



STUDYDADDY

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Name: **w06a1**

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Description: **w06a1 - Learning Activity: Analyzing Bad News**

Grid View

List View

	Unacceptable	Exemplary
A company press release from the last three months announcing some kind of bad news.	<p>0 (0.00%)</p> <p>Submission did not have a link to a press release, or the linked item was more than three months old or was not sharing bad news.</p>	<p>15 (20.00%)</p> <p>Submission included a link to a press release no more than three months old from a company that was announcing some kind of bad news.</p>
Explanation of whether or not the press release communicates what it needs to communicate and whether or not there are unanswered questions.	<p>0 (0.00%)</p> <p>Submissions did not say whether or not the press release communicates what it needs to communicate OR mentions that it did or did not without providing any explanation. No mention of whether or not there were unanswered questions.</p>	<p>22.5 (30.00%)</p> <p>Submission included an explanation of whether or not the press release communicates what it needs to communicate and provided an explanation as to why it did or did not do that. Submission also specified whether or not there were unanswered questions.</p>
Are the solutions or next steps clear to the reader?	<p>0 (0.00%)</p> <p>30% Submission did not explain whether or not solutions or next steps for the company are clear to the reader.</p>	<p>22.5 (30.00%)</p> <p>Submission explained whether or not solutions or next steps for the company are clear to the reader.</p>
Does the communication appear transparent or as though there is much more not being said?	<p>0 (0.00%)</p> <p>Submission did not explain whether or not the communication appears transparent or if there is information being withheld.</p>	<p>15 (20.00%)</p> <p>Submission explained whether or not the communication appears transparent or if there is information being withheld.</p>

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