines.
      2. Second change?

Re-ordered the addressing section from Date, Subject, To; to Date, To, From, Memo.

* + 1. Third change?   
       Changed paragraph:   
         
       Due to recent events it has been decided that a new privacy policy is needed to reinforce our previous casual outlook on “Commonsense email guidelines”. A complete copy of the policy will be sent to you within the next few weeks. This policy will need to be conveyed to your all employees so that they effectively understand and comply with the policy.   
         
       to  
         
       Due to recent events it has been decided that a new privacy policy is needed to reinforce our previous casual outlook on “Commonsense email guidelines”. A complete copy of the policy will be sent to you within the next few weeks.

Date: March 22, 2011

To: All Branch Managers

From: Los Angeles Times Legal

Memo: New Privacy Policy and Enforcement Guidelines

Due to recent events it has been decided that a new privacy policy is needed to reinforce our previous casual outlook on “Commonsense email guidelines”. A complete copy of the policy will be sent to you within the next few weeks.

Employees that fail to comply with this new policy will face the following consequences:

1st Offence: A verbal warning issued by a direct supervisor

2nd Offence: Job Re-assignment or suspension without leave. This will be determined by the employees supervisor.

3rd Offence: Termination of employment.

Once you have received a copy of the policy, please make sure that it is posted in an area that is visible to all employees and that you familiarize yourself with the policy so that any questions may be appropriately addressed. If there are any questions regarding the new policy that need to be addressed by senior management please don’t hesitate to forward the questions to the appropriate person.

Sincerely,

Matt Ferry

LA Times Legal Team

Phone Number

Email Address