**Sample Endnotes:**

Endnotes must be listed numerically and consecutively, both in your essay or report and in your Endnote citation. Endnote numbers must be superscripted. In your text, add a superscripted number, for example, 1 immediately after the quote or reference cited with no space.

Your cited work will come from the text book used in class. If you choose to cite a work other than the text, continue to use the format shown below.

**Examples (if I were to use three separate cites from the book for one case study). All examples show you how cites must look like in the narrative (case study 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.**

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.**

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. (Chicago style requires a Works Cited or Bibliography page. I am not requiring you to complete a Works Cited or Bibliography page.) 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.

After you answer questions for the case study create a separate page for an Endnote bibliography. 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, a book with two authors. The last item indicates the page or page numbers you are referencing. Using Noodlebib 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>