

**Write a Communication Purpose Statement for each of the following scenarios.**

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1. Your company, Marquette Designs, Inc., needs to install a webmail client so that employees can access their mail from outside the facility. Sales personnel and others are often out of the loop because they cannot read their email when they travel, and instead must call in to get information. You have researched this issue and have decided upon a specific webmail application that can be used, if the company agrees to purchase it. Since you are a project manager, you feel fairly comfortable that the company will; however, you must write a memo to your manager, Bob Graham, to make your case for the purchase.
2. Smith Engineering is a local company specializing in residential and commercial heating and cooling services. You've noticed that a certain part in regular use in HVAC maintenance and installation often becomes defective after just a few months and must be replaced. You've done some research and have found a competitive product that you think will be better. It's more expensive, but will cost the company and consumer less in the long run because it will require less maintenance. By making a request in an email to your foreman, Ted Billingsley, you should be able to purchase the part for use – even though you must explain to him why it costs more.
3. You have been working for 3 years as an independent contractor and would like to bid your services on a contract at Robins Air Force Base. What you would like is for the contractor to hire you to perform specific web management duties for the base for the period of one year. You need to make a case for your skills to the contract manager, Laura Rice, and plan to send her a cover letter and resume. In the cover letter, you need to be very careful to highlight what you can offer.
4. Georgia Biomedical & Environmental Services has hired you as a field manager to test water supplies locally for contamination. You have found that three local ponds consistently test positively for E coli bacteria. You would like to do more research on this but your job duties don't allow the extra time it would take. Doing the research, though, might result in a breakthrough finding about how this bacterium gets into the water supply. You decide to write a feasibility study to your boss, Angela Burnette, to state your position and request the time to do the research.
5. You work as an engineer at Beech Aircraft Company. You have noticed that several of the older aircraft being serviced by your maintenance department appear to have structural cracks in the wing spars. You believe that magnafluxing is a better option than X-ray or dye penetrant for determining the exact location of these cracks. Write a memo to the head of the engineering department, Ms. Chilton, to convince her that Beech should buy the equipment necessary to perform the magnaflux procedure.