

CMNS 3420 – 02 – Advanced Professional Communication – March 2, 2026



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



Territorial Acknowledgement

Where we're going today



Telling a good story



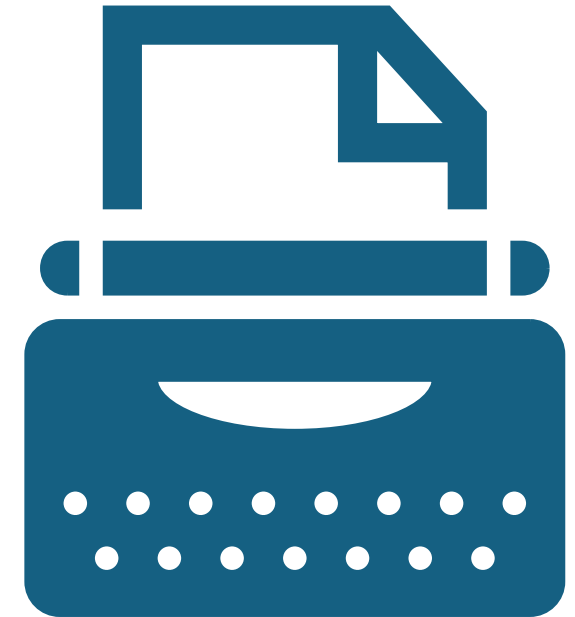
Preparation for Journal 5



[link](#)

Tell me a story...

- When you write as a professional, you are telling a story
- How will you develop a story in your policy brief?
 - Ethos
 - Pathos
 - Logos
- What is the problem you want to solve?
- What do you want people to **think** and **feel** different?
- What do you want people to **do** differently?





So What?

It should be impossible for students to not see that we care about their wellness as a foundation to their academic success. We have so much to build on to help them see it.


So what?

- Imagine the person most resistant to the content of your policy brief.
- Write down your BIG IDEA (the shift you want to see)
- Turn to a classmate and read that idea out loud.
- Your classmate asks you “So what?”
- Articulate your response and then write it down.
- Now repeat this with another classmate.
- And one more time...

A close-up photograph of a map with several colorful pushpins. The pushpins are purple, orange, red, green, and black. The map shows various locations, including Esporões, Rabacal, Coriscada, and Juiz de Fora. The text "Mapping it all out" is overlaid on the left side of the image.

Mapping it all out

- Write out all the points that you want to make in your policy brief
 - One on each post-it note
- Place the individual notes under different headings
 - Introduction – What’s at stake?
 - Research and policy options
 - Recommendations - Call to action
- This is the foundation of Journal 5 - take it with you



Starting points:
Title for your policy
brief and setting
the context

2

Adolescents' Dermatologic Health in Outlandia: A Call to Action

The Report on Adolescents' Dermatologic Health in Outlandia (2010), issued by Secretary of Health Dr. Polly Galver, served as a platform to increase public awareness on the importance of dermatologic health for adolescents. Among the major themes of the report are that dermatologic health is essential to general health and well-being and that profound and consequential dermatologic health disparities exist in the state of Outlandia. Dr. Galver stated that what amounts to a silent epidemic of acne is affecting some population groups—restricting activities at schools, work, and home—and often significantly diminishing the quality of life. Dr. Galver issued the Report on Adolescents' Dermatologic Health as a wake-up call to policymakers and health professionals on issues regarding the state's dermatologic health. (“Not so good policy brief,” Reproduced with permission of the Johns Hopkins Bloomberg School of Public Health, Baltimore, MD.)

Seeing Spots: Addressing the Silent Epidemic of Acne in Outlandia's Youth

Acne is the most common chronic disease among adolescents in Outlandia (Outlandia Department of Health, 2010). Long considered a benign rite of passage, acne actually has far-reaching effects on the health and well being of adolescents, significantly affecting success in school, social relationships, and general quality of life. Yet large portions of the state's population are unable to access treatment for acne. The Secretary of Health's Report on Adolescents' Dermatologic Health in Outlandia (2010) is a call to action for policymakers and health professionals to improve the health and wellbeing of Outlandia's youth by increasing access to dermatologic care ("[A Better Policy Brief](#)", Reproduced with permission of the Johns Hopkins Bloomberg School of Public Health, Baltimore, MD.)

Coming up...

Journal 5 – submit by Friday night (March 6)

Next class - Read Unit 2, Section 3

Policy brief due March 13, 2026