

ENGLISH 3771 CLASS ASSIGNMENT

Section E264

Dates: 8/28/2013 to 12/23/2013



Portfolio Assignment: Authority Memo

Draft due: 10/9/13

Background

Read the in-class PDF handout, *Tiger Oil Memo*, dated January, 13, 1978. You can also find this, and other, Tiger Oil Memos at <http://www.lettersofnote.com/2010/08/tiger-oil-memos.html>

This memo is one of several dozen leaked out of the office of "Tiger Mike," the former owner of the now defunct Tiger Oil Company of Houston Texas. Tiger Mike has become Internet-famous for his intolerant, seat-of-the-pants style of addressing employees (and memorializing this on paper).

Imagine that you are a writing student in an Advanced Career Writing course at the New York City College of Technology, and that you have been given this memo by Tiger Mike to re-write in a manner that will create goodwill amongst your employees.

The scenario is that Tiger Mike's employees do not respect him as much as they fear him. Perhaps his accountant has told him that approximately 20% of employees expenses appear to be fraudulent. Maybe the Ghost of Christmas Future visited him and he wants to try and address his employees productively about this problem.

Solution

Create a draft of a memo from Tiger Mike that accomplishes three things:

- 1) Addresses the problem of company "slippage" in an authoritative way.
- 2) Effectively uses goodwill strategies to speak to the employees concerned.
- 3) Exemplifies effective design and formatting choices for the memo.

Directions

Prepare a draft of the Tiger Oil Company memo.

On a separate, but attached, page to the letter include a detailed response. This response should focus on two features of your memo (using language and concepts from the book):

- 1) What specific actions you took to address goodwill in the memo.
- 2) What formatting and design features you changed from the original memo, and why.

A draft of this memo and attached response must be uploaded to Blackboard before class on Wednesday, October 9th.

Rubric

The rubric below will be used to assess the draft of your assignment. Note, because this is a draft assignment, you will not receive a grade. Instead, you will receive a response designed to help you improve your document for submission as part of your portfolio:

Objective:	Points Earned	Points Possible
Memo's content demonstrates strong use of goodwill strategies without compromising authority.		
Memo's design is methodical, consistent with best practices, and appropriate to the message.		
Response is completed thoughtfully, addressing the points requested in an insightful way.		
Total:		