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**Sent:** Wednesday, February 21, 2018 4:44 PM  
**To:** =?utf-8?Q??=?  
**Subject:** Who's Your Audience?

Latest Leads on Missouri Tank Site Cleanups...

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# LATEST LEADS

ON MISSOURI TANK SITE CLEANUPS

*A newsletter for environmental professionals to keep you posted on developments of interest*


## Who's Your Audience?

It's important for environmental professionals to understand who their audience is when writing a report. Are you writing it for your client? For the regulator? For a bank? For a lawyer? For a jury? Good report writers modify their style, language, and format with their audience in mind. For example, a report written for a regulator might use acronyms and technical jargon inappropriate for a different audience.

A few tips:

- Clearly and concisely state (and own) your professional conclusions.
- Explain your recommendations to your client and be sure you have his/her agreement before presenting them to others.
- If your client has authorized you to send plans and reports to MoDNR on his/her behalf, identify what release or releases you are reporting

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### QUESTIONS?

For questions about these or other PSTIF-related issues, call 573-522-2352, or email us at [pstif@sprintmail.com](mailto:pstif@sprintmail.com)

Visit our web site at

on. Remember: You are taking actions to meet MoDNR's standards for one or more petroleum releases, not for a "site."

- It's best not to include cost estimates, PSTIF claim numbers, or references to correspondence with PSTIF in submittals to MoDNR. Send your cost estimate to us separately.

[www.pstif.org](http://www.pstif.org)

## CONTACT

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