

CMNS 3420 – 02 – Advanced Professional Communication – March 6, 2026



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Photo source: <https://www.salmonarmmuseum.org/>

Territorial Acknowledgement

[link](#)

Where we're going today



Categorizing and synthesizing
information



Preparation for Journal 5



Categorizing and synthesizing information



Playing with your food

- The logic of synthesis is to come to a larger conclusion or set of recommendations based on the cumulative knowledge and information from multiple voices.



How we might categorize the information

- What kinds of information could you identify about these candy bars?
- What different categories of information do you think are most relevant?
- Why would you choose those particular categories of information over others?

Synthesis Writing

Use of Nuts

In some candy bars nuts are used in whole or chunky form (Snickers, 2012), while in others they are ground into the chocolate (Toblerone, 2014).

Use of Caramel

Two approaches dominate in the use of caramel. Mars (2011) and Twix (2014) both use it as a layer; Caramilk (2016) fills segments with caramel instead.

Segmented Candy

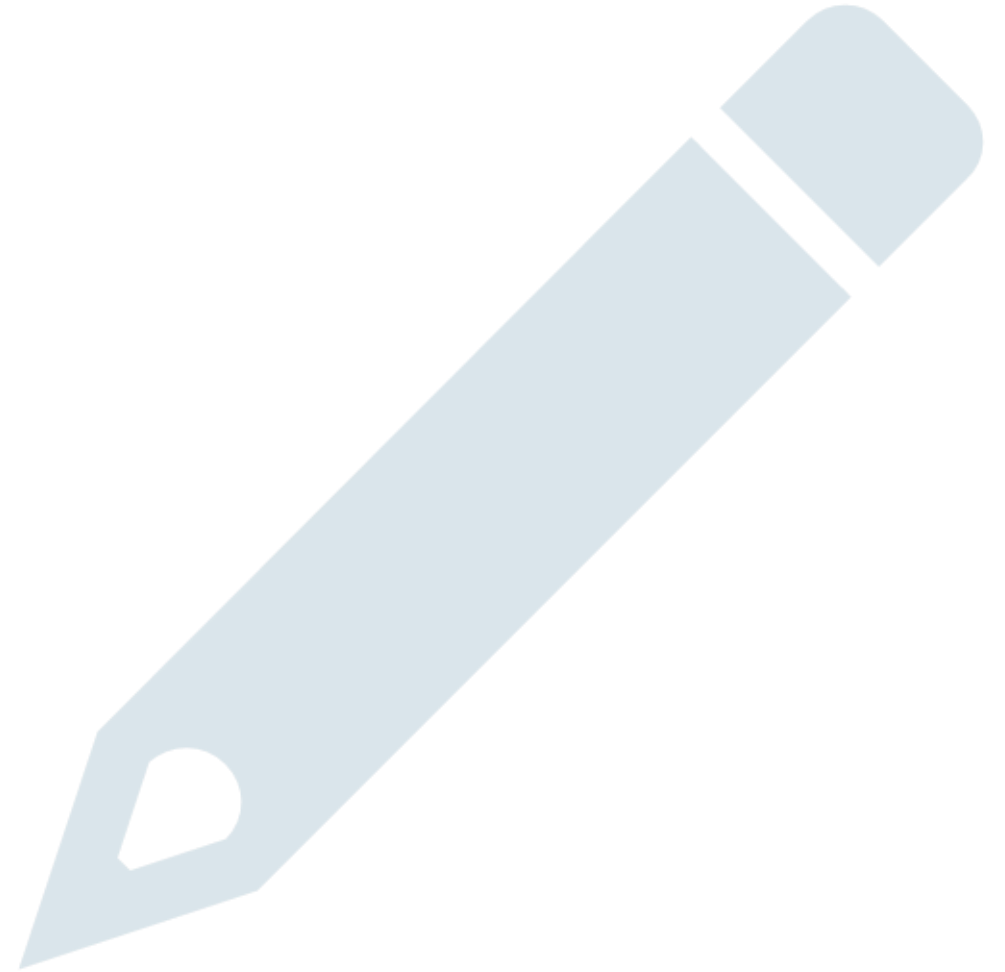
Approaches to segmented candy show very little variation. Candy is either segmented into “finger” shapes (Kitkat, 2010; Twix, 2017) or “squares” (Carmilk, 2016).

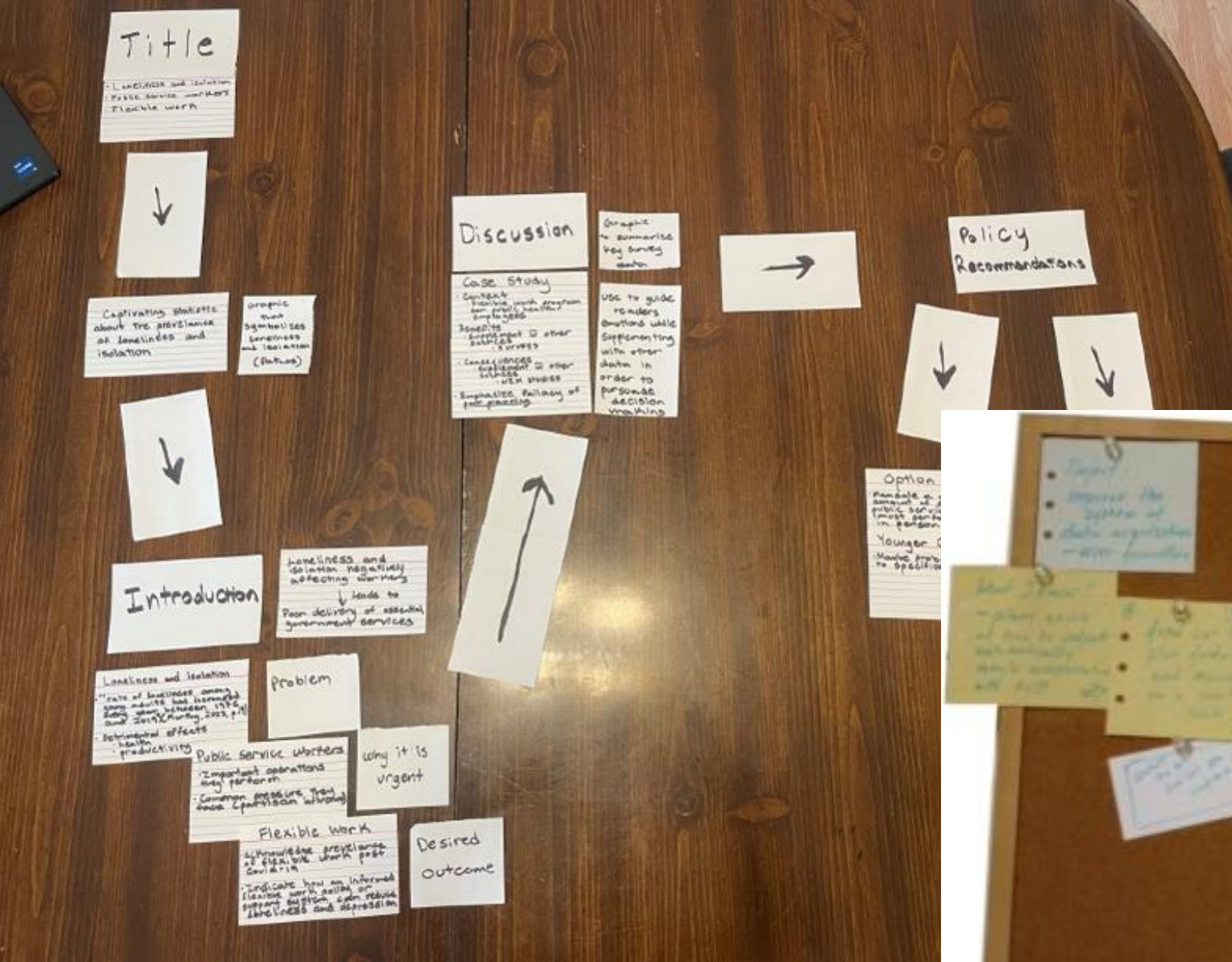
- **A research synthesis** draws together information from a variety of sources into *significant categories* of discussion, defined by the information needs of the project.
- **Synthesis writing** smoothly interweaves the information from multiple sources to build an understanding of the conversation around a particular topic or category of information.



Journal Task 5

Some options...





Working with post-it notes or paper slips



STORYBOARDING!

Big Idea: Improving Work Conditions for CW ATs.
Flexible Work Policy Brief

INTRO

- ATs = vital to sports programs
- Long/inflexible hours = burnout
- FWAs = key solution

CONTEXT

- a lot on their plate:
 - travel → injuries/rehab
 - admin work
- busy CanWest schedules
- high demand

PROBLEM

- burnout → turnover → poor athlete care
- ↳ bad for CW member unis.

EVIDENCE

- bring in research + stats from studies done re: AT workload balance/burnout etc...

my REC.

- flexible scheduling
- remote admin work
- job sharing

Evidence pt. 2

- connect how FWAs have worked in other similar fields/areas.

include:

- pics of ATs in action
- big #s/stats of the need for change

OUTCOME

- healthier/happy ATs
- better athlete support/care
- stronger programs + reputation

CONCLUSION

- main take-away = ↑ support with FWAs
- = ↑ performance + sustainability.

Sorry for the messy mind mapping / "brain dumping"!



↳ and hopefully still legible!

Working on a whiteboard

Title

Executive Summary:

Communicate the full message on FWA for employees with families.

Research:

- Graphs/Pie chart to show the gaps & opportunities.
- Show differences b/w traditional & FWA concerning families.

Conclusion

- Reinstate the goals & urgency.
- The benefits & positive outcome.
- Importance of recommendation.

Introduction:

- Tell a story to explain the urgency
- Urgency of the issue.
- Outcomes.

Policy Recommendation

- actionable words for recommendation concerning FWA for families.
- benefits for govt & HR specialists

Positive effects of Recommendation for:

- family well-being.
- Employee's productivity.
- BC Labour market.

Reference List
Industry Level Sources.

Policy Brief

allymurdoch15
2 days ago

Context

clarifying population to wildfire/EMCR staff during peak fire season - dealing with issues of burnout, lack of clarity for "light duty days" (will explain)



Add comment

allymurdoch15
4 minutes ago

Images/graphics (throughout)

statistics on "post season" mental health rates

timeline proposed on calendar?



Add comment

allymurdoch15
2 days ago

Current Issues

Retention
burnout
clarify working regulations for specific population
lots of secondary research found on this topic



Add comment

allymurdoch15
less than a minute ago

Headings

Title idea - **Burnout Reduction: Wildfire Response Goes Hybrid**

Phrase burnout explanation as a question and then explain



Add comment

allymurdoch15
2 days ago

Challenges

Essential resources in an office setting
need for leadership
Plan to address these via clarifications and throughout the action items and resolutions
lots of research on both challenges of remote work and pros - both will be addressed



Add comment

allymurdoch15
2 days ago

Resolutions - benefits

Increased ergonomic support
natural lighting
access to movement - speak to mental health benefit

speak to how it relates to current context and issues
use research on pros of hybrid and remote work while addressing that it will not be 100% remote work



Add comment

allymurdoch15
8 minutes ago

resolution - action items

implementation of hybrid schedules during off season

Still debating - call it a pilot project and add measurable stats to determine success?



Add comment

allymurdoch15
7 minutes ago

Clarifications

Not going to 100% remote but rather looking at flexibility during off season and during "reset periods" after working extended periods of time in the office (often 14 days)

Will use information from current requirements from Work Safe BC



Add comment



Following today's class



Submit Journal 5 by midnight Friday, March 6



Read Unit 2, Section 4 on course website