

Criteria	Mastered	Not Yet	Criterion Score
<p>Communication Plan: Describes the intended audiences, including important demographic information for targeting each audience</p>	1 point	0 points ✓	/ 1
<p><b>Criterion Feedback</b> January 12, 2023</p> <p>For Audience Information, you need to identify the audience demographics as identified in the Company Profiles, so please avoid making up information about the audiences. Who works for the companies and what are their backgrounds? What is the most important demographic LivingPlanet should focus on when crafting their message to the companies?</p>			
<p>Communication Plan: Identifies key considerations that are needed to craft an effective message for each intended audience</p>	1 point	0 points ✓	/ 1
<p><b>Criterion Feedback</b> January 12, 2023</p> <p>For Considerations, you need to identify what LivingPlanet needs to keep in mind about the companies and their demographics when revising their message. For example, should LivingPlanet keep language considerations in mind and why? Again, refer to the Company Profiles to assist you here.</p>			
<p>Communication Plan: Recommends adaptations to the message to effectively target each intended audience</p>	1 point	0 points ✓	/ 1
<p><b>Criterion Feedback</b> January 12, 2023</p> <p>You're currently recommending changes to the companies, which isn't what you're asked to do for these questions. For Adjustments, you need to refer to the message in the assignment directions. What adjustments should LivingPlanet make to this message so it effectively connects to the two companies you selected? Why would these changes work? You are not being asked to change the companies.</p>			
<p>Communication Plan: Provides recommended delivery methods for each intended audience</p>	1 point ✓	0 points	/ 1

Interview Questions: Explains how the targeted messages may reach unintended audiences	1 point	0 points ✓	/ 1
<p>Criterion Feedback</p> <p>January 12, 2023</p> <p>For this section, please discuss the delivery methods you selected in the above section. How could these delivery methods cause the message to be sent to audiences outside of your target audiences?</p>			
Interview Questions: Describes how the content of the targeted message can change the effectiveness of each message	1 point	0 points ✓	/ 1
<p>Criterion Feedback</p> <p>January 12, 2023</p> <p>Shift conversation over to LivingPlanet and how their language, tone, context, and voice changes the effectiveness of the messages geared toward companies A and B. Revise so you focus on these companies while keeping the audience demographics in mind. Be specific in your examples and discussions instead of just listing the keywords without context or explanations.</p>			
Interview Questions: Discusses the potential issues that could arise as a result of delivering the targeted message	1 point	0 points ✓	/ 1
<p>Criterion Feedback</p> <p>January 12, 2023</p> <p>Review the company profiles for companies A and B, then consider what issues LivingPlanet might come across when communicating with these two specific companies. For example, company B is French-Canadian, so what cultural or legal issues might exist here? Company A is primarily Spanish-speaking, so what cultural issues should LivingPlanet consider here? Focus on the companies and the written communication in the project directions.</p>			
Interview Questions: Describes an example of a person or company that made considerations and adapted a message for a diverse audience	1 point ✓	0 points	/ 1
Interview Questions: Analyzes the strategies that were used in a real-world example	1 point ✓	0 points	/ 1

General: Articulation of Response: Clearly conveys meaning with correct grammar, sentence structure, and spelling, demonstrating an understanding of audience and purpose

1 point

0 points

/ 1



Criterion Feedback

January 12, 2023

Since there are still more elements to address, this section will be left as "not yet" and will be assessed in the next draft.

General: Citations/Attributions: Attributes sources where applicable using citation methods with no major errors

1 point

0 points

/ 1



Criterion Feedback

January 12, 2023

Citations and references are required elements for this project. Wherever you have directly quoted or paraphrased information, or even if you learn specific content from a source, include in-text citations (Author, year). At the end of the document, include a reference page. The CfA Citation Guide and the Citation Maker will help you with this step. Why is it important to credit your sources for your projects?