

Course: Writing 292: Professional Writing

Semester: Fall 2020

Project: Common Genres of Professional Communication

Student: Bronwyn Reagan

Supporting Document

- Describe the professional setting within which your project would exist:
 - a. What type of professional/office setting are you imagining?
The Sun Valley Music Festival's setting is an artistic, nonprofit organization geared towards the Performing Arts and music education.
 - b. How is this setting structured?
The organization is modeled on a governance, administration, and program structure. Governance meaning board members are usually the ones making the bigger decisions for the organization as a whole. Those in administration take care of anything ranging from finances, management, booking performers, etc. Lastly, education, youth outreach, etc. fall under the umbrella of programs. As a Production Coordinator (the role I chose for myself), I work mostly in administration. However, in this particular setting, the job requires flexibility to take on some of the governance and program elements as well.
 - c. How large of a company is this?
The Sun Valley Music Festival is a medium sized organization local to Ketchum, ID. Their educational outreach program is on a national and global scale.
 - d. Is this a setting you actually observed or one that you generated from your imagination?
The Sun Valley Music Festival is a real organization. I was a student at their Summer Music Institute (which is part of their educational program) and I am the Production Coordinator Assistant for the Summer Music Institute.

- Describe in detail the imagined rhetorical situation for **each** of the genres you produced:
 - 1. Email
 - a. Who are you/what is your role as the author?
I'm the Production Coordinator for the Sun Valley Music Festival.
 - b. Who is the audience to whom you are writing this document?
The intended audience are staff members under my authority.
 - c. What is your intended purpose?
The purpose of this email was to inform staff members of the "Family Concert" and to inform them of any new information pertaining to the concert program.
 - d. What situation is prompting this communication?
The situation prompting this communication was the up and coming "Family Concert."
 - e. Describe a different situation for each genre and make it clear which situation belongs with each genre

Situation: As the Production Coordinator for the Sun Valley Music Festival, it is part of my responsibility to organize and communicate with all staff, musicians, volunteers, etc. on and off site. The Family concert is coming up and I want to be sure the show runs smoothly. In effort to do so, I decided to email the staff members who I know will be running the backstage area. I feel email is the best way to communicate with staff members because organizing a meeting would take too long and would be short notice. An email is an easy and efficient way of conveying information, plus, I can add attachments. All of the staff members are people I've worked with before so the need to be formal isn't critical but I still want to maintain some professionalism. I added Don Wright to the list of individuals I send the email to so he has the chance to interject any additional information if needed. It's not important for the other recipients of this email to know I sent a copy to the boss who oversees all productions. The reason for doing this is to ensure staff members don't try to ask the boss questions about the production. This isn't to keep people in the dark, rather it's a way of helping and easing the boss's already heavy workload. However, it's still important for him/her to know so he/she is at least aware of what's going on. I know I put a lot of information in the email so I make the conscious effort to bold and underline dates/times to make it easier to read.

2. Memo

- a. Who are you/what is your role as the author?

I'm the Production Coordinator for the Sun Valley Music Festival.

- b. Who is the audience to whom you are writing this document?

The intended audience are all musicians and staff members.

- c. What is your intended purpose?

The intended purpose of this memorandum was to inform all musicians and staff members of the new cueing system and to implement the change (call to action).

- d. What situation is prompting this communication?

The situation prompting this communication was "last year's" cueing issues.

- e. Describe a different situation for each genre and make it clear which situation belongs with each genre

Situation: As the Production Coordinator, I noted last year's concert in regards to the flawed cueing system. In effort to create smoother transitions between numbers, I decided to send a memorandum to all musicians and staff members. I felt it was important for not only the staff members to know what the new backstage protocol was going to be, but the musicians as well. In the past, it has usually been the musicians who have had a harder time adapting to last minute changes. I suspect the reason for this was due to poor communication between the production crew, staff members, and musicians. I want to ensure that there is an

open line of communication between all parties to prevent any future problems. I chose the memorandum genre because I wanted to be clear and direct in the information I was giving. In being direct, I wanted the tone of the memorandum to be formal, reiterating the seriousness of the message itself.

3. Letter

- a. Who are you/what is your role as the author?
I'm the Production Coordinator for the Sun Valley Music Festival.
- b. Who is the audience to whom you are writing this document?
The intended audience was a donor by the name of Septimus Bligh.
- c. What is your intended purpose?
The intended purpose of this letter was to thank the donor for their donation.
- d. What situation is prompting this communication?
The situation prompting this communication was the recent financial contribution to the Sun Valley Music Festival.
- e. Describe a different situation for each genre and make it clear which situation belongs with each genre
Situation: The boss who oversees all concert productions has asked me to write a letter of thanks to a man by the name of Septimus Bligh. The boss asked me to write the letter because the donation went towards getting new computer monitors (which would fall under my budget for the Sun Valley Music Festival season). I'm more than happy to do so. I first want to remind Mr. Bligh what the donation was for and how much, by using it as part of my opening line. I wish to remain formal in my tone but I want to add a little personal note of gratitude in the body of the letter. As I continue, I want to be subtle in mentioning other opportunities for donations but not in a rude or obnoxious way. Since Mr. Bligh is a donor, I know he will need to keep this letter as confirmation of payment and for his tax records so I include a reminder towards the end of the letter. I thank him again and sign my name near the bottom of the page. I chose the letter genre because it serves as a nice way to thank someone while acting as a legal document as well.

- Discuss the composing decisions you made in writing **each** of these genres. What specific decisions with regard to content, format, organization, tone, etc. did you make for the following genres & rhetorical situations and why? Provide several examples for each genre, and you may wish to discuss the role of revision in your composing process. Show me that you understand the conventions of these genres and their functions within the specific rhetorical situations you established:

1. Email

The format of my email was similar to block formatting. Everything was justified to the left. The body of the email was single spaced and consisted of multiple paragraphs with double spacing separating each paragraph. The email started with the To, Cc, Bcc, and Subject lines. For the subject line, I wanted to refer to the “Family Concert” to indicate what the content of the email was about. Soon the salutation was placed towards the beginning of the email. I chose to say “Hello everyone” to make the tone of the email personable and less formal. The body of the email consists of four paragraphs describing the necessary information my audience needed to know. In an effort to be more personable, I wrote “Best regards” for the closing salutation. My name and title ended the email. As I mentioned in the situation for my email, I knew all of the staff members on a somewhat personal level leading me to use a semi-formal tone. I wanted to give a sense of familiarity without being too relaxed.

The content of the email was influenced by my experience as a Production Coordinator Assistant. I chose a situation that required me to think about the audience’s needs. I chose an email because I believed it would be best for conveying the information tailored to the audience. While I’m asking the audience to do things, I felt it was important to tell the audience what to expect. For example, letting the audience know about the cue sheet for the musicians. Letting them know about the memo and when they were going to receive it. I bolded and underlined the date/times to emphasize the importance of the date/times and to make it easier to understand. I have found people are more receptive to demands if they know what to expect in advance of a major task. This email is how I would give people an opportunity to mentally prepare for such a situation as described.

2. Memo

The letterhead was centered at the top of the memorandum with a space between the “Memorandum” title. The TO, FROM, DATE, and RE lines were placed two spaces below the title and were single-spaced. Using the tab key, the subsequent information of the TO, FROM, DATE, and RE lines followed. The body of the memorandum was single spaced and consisted of multiple paragraphs with double spacing separating each of the paragraphs (similar to block formatting). Numbered points were incorporated into the body of the memorandum as well. The organization of the memorandum started with a letterhead, a title, and then a header indicating who it was for, who sent it, when it was sent, and what it was for. The first paragraph stated what the memorandum was for and included numbered points to organize the instructions contained in the memorandum. The following paragraphs had additional information and explained why the content of the memorandum was important. Lastly, the memorandum ended with contact information. I kept a formal tone in my memorandum to indicate a professional flavor. The language was meant to be direct to prevent any confusion for the intended audience.

I chose to write “Cueing system for the Family Concert” in the RE line to be specific about what the content of the memorandum was going to be. After some consideration, I chose to change the previously bullet pointed list to a numbered list to show that the information was to be carried out chronologically. I wanted the memorandum to contain information about emergency protocol while keeping it to a minimum. In my experience, people are more attentive to instructions if there are some practical applications as well (such is the case for emergency protocols). Nonetheless, the content mostly referred to the instructions regarding the cueing system. I added my “personal” contact information at the bottom of the memorandum. The reason I did this is because while the letterhead contains the organization’s contact information, I wanted questions, pertaining to the cueing system, to be directed straight to me.

3. Letter

The format of my letter was block formatting (everything was justified to the left with the exception of the letterhead). The letterhead was centered at the top of the page with a single-space directly below. The date and another single-space separated the recipient's address from the letterhead. One more space between the recipient's address and the opening salutation was added. The body of the letter was single spaced and consisted of multiple paragraphs with double spacing separating each paragraph. Lastly, the closing salutation, name, and title ended the email. The signature was placed in the four-space opening between the closing salutation and name. The letter was organized as follows: letterhead, salutation, intro, body, closing salutation, and signature. For the opening salutation, I wrote “Dear Mr. Bligh” to indicate a formal document. The intro and body of the email described the necessary information relevant to my audience. I wrote “Sincerely” for the closing salutation to reinforce the formality of the document. I wanted the tone to be formal yet personable (or at least incorporate some personal elements). In the context of my situation, I wanted the intended audience to feel appreciated for their donation.

I talked briefly about why I chose to write “Dear Mr. Bligh” and “Sincerely” for my opening and closing salutation but I want to talk more about some of the other choices I made in terms of content. When I was writing my letter, I called one of my mentors/co-workers to ask how he writes letters (this is specific to his line of work). In the case of donations, letters are for legal purposes as well. With this information I added “No goods or services will be transported to you in correlation to this donation. Please keep this letter as written acknowledgment of your donation for your tax records.” This statement makes it so the recipient remembers to save the letter for their tax files. I would not have known to have added this statement prior to my conversation with my mentor/co-worker. I felt as though it was important to make my letter as realistic as possible. I know the statement stands out and doesn’t flow as well as I would like it to but from the external

research I conducted, it's common for there to be an abrupt transition between paragraphs. As I go into this field of work, I wonder if this will change over time. In the meantime, I chose to stay true to the letter genre specific to donations.

- Reflect on your success in this project. What did you do well and why? What were the most complex or difficult components and how did you take steps to succeed?

I believe I did well on this project for a couple of reasons. One, I think I was able to create a natural and organic flow between the scenario I imagined and the words I put on the page. The genres felt realistic within each of the designated situations. Second, I was able to incorporate outside knowledge via an informal interview with one of my mentors/co-workers. This added extra value to my work making it, once again, realistic.

The most complex/difficult component of this project was designing the memorandum. I had not encountered many memorandums before WRI 292. The steps I took in order to create my memorandum started with referring heavily to the class readings for recommendations/suggestions for composing memorandums. I quickly did a google search to get a better idea for how to organize a longer memorandum. Lastly, I asked experienced individuals as to how they compose memorandums as well as what kind of tone they use. To be more specific, I asked if the tone ever changes depending on the audience. Taking these steps helped me to have a better understanding of its purpose and what memorandums entail.

To: staff123@gmail.com, staff231@gmail.com, staff321@gmail.com.
Cc: dwright1234@gmail.com
Bcc: boss4321@gmail.com
Subject: Sun Valley Music Festival: this year's Family Concert
Attachment: Concert Production Notes

Hello everyone,

As we begin the 2021 Sun Valley Music Festival season, I would like to address what went well in the past and what we could improve on for this year's Family Concert on **August 14th**. Don Wright has taken the time to write notes regarding last year's concert which I have included as an attachment. Please read over the notes and if you have any questions, let Don or I know.

Overall, last year's concert went well. The entrances and the backstage hallways were mostly clear. This allowed for the production crew to move things on and off stage efficiently. One issue worth mentioning is the cue sheet for the musicians. Some of the musicians were coming backstage before their cue, causing congestion backstage. I will be sending out a memo to all of the musicians and staff members reminding them of the backstage protocol and to provide any new information. You will all receive an updated cue sheet from Don by the end of this week.

As a last reminder, I expect all of you to review the production notes and the new cue sheet the day before the Family Concert. We will be meeting at **7:00 a.m. in the Sun Valley Pavilion** to set up. Please be on time and be ready to work. The concert itself will start at **6:00 p.m.** It will be a long day so be sure to get plenty of rest and stay healthy. Food will be provided by courtesy of the Sun Valley Bakery.

Thank you for being part of the Sun Valley Music Festival team and I look forward to working with all of you.

Best regards,
Bronwyn Reagan
Production Coordinator

Sun Valley Music Festival
120 North 2nd Avenue, Suite 103
Ketchum, ID 83340
info@svmusicfestival.org

Memorandum

TO: All Musicians and Staff
FROM: Bronwyn Reagan, Production Coordinator
DATE: August 2, 2021
RE: Cueing system for the Family Concert

In light of last year's Family Concert, we are shifting over to a different cueing system. The cueing system will be as follows:

1. After the first group of musicians goes on stage, the second group is allowed backstage.
2. The second group must have all of their instruments ready and will be put on standby at the start of the first group's last song.
3. To minimize conjunction backstage, all musicians are to be in a single file line facing the south wall to let the first group exit off stage.
4. The second group goes on stage.
5. The first group must have their instruments packed up and put away by the end of the second group's first song so the third group can come backstage and get ready.
6. The third group is allowed backstage at the start of the second group's second song.

This process will repeat itself until the last group.

As a reminder, do not block any doors leading in or out of the building. Keeping the doorways clear will allow the production crew to move things on and off stage efficiently. Additionally, in case of an emergency situation, we need access to all exits.

For more information about the emergency protocol visit www.svmusicfestival/emergency.org or click the link below:

https://docs.google.com/document/d/1Z8uUTl8WxKmCk24_nSXHUpXnL8meq4M4HfMfVpt0NjE/edit?usp=sharing

If you have any questions, please contact me at breagan1234@gmail.com or call my cell phone number: (208) 555-5895

Sun Valley Music Festival
120 North 2nd Avenue, Suite 103
Ketchum, ID 83340
info@svmusicfestival.org

August 6, 2021

Septimus Bligh
342 West 5th Street
Ketchum, ID 83340

Dear Mr. Bligh:

On behalf of the Sun Valley Music Festival, I would like to thank you for your gift of \$3,800. This generous donation allows the Sun Valley Music Festival to install new computer monitors.

The new computer monitors will assist the production crew in running the live concert programs. As you know, providing such a service comes with great expenses. Without your support we would not be able to provide free concerts to the public. We have been fortunate to be a part of this artistic community and it is people like you who keep the Performing Arts alive and well.

The Sun Valley Music Festival wishes to encourage a lifelong love of music through our concerts and education programs. As we transition into the next concert season, we plan to make our programs accessible to the online community. Our goal is to create an outreach program to those who are not able to attend our concerts in person. We wish for everyone to have the opportunity to experience art in a meaningful way. We hope for your continued support for the future.

Please keep this letter as written acknowledgment of your donation for your tax records. No goods or services will be transported to you in correlation to this donation.

Once again, thank you for your generous financial gift.

Sincerely,

Bronwyn Reagan

Bronwyn Reagan
Production Coordinator