

Example of Assessment Tool. This is used to assess SLO's 2 (Understand professional ethical principles and the importance of truth, accuracy, fairness and diversity) and 4 (Gather information, conduct research and evaluate information by methods appropriate to the telecommunication professions)

Policy Memo Tip Sheet

RTV 4931 Ethics and Problems

Assignment Overview: Create a 5-page (approximately 1,250 words) policy memorandum for an area of media ethics relevant to your career interest. In this assignment you should assume you have a leadership role and responsibility for establishing policies related to ethics in your workplace. You aren't expected to come up with a solution to every scenario, but you should cover the basics.

Tips and Hints:

- Write the memo as if a new employee is reading it on his or her first day of work and you want them to fully understand your expectations and policies on this specific topic after reading this document.
- Your primary goals are to 1) develop a series of relevant ethics policies, and 2) convey them to the appropriate staff in a clear and understandable way.
- You should cite relevant outside sources - five is a good minimum number to shoot for- to help make your case. Among useful sources would be codes of ethics, discussions of ethical situations, and examples of real-life cases. **Cite everything you use in an appropriate style such as APA, Chicago or MLA.**
- Be specific and focused in what you cover, rather than writing a memo filled with broad, sweeping statements such as: "We are committed to always doing the ethical thing." Give the reader clear guidance on what to do in specific situations.
- Let us hear your voice and get a sense of who you are and how you would approach the scenarios you bring up. Suggest an answer that makes the most sense to you. (Many times there isn't one single "right" answer to these ethical issues, but you should give the reader enough guidance that he or she would know what your expectations are.)
- This paper can take a conversational tone since it is being written as a document that would be distributed in an office setting. However, it should be professional, have solid punctuation and grammar, and include appropriate citations of outside sources.

- Remember that this policy memo reflects the atmosphere of your working environment. Be careful about making statements that could be offensive to some members of your staff or that might make some feel excluded.
- Include a note explaining who the memo's audience is and what your role is in the workplace. This can be a cover note to the instructor or be woven into the heading or text, but it should be clear to the reader.

Policy Memo Paper Assessment Form

RTV 4931 Ethics and Problems

Name:

Category	Score (1-10 Scale)
Content <p>Is the content logically organized?</p> <p>Is your position clearly stated and supported?</p> <p>Does the memo cover the key points for the topic you selected?</p> <p>Do you provide clear examples to illustrate key points?</p> <p>Did you cite specific guidelines that are actionable?</p>	
Sourcing <p>Did you include appropriate outside sources?</p> <p>Are sources up-to-date and relevant?</p> <p>Are sources comprehensive?</p> <p>Do cited sources make sense in the context of this memo?</p>	
Writing <p>Is the writing clear and easy to follow?</p> <p>Is the paper free of grammatical mistakes?</p>	
Style/Deadlines/Professional Standards	

<p>Is an accepted style consistently followed where appropriate?</p> <p>Was the paper turned in on time?</p> <p>Are accepted academic standards demonstrated?</p>	
Average Score	
FINAL SCORE (Average x 10)	

Comments and Suggestions: