

October 27, 2026

CMNS 3240
Advanced Professional Communication – Fall 2026

Photo by Vitaly Gariev on Unsplash

News and events

EDI Lecture Series: “Beyond the Labels: Understanding Neurodiversity”

- Thu 2026-10-29, 6:00 to 7:30 pm, Clock Tower CT T200

Rainbow Rendezvous (2SLGBTQPIA+ students and allies)

- Tue 2026-10-27, 4:00 to 7:00 pm, Old Main 1762

Women’s soccer vs Saskatchewan in the Canada West quarter-final at noon

- Sat 2026-10-31: then men’s volleyball at 3:00 pm and women’s volleyball at 4:45 pm



Territorial Acknowledgement



Where we're going today

- Where we are now
- Today's workshop
- Round 1: The trace test
- Round 2: The generic test
- Round 3: The skeptical executive
- The one-page plan summary
- Coming up

Where we are now

- Journal 2 due Wednesday, October 28, 9:00 a.m.
- Journal 3 due Friday, October 30, 9:00 a.m.
- First set of students presents Thursday, November 5.
- Second set of students presents Tuesday, November 10.
- Slides (no more than three) and a one-page plan summary due in Moodle by 9:00 a.m. on your presentation day

Today’s workshop

- Find your Journal 2 draft.
- Three rounds with a partner.
- Leave with your weakest choice fixed.

Round 1: The trace test (15 min)

- Partner points to each planning choice in your draft.
- You name the audit finding behind it.
- No finding? Cut the choice or connect it.

Round 2: The generic test (15 min)

- Partner identifies anything that would work for any organization in any crisis.
- Examples: “be transparent,” “rebuild trust”
- Rewrite it: what exactly, in which channel, from whom?

Round 3: Skeptical executive (15 min)

- Partner asks: Why does this audience come first? Why this messenger? How will you know it worked?
- You get 30 seconds per answer.
- Note your weakest answer. It feeds Journal 3, Section 7.

Feedback frames

- “This works because of finding ___.”
- “I can’t see how ___ connects to your audit.”
- “An executive would ask ___.”

The one-page plan summary

- One page, due with your slides: 9:00 a.m. on your presentation day
- The problem and your recommendation
- Purpose and ranked audiences
- Core message and the appeal doing the work
- Messenger, channels, and sequence
- One risk, how you’ll know it worked, and your ask

Before you submit Journal 2

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

Coming up

- Tomorrow - Wednesday, October 28, 9:00 a.m.: Journal 2 due
- Thursday, October 29: presentation skills, structure and argument
- Friday, October 30, 9:00 a.m.: Journal 3 due
- Tuesday, November 3: presentation skills, delivery