

Sample Memo (Bad)

To: Cynthia Gilbert, Director of Marketing
From: Dick Butler, Manager of Engineering
Date: August 7, 20--
Subject: No-Show Yesterday

As you may recall, yesterday, you scheduled a camera crew to film the promo piece in Engineering...or maybe you DON'T recall. We were there, but they weren't, and at a considerable waste of our time. Work literally ground to a halt while we prepared, then waited, for your people to show up. I tried calling your assistant, who didn't have a clue about the shoot.

The truth is, I wasn't particularly eager to arrange this thing to begin with (it was corporate's idea), but I realize the benefit of promoting the important work we do here, especially with the launch of our CovertII joint venture with the Army. That said, do you plan to reschedule? If you do, rest assured I'll have my assistant call to confirm you're actually coming, so we don't go to all the trouble we did yesterday.

Incidentally, I'm interested in publicizing projects some of our managers have just completed. I assume your office would be responsible for that? Who do I need to talk to in order to get something in the company newsletter?

Annotation: This memo fails (badly) in its point and plan. The writer's point seems to be to vent, yet he ends by making a request. The writer's tone isn't likely to motivate the recipient to grant the request. To see how this memo could be improved, see its revision.