

Professional Publishing Services

MEMORANDUM

TO: Barbara Smith, Publications Manager
 FROM: Hannah Kaufman, Vice President
 DATE: April 15, 2013
 SUBJECT: Schedule for ACM Electronics Brochures

HK

Standard memo heading

Handwritten initials sent in printed form

ACM Electronics has asked us to prepare a comprehensive set of brochures for its Milwaukee office by August 9, 2013. We have worked with similar firms in the past, so this job should be relatively easy to prepare. My guess is that the job will take nearly two months. Ted Harris has requested time and cost estimates for the project. Fred Moore in production will prepare the cost estimates, and I would like you to prepare a tentative schedule for the project.

Introduction

Additional Personnel

In preparing the schedule, check the status of the following:

- Production schedule for all staff writers
- Availability of freelance writers
- Availability of dependable graphic designers

Headings signal shift in topics

Ordinarily, we would not need to depend on outside personnel; however, because our bid for the *Wall Street Journal* special project is still under consideration, we could be short of staff in June and July. Further, we have to consider vacations that have already been approved.

Time Estimates

Please give me time estimates by April 17. A successful job done on time will give us a good chance to obtain the contract to do ACM Electronics' annual report for its stockholders' meeting this fall.

I have enclosed several brochures that may be helpful.

cc: Ted Harris, President
 Fred Moore, Production Editor

Enclosures: Sample Brochures

Closing

Additional recipients

Enclosed material

Figure 8-8 Typical Memo Format (Printed with Sender's Handwritten Initials)

When memos require more than one page, use a second-page header and always carry at least two lines of the body text over to that page. The header should include the recipient's name or, if there are too many names to fit, an abbreviated subject line; the page number; and the date. Place the header in the upper left-hand corner or across the page, as shown in Figure 8-9.