**Sample Endnotes:**

Endnotes must be listed numerically and consecutively, both in your report and in your end note citation. End note numbers must be superscripted. In your text, add a superscripted number, for example, 1 at the end of the sentence where the quote or reference is cited. Each time you use a source such as a web page, book, magazine, journal, etc. you must cite (identify) the source following each sentence.

As you cite each source in your report start with the number 1 and then use numbers in consecutive order for each quote, 2 3 4 5 etc. You only use the number to identify the source.

The numbering you have in your report must match up with the numbers on your End Notes page. The End Notes page is the last item in your report and it is here that you provide details on the sources to match up with your sources that are numbered 1 2 3 4 5 etc. in the report. Use Noodletools to help you construct your End Notes page.

**The following are examples if I were to use three separate cites from a book. All examples show you how cites must look like in the report.**

**The first example paraphrases a statement from the book.**

According to Guth and Marsh public relations practitioners will combine traditional and technology based skills to do their work. 1

**The second example uses a direct quote. The complete sentence is in quotes.**

Guth and Marsh writes, “Values-driven public relations is similar to the traditional four-step approach to public relations but it has significant differences.”2

**The third example is a partial quote. Notice how just two words are in quotes. It could be a phrase or even a few more words quoted in consecutive order. If you only quote a portion of a sentence it is a partial quote.**

Information supplied by Guth and Marsh list account supervisors, and account executives as positions often found in public relations agencies in which some are “small shops with just a few employees”.3

**Works Cited Page**

Endnotes must be added on a separate Endnotes or Works Cited page at the end of your essay. All first Endnote references must be cited in full. Subsequent references of the same work may be shortened to include only the author's last name and page number. If the source cited has no author stated, use whatever minimal information is needed to identify the same work previously cited, e.g. short title and page number. Formerly, the Latin terms ibid. and op. cit. were used but they are no longer preferred.

Begin your Endnotes page by centering the title **Endnotes** or **Works Cited**, 1" (2.5 cm) or about 6 lines from the top of the page. Double-space your entries, indent each Endnote citation 1/2" (1.25 cm) or 5 spaces from the left margin, do not indent subsequent lines, add a superscripted Endnote citation number at the beginning of each citation, leave one space after the superscripted number, and list entries in the same numerical order as they appear in the text of your paper.

**Your Endnotes page would typically look like the following. In this example the citations show a book with two authors. The last item indicates the page or page numbers you are referencing. Using Noodletools will assist you with the layout.**

Endnotes

1. David W. Guth, and Charles Marsh, *Public Relations: A Values-Driven Approach*, Boston: Pearson. 2009, 13.

2. Guth and Marsh, *Public Relations*, 21.

3. Guth and Marsh, *Public Relations,* 41-42

Source: <http://www.aresearchguide.com/sampleendnote.html>