

CMNS 3420 – 02 – Advanced Professional Communication – March 16, 2026



Illustration by [Art Attack](#) on [Unsplash](#)

Territorial acknowledgement





Where we're going today



The communications package

Knowledge mobilization



Getting creative with your ideas



Course Project: Pathway for Knowledge Mobilization

Proposal

- Persuasively *present your idea **for the*** Policy Brief
- Determine the focus and scope of your idea
- Demonstrate its value and your rationale for doing it

Demonstrate
value and
urgency of the
Idea

Policy Brief

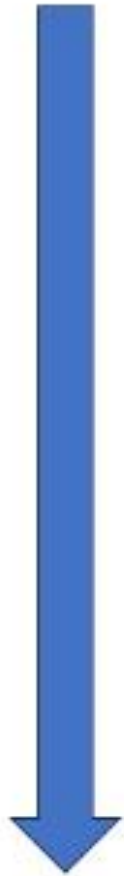
- *Execute your idea **as a** Policy Brief*
- Complete the research and make your recommendations
- Clear articulation of the problem and stakes for finding solutions

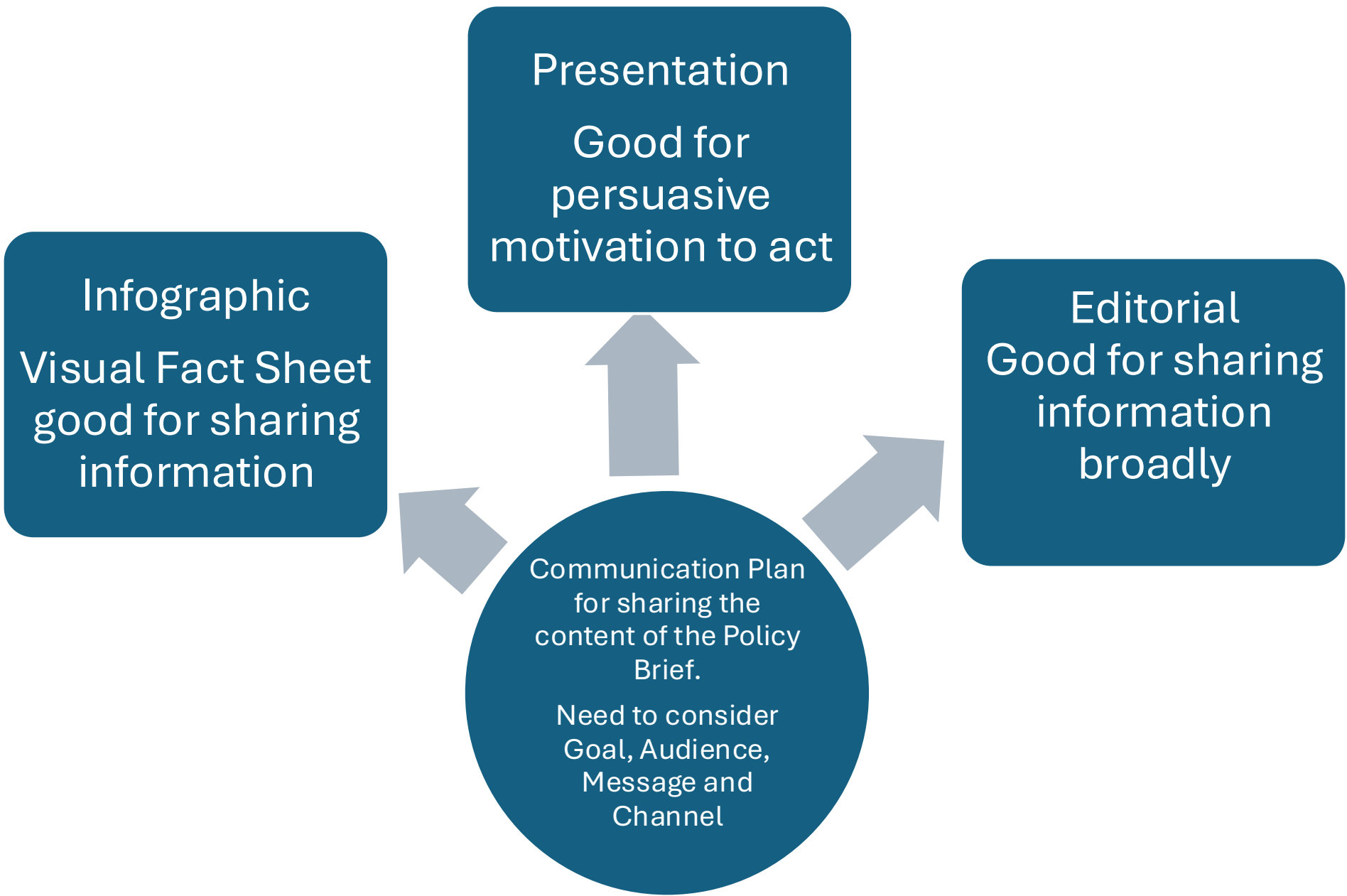
Demonstrate
substantial research
and
recommendations

Communication Package

- *Mobilize your idea **from the** Policy Brief*
- Isolate key messages & recommendations for audiences
- Produces multi-media communication documents

Demonstrate
sharing those
recommendations
broadly





Presentation

Good for
persuasive
motivation to act

Infographic

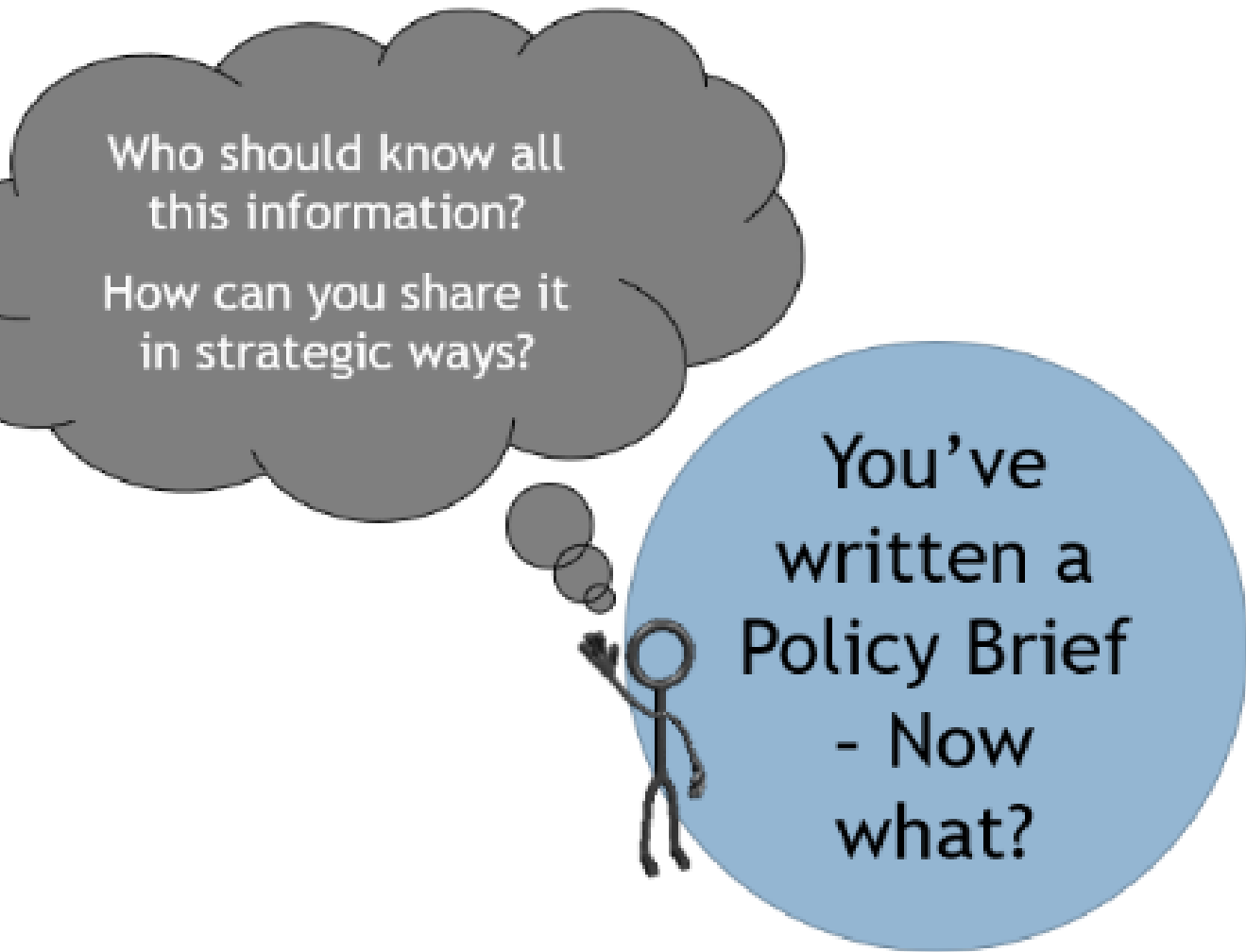
Visual Fact Sheet
good for sharing
information

Editorial

Good for sharing
information
broadly

Communication Plan
for sharing the
content of the Policy
Brief.

Need to consider
Goal, Audience,
Message and
Channel



What do you have to say?
What are your core messages?

Who do you need to talk to?
What groups should hear you?
And why?

How will you reach out?
How can you share these messages?

Coming up...

Read Unit 3 - Part 1

Journal 6 – submit by midnight Friday, March 20

Next class – Work on Communications Plan