



# Memos



Bowker, COMM 390

# Purpose of a Memo

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- ▶ 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

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- ▶ 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**

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# Structure of Opening

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## **MEMO**

**To:** Your audience, one 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***

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## Content

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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

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- ▶ 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

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- ▶ 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

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- ▶ This is a template.
- ▶ Where it says “Message” is where you put your heading.
- ▶ For example:
  - ▶ “Staff Retreat”
  - ▶ “Metlakatla Preliminary Research”
- ▶ Often short memos don’t have a heading, relying on the subject line instead.

# 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 nisl, 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.





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:**

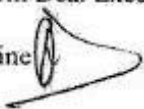
The cumulative maximum square footage of detached accessory structures on lots under 10,000 square feet is limited to 500 square feet as outlined on page 4-11 of the guidelines. This was not highlighted in the June 19, 2009 SBAR memo and is now included in the Draft LUDC Amendments (Attachment 3).

**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.

To: ABS Studios Term Deal Executive Producers      Date: June 24, 2008  
From: Howard M. Davine       Extension: 0050  
Subject: Foreign Formats

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As I'm sure you're all aware, foreign formats have increased in popularity as the basis for US television development and production. What is often overlooked, or not fully appreciated, are the complexities associated with negotiating format deals, coupled with the fact that often-times what is appealing in the format may be nothing more than a general underlying premise, which, in and of itself, may be no reason to license the underlying property.

There are a multitude of business reasons to carefully scrutinize entering into a transaction based on an underlying format. The most common are:

- (a) The format rightsholders will typically seek executive producer credit and a degree of creative control/involvement, typically to be rendered from a foreign location, adding perhaps an unnecessary layer to the creative process.
  - (b) Between format rights fees and executive producer fees, there are significant costs added to your production budget that will impact what you can put on the screen.
  - (c) A large chunk of the backend will go to the format rightsholder.
  - (d) Depending on the stature of the underlying property or the stature of the rightsholder, we may find ourselves freezing or being unable to acquire rights that limit our abilities to fully develop and exploit derivative uses of your show – be it on stage, as a feature, or in format sales of our own US production.
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# Memo

# Sample

**To:** Dànielle Nicole DeVoss

**From:** YOUR NAME HERE

**Date:** 3/18/2011

**Re:** Final Project Proposal

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## **Project Purpose**

State the purpose of your project. Be sure to explain *why* the project is useful and/or interesting, how it connects to this class, how it connects to your major/goals/ideal job, etc.

## **Project Product**

Describe the product of your project and your methods/approach to completing the project, as best you can at this point. For example:

- Will you be creating the design and an identity marker for your professional portfolio web site? If so, what specific visual elements do you plan to create? What research and design processes will you engage to create these elements, workshop them, test them, and polish them?
- Will you be writing a report analyzing, critiquing, and making suggestions for the visual content of a web site? Will you work with representatives of the group whose web site you are critiquing? What specific aspects of the site will you focus on in your report? How will you analyze and propose suggestions for these specific aspects?
- Will you be designing a logo for a nonprofit organization you're working for/with? What steps will you take as you get started? What research will you do? How often will you meet with representatives of the company? What example documents/materials will you incorporate the logo into to present as part of your final project?
- Will you be creating a set or sequence of assignments for integrating visual work into a writing course you are teaching or plan to teach? If so, how will you begin work? Will you review existing syllabi and assignments? Will you brainstorm ideas with other teachers? How will you use the work and research we've been reading to scaffold your assignments? What, specifically, will you produce?



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End

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