**Practicing Bad News Responses: The Mary Tavanner Case**

Following assigned guidelines, practice responding to bad news cases using the following example. Use the Discussion Tool to send your response to me on or before April 20. Note that this is a diagnostic assignment. You will receive a grade reflecting your level of performance, but this grade will not affect your final grade in the course. It is simply intended as a check point for you.

You are the manager of Acme Computer Center. In this morning's mail you received the following letter:

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| 62 S.E. 219th Street Hillsboro, OR 97123 October 14, 2011  Store Manager Acme Computer Center 2533 TV Highway Hillsboro, OR 97123  Dear \_\_\_\_\_:  As the president of the Mesa Elementary School PTA, I have been appointed to ask you a special favor that will help us and give you and ACME a positive image in the City.  As you know, the recent cutbacks in funds for education have left all public schools short of cash. Mesa Elementary, a magnet school for the most intellectually gifted students in the Washington County area, is faced with such a tight budget that we may need to let two teachers go. Obviously, we are not in a position to purchase computers, which you will agree are an essential part of contemporary education. Many of our students are from economically disadvantaged homes, and thus they will not become computer literate at home. We certainly don't want to graduate them educationally as well as economically disadvantaged, and so we would like you to help us out.  Last month ACME installed six microcomputers in a special showroom so that prospective customers might try them at their leisure. I have noticed that the showroom is little used on Sunday afternoon. Would you allow our students (well supervised, of course) to use the showroom computers from 1-5 on Sundays? We believe that everyone would benefit: our gifted students, who would learn computer fundamentals; ACME, that would be seen as contributing to the education of local students; and ultimately our fractured community, which would be drawn together in a common task. We look forward to your answer to our request.  Sincerely,  Mary Tavanner, President Mesa Elementary PTA |

You think that the request has much merit, and as store manager you'd like to help these families. However, you do not want to set a precedent by letting the children use the showroom computers. Write a denial to Mary Tavanner. Provide a convincing explanation as to why they can't visit the showroom and offer a reasonable alternative so they will get some computer experience. Use the problem solving template as you consider your response.