

UNIT 4: WHO QUESTION

Email, Letter, Memo, Notice

I. Typical question

- is this memo most likely intended?
- Who most likely?
- Who is Mr. Lim?

II. Tips

TO: Barry Maddocks <bmad@appletonman.com>

FROM: Wilma Haynes <wilhay@appleton[nar].com>

SUBJECT Launch reminder

DATE March 28

I just wanted to send out a reminder regarding our product launch next week. All members of the advertising department will be required to attend one of the following events and assist where needed:

April 4: 10:30 a.m. Presentation of Jui-C-Ness beverage line at Cole Supermarket

April 4: 7:30 p.m. Grand Gala Launch Cocktail Reception at Mewcroft Hotel

April 5: 10 a.m. Presentation of Promotional Campaign at Appleton Manufacturers' corporate headquarters

April 5: 7 p.m. Investors' Banquet, Presentation of Promotional Campaign at Mewcroft Hotel

Please inform your team leader of your top two preferences for assignments by the end of tomorrow. We will do our best to accommodate selections but cannot guarantee that your choices will be available. Thanks for your cooperation.

Wilma Haynes

Departmental director

Who most likely is Mr. Maddocks?

- (A) A director of a department
- (B) A corporate investor
- (C) An event planner
- (D) An advertising employee

Tip 1:



Check up 1

MyPost.com

What is MyPost and how does it work?

MyPost provides a US-based delivery address for customers living overseas. Since not all online retailers in the US will ship internationally, MyPost allows you to use its physical address

located in the US as a shipment transfer point to temporarily store ordered items. So, the next time you shop with an online US retailer, simply enter your MyPost address on the shipping form, and we will take care of the rest. MyPost uses an advanced tracking system and can also provide additional services, such as temporary storage and item repacking.

Currently, we ship to over 64 countries around the world.

How do I register with MyPost?

To use MyPost, register for an online account by clicking here. There are no registration or subscription fees. Pay only for the services you need.

How much does it cost to ship an item?

Postage is based both on the weight and dimensions of your parcel.

Are there weight and size restrictions for items sent through MyPost?

The minimum chargeable weight is 500 grams. The maximum parcel weight is 30 kilograms.

Maximum parcel dimensions are 3 meters(length x width).

How long will it take to receive my shipment?

Once your parcel has been shipped from our overseas warehouse, we estimate it should ID take approximately 7-10 working days for delivery to the address you specify

Who would most likely be interested in MyPost's services?

- (A) Companies relocating abroad
- (B) Business owners needing domestic delivery
- (C) Customers ordering items from US Web sites
- (D) Clients wishing to cut their shipping costs



Relocate:

Domestic:

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Check up 2

MEMO

Hexagon Plastics Manufacturing

Regarding: Environmental policy

Beginning next week, the city government of Wharton will be launching an environmental program, and our company has decided to participate. The program was developed by the Green World Environmental Group. As a participant, our company agrees to lower consumption of natural resources in order to lessen the impact we have on nature. A notice containing further details on the agreement has been posted on the staff bulletin board.

To fulfill our agreement obligations, the company will be making a few changes and implementing some new policies. First, we would like to lower our usage of paper. Staff will have to bring their own coffee mugs to the workplace, as paper cups will no longer be provided. Also, we ask that, when possible, you use both sides of a sheet of paper to print document drafts. And to save on electricity consumption, all staff will be required to make certain their computers and equipment have been switched off before leaving in the evening. These steps will not only reduce our environmental impact but help save money.

Thank you. Your full cooperation is appreciated

For whom is this memo most likely intended?

- (A) Environmental scientists (B) Government officials
(C) Company employees (D) Program organizers

 **official:**

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Check up 3

From: twoolwine@treewood.com

To: godell@gen.com

Subject: Treewood Film Festival

Date: September 20

Dear Mr. Odell,

I would like to thank you for contacting us regarding our annual film festival. For the last decade, the Treewood Film Festival has been showing independent films by some of Louisiana's top independent filmmakers, some of whom have gone on to build great careers in the film business. As you probably know, the Treewood Film Festival has exceptional standing, which that means we get many film submissions each year. Unfortunately, most of these films cannot be shown simply because we do not have enough time and space. But, I will tell you now that most of the films that are chosen for viewing at the festival are between 10 to 20 minutes in length. Despite our preference for shorter films, we are open to films of most genres.

We begin accepting submissions for the film festival on November 1. The deadline is November 18. Films must be shipped to us in a digital format on a USB memory stick, and this will not be returned to you. We announce the films we have chosen by posting the names on our Web site on December 1. And the festival always runs from January 5 to January 9 each year.

If you would like to send in your film, please send it in during the submission dates to 108 Gates Street, New Orleans, Louisiana 89322. Label the envelope as "film submission." Feel free to contact me if you have any questions.

Sincerely,

Tom Woolwine, Director Treewood Film Festival

Who most likely is Mr. Odell?

- (A) A film student
- (B) A film historian
- (C) A film director
- (D) A film critic

 **critic:**

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Check up 4

Pump It

Special offer

Look your best this summer with our state of the art equipment and a tailor-made training program made specially for you by one of our top-rated personal trainers.

If you are having a difficult time getting motivated, Pump It is where you want to be

With a personal trainer assigned to you, you'll be placed in a tailor-made program that will make you look your best in just 12 weeks.

With our program, you will get the full benefits of ...

- . Our one-on-one support and expert guidance by the top trainers in our industry
- . The use of the most updated fitness equipment money can buy, including free weights, treadmills, bikes, and even a his and hers sauna
- . Ongoing group classes from aerobics to yoga to dancercise to 'abs-butts-thighs', just to name a few
- . For the time being, absolutely no joining fee and a very affordable monthly membership rate

So come for a free consultation, and get started today!

Who does this advertisement mainly target?

- (A) Anyone who failed at dieting during the summer
- (B) People without much time on their hands
- (C) Athletes training for upcoming competitions
- (D) People who need a little nudge at getting into shape

 **diet:**

athlete.....

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Generix Motors Announces Recall of Sports Vehicle

Detroit-based Generix Motors announced last Friday the recall of its GX-490 Sports Coupe for replacement of a defective safety system. All owners of the vehicle have been requested to bring them to the nearest Generix dealership for an upgrade. Generix said the company has already sent out official notification letters to those in possession of the vehicles.

Due to faulty programming in the car's computer system, front-seat passenger airbags have been found to malfunction on occasion, and Generix will be installing an update and replacing two small vehicle components. In a press statement written by Davis Martino, public relations director for Generix, the problem is described as minor. Martino also writes that Generix takes every precaution for the safety of those that drive our vehicles, and even the smallest problem should be rectified.

The recall is expected to cost the manufacturer close to \$70 million, but most agree that such a responsible corporate reaction can only be beneficial for the public perception of Generix Motors.

Those in possession of the recalled model may visit www.generixmotors.com/outlets to find the nearest location that can do the necessary work. Or the manufacturer can be contacted directly with regard to the recall by e-mailing recall@generixmotors.com

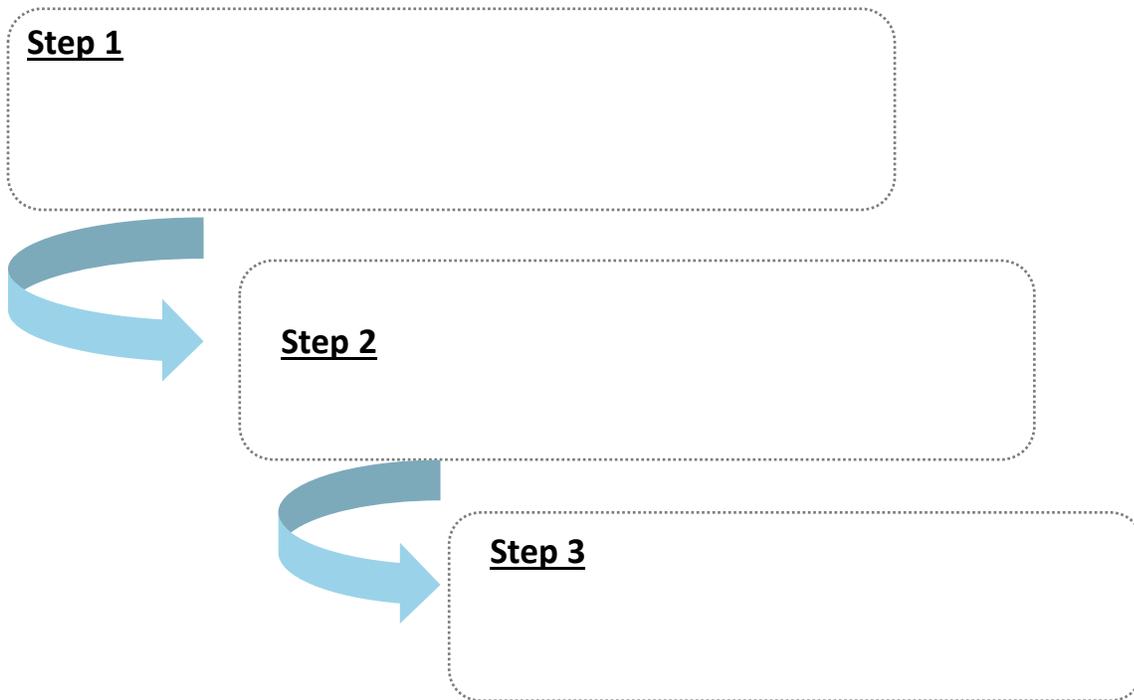
Who would most likely visit the Generix Web site?

- (A) Customers wanting to schedule test drives
- (B) Drivers requesting further advice on model selection
- (C) Clients wishing to extend warranties
- (D) Owners of vehicles with possible safety issues

 **recall:**

warranty:

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Check up

The City of Burbank provides a number of additional services for the benefit of its residents. These are not part of the standard municipal services provided by most city governments and are made available to residents free-of-charge. Below is just a sample of some of these services, but you can find out about other offerings by visiting www.burbank.ca.gov.

Energy Assessment: Residents may consult an energy advisor for some general recommendations on how to improve home energy use. It is necessary to make an appointment for this service during our regular business hours of 8:30 a.m. to 4:30 p.m., Monday through Friday. This service is subject to the availability of our staff.

Tree removal: The city's Department of Environmental Management offers complimentary tree pruning and removal services for homeowners. Simply call 555-4091, extension #808, to schedule an appointment. The service is available all year round.

Water analysis: Homeowners concerned about the safety of their drinking water may drop off water samples at the Department of Water for examination. Any water source found to be contaminated will be treated promptly.

Shuttle services: The city provides complimentary shuttle services between residential and commercial areas to senior citizens who are 65 years of age or older and to those with mobility problems. To schedule a pickup, call the Department of Senior Welfare at 555-4091, extension #204.

For whom is the shuttle service intended?

- (A) Staff working at City Hall
- (B) Youth without driver's licenses
- (C) Citizens living outside of Burbank
- (D) Elderly people needing to go downtown

PRACTICE

Exercise 1:

To: Kendra Clark <kdark@zoonmail.com>

From: George Adachi <g.beckett@npogov.com>

Subject: Earth Day

Date: June 3

Dear Mr. Clark,

The National Post Office has just released a stamp and envelope commemorating Earth Day. Both items feature paintings of animals created by noted wildlife artist Carla Anderson, making the stamps a wonderful addition to any collection.

Quantities are limited, as the postal service has only produced 4,000 of each item, both of which are currently being sold at its branches and at selected bookstores and museums across the country. As a registered organization for stamp collectors, Flame Stamp Club may order commemorative stamps and envelopes directly from the National Post Office. So, if your members are interested in buying these items for their collections, please reply to this e-mail no later than Friday, June 6.

All the best,

George Adachi Retail director National Post Office

Who most likely are the club members?

- (A) Visual artists
- (B) Stamp collectors
- (C) Environmentalists
- (D) Postal workers

Exercise 2:

To: Adam Webster <awebster@connex.com>

From: Caroline Gomez <services@seafont.com>

Date: April 17

Subject: Deposit

Dear Mr. Webster,

Your deposit check has been cashed, and we are pleased to confirm that you can move in to your new office at Spiral Towers on the first day of next month. As a reminder, the deposit will be kept by Seafront Realty until you choose to move out, at which time an inspection of the property will take place. The office space must be returned to the same condition it was in when your lease began. If there is any excess damage, the related costs will be taken from the deposit before it is returned to you. Note also that your deposit is being held in a bank account, and any interest earned as a result will be returned when you leave.

Please e-mail me with any further questions. Thank you.

Yours truly,

Caroline Gomez

Seafront Realty Miami

Who most likely is Mr. Webster?

- (A) A building occupant
- (B) A real estate investor
- (C) A repair person
- (D) A security guard

 **occupant:**

real estate.....

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Exercise 3:

Barbara Koteva, Director of Public Relations

Ademus Petroleum, 4493 24th Avenue, New York, NY 11100

Dear Ms. Koteva,

Thank you on behalf of our organization for the support you and your company have shown to the Society for the Preservation of Earth's Environment (SPEE). As part of our standard commitment to our valuable sponsors, we have enclosed our annual report covering new developments, ongoing activities, and budget allocations for the past fiscal year. We hope that after reading our report, you will continue supporting our efforts.

In summary, let me begin by stating that the past year has been our most productive since the SPEE was established 10 years ago, but a number of challenges remain. The following are just a few of the highlights you will find inside our report.

We saw record collections in private donations, public organization support, and financial commitments from the business sector. This was aided in part by the launch of our multilingual Web site and the publicity we received from a documentary film shown during the previous year's Earth Awareness celebrations.

Joining our board of directors were two well-respected individuals from the nonprofit sector: Mr. Jonah Gelding and Ms. Heather Leach. Their combined experience working in South Asia and Eastern Europe has helped to increase membership in those regions.

Hazel Grundy

Corporate Communications Director

Society for the Preservation of Earth's Environment

Who most likely is Ms. Koteva?

(A) A representative of a corporate donor

- (B) An employee of a nonprofit group
- (C) An event organizer for Earth Awareness
- (D) A founder of a charitable foundation

 *representative:*

donor.....

corporate.....

Exercise 4:

US Trailways

We at US Trailways take pride in our outstanding level of service. And, we now have an Auto-Train for passengers who will need their vehicles at their destination. Just bring your vehicle with you before your journey, and we will load it into one of our Autoracks, which is connected to the back of the train so your car travels with you. The Auto-Train upgrade is surprisingly affordable. If you are interested in upgrading your ticket for this service, please contact our customer service line at 800-555-0910 at least one business day before the date of your trip.

To whom is the notice addressed?

- (A) Travel agents
- (B) Rail conductors
- (C) Subway riders
- (D) Train passengers

Exercise 5:

World Tour Cruises

Based in beautiful Boca Raton, Florida, World Tour Cruises is the country's leading cruise line. But, there is something you may not know about World Tour Cruises. We offer packages for large groups, so our cruise line is a great choice for businesses looking for an outstanding venue for a business meeting or a group getaway. Our most popular group package is the Super Package. This package gives your group access to all of the ship's amenities, even our VIP spa and bar area. In addition, this package provides you with a choice of dining rooms and conference rooms. Your group will have sole access to these areas. Of course, group members can also enjoy our multitude of hot tubs, swimming pools, climbing walls, game areas, shops and cafes all over the ship. This package is very affordable! But, what's the catch? To qualify, your group will need over 100 guests. Reservations for the Super Package must be made no less than two months ahead. For more information or to make reservations, contact info@worldtourcruises.com or call 800-555-2769

For whom is the advertisement most likely intended?

- (A) Teens
- (B) Businesspersons
- (C) Professors
- (D) Cruise ship workers

Exercise 6:

To: Gabriel Kaplan <gkaplan@oldtown.com>
From: Tom Smuthers <tsmuthers@oldtown.com>
Subject: Next Month
Date: August 3
Dear Gabriel,

My team has agreed to attend the Interloc sales conference in San Francisco next month. There will be five people making the trip, including me. I'm contacting you to request help with our major expenses. We will be flying in to town and staying four days and three nights, so I hope the company can cover our tickets as well as our lodging. Because the sales conference begins on August 20, we want to make our flight reservations for August 7. I understand that you, too, will be speaking at the conference. I hope we can coordinate our schedules so that we can have some time to talk about business.

Regards,

Tom Smuthers

Old Town Associates

Who is Gabriel Kaplan?

- (A) A representative of the Interloc sales conference
- (B) A former co-worker of Tom Smuthers
- (C) An employee of Old Town Associates
- (D) An award presenter at a sales conference