INTRODUCE your quotation.
Introducing your expert or source is important for readers because it shows the source is legitimate. In other words, if you are writing about a medical topic, it would make sense that you would gather information from medical journals, databases and medical professionals.
★ Using a signal phrase helps introduce your expert material into your sentences and paragraphs in a smooth and coherent way.

CITE your quotation.
Citing your sources means that you have given credit to the original author or agency that wrote the material.
★ Follow this rule of thumb: “If in doubt, cite it.”
★ What should be cited?
   ★ Cite anything that is quoted word for word directly from the original source.
   ★ Cite anything that is paraphrased from the original source.
   ★ Cite all tables, figures, maps, and etc.
   ★ Cite anything from electronic sources off the internet
   ★ Cite any interviews
★ Examples:
   ★ “By the year 2010, all automotive companies will be required to show evidence of alternative fuel vehicles in production” (Williams 20).

EXPLAIN your quotation.
Tell your readers what the quotation/fact/data means with regard to your topic and how they relate to your thesis statement.
★ Key thought: Why is this important and what does it have to do with my main point?