

FIGURE 5.3 Interoffice Memo That Responds to Request

↓ 1 inch

HOLLYWOOD AUDIENCE SERVICES

↓ 2 blank lines

MEMORANDUM

↓ 2 blank lines

Date: November 11, 200x

To: Stephanie Sato, President

From: Sundance Richardson, Special Events Manager

Subject: Improving Web Site Information

S.R.

In response to your request for ideas to improve our Web site, I am submitting the following suggestions. Because interest in our audience member, seat-filler, and usher services is growing constantly, we must use our Web site more strategically. Here are three suggestions.

First, our Web site should explain our purpose. We specialize in providing customized and responsive audiences for studio productions and award shows. The Web site should distinguish between audience members and seat fillers. Audience members have a seat for the entire taping of a TV show. Seat fillers sit in the empty seats of celebrity presenters or performers so that the front section does not look empty to the home audience.

Second, I suggest that our Web designer include a listing such as the following so that readers recognize the events and services we provide:

Event	Audience Members Provided Last Year	Seat Fillers and Ushers Provided Last Year
Daytime Emmy Awards	53	15
Grammy Awards	34	17
Golden Globe Awards	29	22
Screen Actor's Guild Awards	33	16

Third, our Web site should provide answers to commonly asked questions such as the following:

- Do audience members or seat fillers have to pay to attend the event?
- How often do seat fillers have to move around?
- Will seat fillers be on television?

Our Web site can be more informative and boost our business if we implement some of these ideas. Are you free to talk about these suggestions at 10 a.m. on Tuesday, November 19?

Aligns all heading words with those following Subject

Provides writer's initials after printed name and title

Leaves side margins of 1.25 inches

Provides ragged line endings—not justified

Lists data in columns with headings and white space for easy reading

Omits a closing and signature

Tips for Formatting Interoffice Memos

- On plain paper, set 1-inch top and bottom margins.
- Set left and right margins of 1.25 inches.
- Include an optional company name and the word *MEMO* or *MEMORANDUM* as a heading. Leave 2 blank lines after this heading.
- Set one tab to align entries evenly after *Subject*.
- Leave 1 or 2 blank lines after the subject line.
- Single-space all but the shortest memos. Double-space between paragraphs.
- For a two-page memo, use a second-page heading with the addressee's name, page number, and date.
- Handwrite your initials after your typed name.
- Place bulleted or numbered lists flush left or indent them 0.5 inches.

- **Interoffice memos.** Paper-based interoffice memos were once the chief form of internal communication. Today, employees use memos primarily to convey confidential information, emphasize ideas, deliver lengthy documents, or lend importance to a message. Memos are especially appropriate for explaining organizational procedures or policies that become permanent guidelines. Later in this chapter you will study various components in everyday interoffice memos.

Formatting Interoffice Memorandums

In the past interoffice memorandums were the primary communication channel for delivering information within organizations. Although e-mail is more often used today, memos are still useful for important internal messages that require a permanent record or formality. For example, organizations use memos to deliver changes in procedures, official instructions, reports, and long internal documents.



Hard-copy memos are useful for internal messages that require a permanent record or formality.

Memo Forms and Margins. Some organizations use printed interoffice memo forms. In addition to the name of the organization, these forms include the basic elements of *Date*, *To*, *From*, and *Subject*. Large organizations may include other identifying headings, such as *File Number*, *Floor*, *Extension*, *Location*, and *Distribution*. Because of the difficulty of aligning computer printers with preprinted forms, business writers may use default templates available on their word processors. Writers can customize these templates with their organization's name. Single-space the message, and double-space between paragraphs, as shown in Figure 5.3.