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: