

Tone and Formatting: Memos vs Email

Today, we are practicing achieving the proper formatting and tone for memos and emails written to different audiences.

For this assignment, you are Leslie Knope, a mid-level bureaucrat in the Parks and Recreation Department of Pawnee, Indiana. You are writing three documents, all using the same information from the attached Fact Sheet and with the same goal: you need approval for celebrity mini-horse Li'l Sebastian to appear at this year's Harvest Festival (which you are in charge of).

Document 1 is a *formal memo* to the Pawnee City Council (with whom you have a rocky relationship), requesting that they grant additional funding to the Harvest Festival to cover Li'l Sebastian's appearance fee and expenses. This memo should be on Pawnee letterhead (city crest is included in your fact sheet).

Document 2 is an *email* to your immediate supervisor at the Parks and Rec Department, Ron Swanson. He loves Li'l Sebastian but hates government spending. You have a fairly close friendship.

Document 3 is an *email* to Li'l Sebastian's owners, Michael and Elizabeth Stone. You have no prior relationship with the Stones. They are *very* protective of their aging celebrity horse, and will need to be convinced that the Harvest Festival will provide adequate care for him.

You may work with a partner on this assignment; be sure that both of your names appear somewhere on the first page of assignment so that you both get credit.

Load your completed assignment to the class website as **one .doc file**. Each email or memo should be on a **separate page** of this document. If you are working with a partner, only one person needs to upload the file.

Your work will be evaluated on three criteria:

- 1) **Proper formatting** – are your subject lines descriptive? Do you use headings, lists, and paragraph breaks effectively? Refer to your Oliu handbook if you need to refresh your memory regarding these standards.
- 2) **Audience ID** – do you recognize how the needs, expectations, and concerns you must address shift between each audience? Do you use the proper tone and forms of address for each audience?
- 3) **Grammar and Word Choice** – typos do count!

Li'l Sebastian Fact Sheet



- Lil' Sebastian made his debut at the last Harvest Festival in 1987 and he was an instant phenomenon. For the next few years, Sebastian was the #1 boys' name in Pawnee and the #3 girls' name.
- He is currently 25 years old.
- During the last Harvest Festival, he was the eighth most-photographed thing in America, just in front of the Alamo.
- He has an honorary degree from Notre Dame.
- He has cataracts in both eyes, diabetes, and severe arthritis.
- He was a goodwill ambassador for Indiana Veterans and went to Kuwait to entertain the troops.
- He was a member of the Great Lakes Ski Patrol and Emergency Rescue Team, serving as its captain from 1996-98.
- He participated in the celebrations for Queen Elizabeth II's Golden Jubilee, even marching in front of Buckingham Palace.

Appearance Fee: \$1,500 + 15lb bag of organic carrots

Appearance Requirements:

- One dedicated minder to administer his medications
- One large, shaded pavilion with crowd-control measures

City of Pawnee Crest:

