

Sample Memo (Revised / Good)

To: Cynthia Gilbert, Director of Marketing
From: Dick Butler, Manager of Engineering
Date: August 7, 20--
Subject: Yesterday's Filming Cancelled?

I wanted to confirm that yesterday was the day we scheduled for the camera crew to film the promo piece on the CovertII project in Engineering, as we discussed last week. The crew was a no-show. Did I miss a call canceling? I left several messages with your assistant, who wasn't aware of the shoot. Do you plan to reschedule? If so, I'd like to have some advance notice, since getting ready for filming basically shuts down our operations. I would appreciate you calling me as soon as possible (phone x1234).

Annotation: This is a revised version of the ineffective memo.

The point and plan here are improved: the writer's goal is to get a film crew into his department for some publicity, even at some inconvenience. The writer's tone is inquiring and reasonable, not angry. And it sticks with one point, instead of two in the earlier version.