



Memos



Bowker, COMM 390

Purpose of a Memo

- ▶ For distributing information quickly to an internal audience
- ▶ Informal, routine or brief reports
- ▶ Sometimes to register a formal opinion, especially if it is backed up with evidence or runs counter to prevailing opinion or policy
- ▶ Unlike an email, it can be easily saved because it is in document format

Read text pages 270-271



Distribution

- ▶ Is usually but not always internal communication
- ▶ Is usually but not always short
- ▶ Is usually but not always saved in a document format, not only distributed within the body of an email
- ▶ May be to one person or to the whole staff

memorandum



Structure of Opening

MEMO

To: Your audience, 1 or more person

From: You and/or your department, include your title

Date: Date of issue

Subject: HIGHLIGHTED IN SOME WAY, descriptive

▶ For example:

Memorandum

To: All Staff

From: Jana Soone, VP Human Resources

Date: April 12 20x1

Subject: ***New Vacation Policy***



Content

Can vary, it might be to :

- ▶ Provide an incident update or the results of a report, meeting or action
- ▶ Inform of software changes or other factual information
- ▶ Propose a new, or change to an existing, policy or procedure
- ▶ Register a formal opinion



Guidelines

- ▶ Be as brief as possible but still include all pertinent information
- ▶ Be very direct and use clear language
 - ▶ You don't want any misunderstandings
- ▶ Use bullet points and white space to make it easy to read
- ▶ If you want people to do something, identify a clear and specific call to action
- ▶ Be courteous and somewhat formal



Formatting

- ▶ Use of headings & subheadings are effective for organizing information
- ▶ Bullet points are useful for important points and lists
- ▶ Highlight (e.g. bold or italicize) important details such as dates or document names
- ▶ Hyperlinks to websites or documents are helpful



Sample

MEMO

To: John Smith
From: Albert Johnson
Date: 19-Nov-08
Re: Your call from 12.12.2005

Message

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ornare, felis vitae commodo gravida, est orci gravida augue, eu iaculis quam turpis vitae ante. Aliquam erat volutpat. Proin quis sapien nec ligula pulvinar placerat. Morbi tristique. Sed fringilla, leo sit amet sagittis tempor, dui libero fucidunt nisi, eu congue dolor ante ullamcorper urna. Mauris vel pede. Donec placerat est ac ipsum. Duis pede odio, eleifend vitae, fucidunt eget, consequat et, ante. Mauris leo diam, dignissim a, blandit sit amet, aliquet non, ipsum. Phasellus magna. Suspendisse bibendum magna sit amet lectus molestie faucibus. Sed semper blandit tortor. Etiam cursus.

John Smith International // Phone: (404) 922-0000 Fax: (404) 922-0000



COUNTY OF SANTA BARBARA
PLANNING AND DEVELOPMENT

MEMORANDUM

TO: South County Board of Architectural Review (SBAR)

FROM: Holly Bradbury, Associate Planner, Office of Long Range Planning

CC: Derek Johnson, Director, Office of Long Range Planning
Jeremy Tittle, Executive Staff Assistant

DATE: July 20, 2009

RE: Addendum to June 19, 2009 Draft Summerland Residential Design Guidelines
SBAR Memo

Enclosures: Attachment 1- Summary of SunPAC Changes to Chapters 4-9
Attachment 2- Draft FAR Worksheet
Attachment 3- Revised Draft LUDC Amendments
Attachment 4- Community Survey Residential Excerpts

Purpose:

The purpose of this memo addendum is to provide the SBAR with information and materials supplemental to the Summerland Residential Design Guidelines SBAR Memo dated June 19, 2009.

SunPAC Design Guideline Changes:

At the July 1, 2009 SunPAC meeting the committee made minor changes to Chapters 4-9 of the Residential Design Guidelines. Staff is in the process of incorporating the changes into the document, which are summarized and included as Attachment 1.

FAR Worksheet:

Please review and provide feedback on the Draft FAR Worksheet included as Attachment 2. We are in the process of adding examples of completed worksheets to the guidelines and will eventually have a form available on our website.

Revised Ordinance Changes:

The cumulative maximum square footage of detached accessory structures on lots under 10,000 square feet is limited to 500 square feet as outlined on page 4-11 of the guidelines. This was not highlighted in the June 19, 2009 SBAR memo and is now included in the Draft LUDC Amendments (Attachment 3).

Community Survey:

The SunPAC requested a community survey that was completed by residents of Summerland in January 2008 be included for the SBAR to consider when reviewing the guidelines. The informal

Long Memo Sample

- ▶ Some memos are quite long, serving as small reports, and carry on over a number of pages.

Sample



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End

