

<b>Report Design Worksheet</b>		
<u>Preliminary Information</u>		
What is to be done? <u>A report on the health effects of electromagnetic radiation</u>		
Whom is it to be presented to, and when? <u>Town Meeting, April 1</u>		
<u>Audience Analysis</u>	<u>Primary Audience</u>	<u>Secondary Audience</u>
Position and title:	<i>town manager</i>	<i>selectpersons, various town officials, school board, parents, colleagues, friends</i>
Relationship to author or organization:	<i>employer</i>	
Technical expertise:	<i>nontechnical (for this topic)</i>	<i>nontechnical</i>
Personal characteristics:	<i>highly efficient; expects results</i>	<i>have strong views on the issue</i>
Attitude toward author or organization:	<i>is preparing my annual performance review</i>	<i>friendly and respectful; selectboard will vote on my contract renewal and pay raise</i>
Attitude toward subject:	<i>extremely concerned</i>	<i>same</i>
Effect of report on audience or organization:	<i>will be read closely and acted upon</i>	<i>will be discussed at town meeting</i>
<u>User's Purpose</u>		
Why has audience requested it?	<i>wants to address any potential hazards without delay</i>	
What does audience plan to do with it?	<i>use the data to make an informed decision about action</i>	<i>confer with the town manager about the decision</i>
What should audience know beforehand to understand it as written?	<i>nothing special; history of the issue is reviewed in report</i>	<i>same</i>
What does audience already know?	<i>has read and heard very general information about the issue</i>	<i>same</i>
What amount and kinds of detail will audience find significant?	<i>clear description of the issue and careful review of the evidence</i>	<i>same</i>
What should audience know and/or be able to do after reading it?	<i>make a decision based on the best evidence available</i>	<i>advise the town manager about her decision</i>

**FIGURE 12.3 Report Design Worksheet**

Source: Based on a worksheet developed by Professor John S. Harris of Brigham Young University.

Writer's Purpose

**Why am I writing?** *to communicate my research findings*

**What effect(s) do I wish to achieve?** *to have my audience conclude that, while we await further research, we should take immediate and inexpensive steps toward risk avoidance and continue to assess EMF hazards throughout the school*

Design Specifications

**Sources of data:** *recently published research, including online and Internet sources; interviews with local authorities*

**Tone:** *semiformal*

**Point of view:** *mostly third person (except for recommendations)*

**Needed visuals and supplements:** *title page, letter of transmittal, table of contents, informative abstract, charts, graphs, and tables*

**Appropriate format (letter, memo, etc.):** *formal report format with full heading system*

**Basic organization (problem-causes-solution, etc.):** *causes-possible effects-conclusions and recommendations*

**Main items in introduction:** *Definition of electromagnetic fields  
Background on the health issue  
Description of the local power line configuration  
Purpose of report, and intended audience  
Data sources  
Scope of this inquiry*

**Main items in body:** *Sources of EMF exposure  
Risk factors  
Studies of health effects  
Conflicting views of studies  
Local power company views  
Risk-avoidance measures*

**Main items in conclusion:** *Summary of findings  
Overall interpretation of findings  
Recommendations*

**Other Considerations:** *no frills or complex technical data; this audience is interested in the "bottom line" as far as what action they should take*

**FIGURE 12.3** (Continued)