

Memo

To: Com 221 Students

From: Lynn Koller

Date: January 1, 2012

Re: Peer Review Workshop - Draft Analytical Report with Front and Back Matter

Print a complete copy of your analytical report for a peer review workshop. While you have received feedback from me on the report content, this workshop will focus on other elements of the document as well. Your document should include the following:

- Title page**
- Table of contents**
- List of tables and figures**
- An abstract**
- Audience scenario** - must be a specific professional organization capable of taking action based on your recommendations
- Introduction** - explains the purpose of the report, orients the reader, and requests a specific action. Must have Background and Purpose, Sources of Data, and Scope of Analysis sections as described on "[Introduction - Analytical Report](#)" handout
- Original visual** - a table or figure (graph or chart) labeled and referred to in the text. Provide full source information for data. Each visual should be on the same page as its text reference.
- Conclusions/Recommendations** - that answers the questions raised by the introduction, interprets your data, and recommends specific action to your target audience
- Appendices** - may contain your resume and survey findings or interview notes, as well as complex numerical data or other material related to your topic
- References page** - in APA format. You should have **four** or more credible academic/professional sources (**no quotation databases, essay sites, Wikipedia, or similar sources**), including at least one primary source and two scholarly sources
- Double-spaced text**
- Subheadings**
- Page numbering** - title page has no page number; letter of transmittal starts with lower case Roman numeral (ii); introduction starts with Arabic numeral (1) and continues to the end
- At least 2,000 words of body text** - from the introduction through conclusion (not including front and back matter)