Peer Review Checklist – Persuasive Memo

Writer’s Name: ________________________________

Reviewer’s Name: ________________________________

1. Does the memo address the CEO’s concerns about community relations?
   Score: 1  2  3  4  5   (1 = fails to do; 5 = does excellent job)
   Strengths:

   Suggestions for improvement:

2. Is the memo’s subject line clear and descriptive of the memo’s contents?
   Score: 1  2  3  4  5   (1 = fails to do; 5 = does excellent job)
   Strengths:

   Suggestions for improvement:

3. Does the memo comprehensively cover a communication plan for the research facility?
   Score: 1  2  3  4  5   (1 = fails to do; 5 = does excellent job)
   Strengths:

   Suggestions for improvement:

4. Does the memo use specific examples or statistics to help persuade the CEO of the
efficacy of the communication plan?
   Score: 1  2  3  4  5   (1 = fails to do; 5 = does excellent job)
   Strengths:

   Suggestions for improvement:
5. Does the memo display an appropriate you-attitude in addressing the facility’s concerns?
   **Score:** 1 2 3 4 5 (1= fails to do; 5 = does excellent job)
   **Strengths:**
   
   **Suggestions for improvement:**

6. Is the tone appropriate: not aggressive, paternal, preachy, threatening, or demanding?
   **Score:** 1 2 3 4 5 (1= fails to do; 5 = does excellent job)
   **Suggestions for improvement:**

7. Do the memo’s sentences follow clarity continuity, concision, and coherence principles? Be sure to point out any instances where the writer violates these principles by circling or underlining the relevant words/sentences.
   **Score:** 1 2 3 4 5 (1= fails to do; 5 = does excellent job)
   **Suggestions for improvement:**

8. Does the argument anticipate and answer any objections readers might have about the communication plan?
   **Score:** 1 2 3 4 5 (1= fails to do; 5 = does excellent job)
   **Suggestions for improvement:**

9. Does the argument use logic, evidence, and links between claims and evidence to persuade the reader of the effectiveness of the plan?
   **Score:** 1 2 3 4 5 (1= fails to do; 5 = does excellent job)
   **Suggestions for improvement:**

10. Does the memo use clear and accurate subheadings to make the content easier to read?
    **Score:** 1 2 3 4 5 (1= fails to do; 5 = does excellent job)
    **Suggestions for improvement:**