**In-Class Work: Audience and Emails**

Work in groups of three or four on these two tasks. We will see what we have time for! I assume that we will be able to finish the first task in class but that the second task might need to be finished outside of class.

**Chapter 2: Analyzing the Audience of a Web Site**

The first step in planning a document is to analyze your audience and your purpose. Go to Shippensburg University’s Web site (or another university’s) and identify three different sections of the site, each of which addresses a different audience. For example, the site likely has sections for current students, for prospective students, and for members of the community. Here’s your task:

1. Open up a MSWord document to jot down your group discussion points.
2. Create a quick reader profile: perform steps 1 – 3 in chapter 2 (you can ignore the charts!). Flesh out the information through your discussions.
3. List two or three techniques that that portion of the site has used to reach their intended audience to help it reach its purpose. For instance, if the purpose of the Admissions Office section of the site is to interest prospective students, one technique the writer might have used is to present attractive photographs of the campus or of students.

Spend about 15 minutes on these; go to the d2l Discussion Board to post your findings with the class; see more guidance there. We will touch base on these before the end of class.

**Chapter 6: “Revision Challenge” at end of chapter (4 pages from the end)**

Read the instructions for this project. I would like the email that you send to use the strategies discussed in this chapter, especially concerning organization. Though I expect your groups will have time to discuss the revision of this memo, each member of the group should send an email to me. Thus I’ll be looking both at how you organized your EMAIL as well as your thoughts as how you should revise the MEMO.

The memo is printed below, as well as in the text (having the electronic version might facilitate your discussion on how information should be moved around).

**ChemConcepts, LLC**

**Memorandum**

Date: November 5, 2013

To: Laboratory Supervisors

cc: George Castillo, VP of Research and Development

From: Vicki Hampton, Safety Task Force

Re: FYI

It is the policy of ChemConcepts to ensure the safety of its employees at all times. We are obligated to adhere to the policies of the State of Illinois Fire and Life Safety Codes as adopted by the Illinois State Fire Marshal’s Office (ISFMO). The intent of these policies is to foster safe practices and work habits throughout companies in Illinois, thus reducing the risk of fire and the severity of fire if one should occur. The importance of chemical safety at our company does not need to be stated. Last year, we had four incidents of accidental chemical combustion in our laboratories. We needed to send three employees to the hospital due to the accidental combustion of chemicals stored or used in our laboratories. The injuries were minor and these employees have recovered; but without clear policies it is only a matter of time before a major accident occurs. If such an accident happens, we want to feel assured that all precautions were taken to avoid it, and that its effects were minimized through proper procedures to handle the situation.

In the laboratories of ChemConcepts, our employees work with various chemical compounds that cause fire or explosions if mishandled. For example, when stored near reducing materials, oxidizing agents such as peroxides, hydroperoxides and peroxyesters can react at ambient temperatures. These unstable oxidizing agents may initiate or promote combustion in materials around them. Of special concern are organic peroxides, the most hazardous chemicals handled in our laboratories. These compounds form extremely dangerous peroxides that can be highly combustible. We need to have clear policies that describe how these kinds of chemicals should be stored and handled. We need policies regarding other chemicals, too. The problem in the past is that we have not had a consistent, comprehensive safety policy for storing and handling chemicals in our laboratories. The reasons for the lack of such a comprehensive policy are not clear. In the past, laboratories have been asked to develop their own policies, but our review of laboratory safety procedures shows that only four of our nine laboratories have written safety policies that specifically address chemicals. It is clear that we need a consistent safety policy that governs storage and handling of chemicals at all of our laboratories.

So, at a meeting on November 3, it was decided that ChemConcepts needs a consistent policy regarding the handling of chemical compounds, especially ones that are flammable or prone to combustion. Such a policy would describe in depth how chemicals should be stored and handled in the company’s laboratories. It should also describe procedures for handling any hazardous spills, fires, or other emergencies due to chemicals. We are calling a mandatory meeting for November 11 from 1:00–5:00 in which issues of chemical safety will be discussed. The meeting will be attended by the various safety officers in the company, as well as George Castillo, VP of Research and Development. Before the meeting, please develop a draft policy for chemical safety for your laboratory. Make fifteen copies of your draft policy for distribution to others in the meeting. We will go over the policies from each laboratory, looking for consistencies. Then, merging these policies, we will draft a comprehensive policy that will be applicable throughout the corporation.