

October 20, 2026

CMNS 3240
Advanced Professional Communication – Fall 2026

Photo by Vitaly Gariev on Unsplash

News and events

Every Monday 9:30-10:15 Every Wednesday 2:00-2:45
1522 Old Main
Yoga for Self Regulation

Wednesday, October 21 10:00
TRUSU Building
First-Aid Kit Giveway

Thursday, October 22 noon
TRUSU Building
Community Meal

Friday, October 29 6:00-8:00
Clocktower Theatre
Beyond the Labels:



Territorial Acknowledgement



Where we're going today

- Where we are now
- One finding, one minute
- From audit to plan
- Switch sides
- A plan answers eight questions
- Pairs: your problem statement
- Journal 2 and what's next

Where we are now

- Unit 1 audit memo: submitted Monday
- Today Unit 2 begins: Communications Plan Presentation
- You’ll plan your organization’s next move, then pitch it to a panel
- Group 1 presents Thursday, November 5. Group 2 presents Tuesday, November 10. Sign up coming in Moodle

One finding, one minute

- We’ll go around the room. One finding each.
- Use this frame: “My artifact works for _audience/purpose__ but fails for _audience/purpose__ because ___.”
- Name the feature: a phrase, an image, a layout choice.
- Everyone else: listen for patterns.

What did we find?

- Which dimensions came up most often?
- Which audiences kept getting left out?
- Which failures repeat across different artifacts?
- What would you fix first?

From audit to plan

- The audit asked: what went wrong, for whom, and why?
- The plan asks: what do we do next, for whom, and in what order?
- Same framework. Now it points forward.
- Every planning choice traces back to an audit finding.

Switch sides

- You’re the communications lead at your artifact’s organization.
- It’s the morning after the artifact went out.
- It landed badly.
- Your manager wants a plan by end of day.

A plan answers eight questions (1 to 4)

- The problem: what did the artifact create?
- Goal and objectives: who should think, feel, or do what, by when?
- Audiences: who comes first, who comes second, and why?
- Key messages: what must be said, and which appeal carries it?

A plan answers eight questions (5 to 8)

- Messenger and voice: who speaks, and how?
- Channels and formats: which format for which audience?
- Sequence and timing: what happens first, second, third?
- Risks and measures: what could go wrong, and how will you know it worked?

Specific, not generic

- Generic: “Be transparent.”
- Specific: what transparency looks like here, in which channel, from whom
- Generic: “Show empathy.”
- Specific: quote the phrase you wouldn’t repeat, and write the one you’d use instead

Pairs: your problem statement

- Write the problem your plan has to solve, in one or two sentences.
- Add two or three audit findings that show it.
- Partner checks: could this apply to any organization in any crisis?
- If yes, make it specific. Name the artifact feature that caused it.

Journal 2: Plan preparation

- Eight sections, 50 to 75 words each
- Sections 6 and 7 can be tables
- Write the Rationale last: 200 words minimum
- Add your AI disclosure
- Due Wednesday, October 28, 9:00 a.m., in Moodle

Coming up

- Thursday, October 22: framework questions 1–5 as planning tools. Journal 3 assigned.
- Tuesday, October 27: plan workshop. Bring your Journal 2 draft.
- Wednesday, October 28, 9:00 a.m.: Journal 2 due