

Dates and Weighting

- Group 1 students present Thursday, November 5, in class
- Group 2 students present Tuesday, November 10, in class
- Slides (no more than three) and a one-page plan summary are due in Moodle by 9 a.m. on your presentation day
- Track A 15% | Track B 20% | Track C 30%

Present the communications plan you drafted in Journals Two and Three to a small panel acting as your organization's leadership team. The artifact has gone out, it has landed badly, and you're the communications lead. You have 4 minutes to get the plan approved, followed by 2 minutes of questions from the panel. Use no more than three slides.

This is an argument, not a report. Don't walk the panel through every section of your plan. Lead with your recommendation, then show the panel why it's the right move, for whom, and in what order. A strong presentation makes a case. It doesn't read out a checklist.

Every planning choice must trace back to a specific finding from your Unit One audit. If a choice would work for any organization in any crisis, it isn't a plan yet. Use the framework vocabulary (exigence, audience, purpose, discourse community, appeals, content, structure, design) to explain your choices.

What Your Presentation Should Cover

- The problem the artifact created, with one or two specific pieces of evidence from it
- Your recommendation: the goal and the two or three objectives you're aiming for
- Your primary audience and at least one secondary audience, and why you've ranked them that way
- Your core message and the appeal doing the work
- The messenger, the channels, and the sequence
- One risk, and how you'd know the plan worked

Close with a clear ask: what you need the panel to approve today.

The Q&A counts toward your grade. Expect the panel to push back the way a skeptical executive would. Defending a choice well matters more than having a perfect plan.

Before You Present

- Does your first minute tell the panel what you're recommending, not just which artifact you chose?

- Have you got no more than three slides? Will the audience have to read while you speak?
- Is every choice tied to a specific finding from your audit?
- Could you explain why you put your audiences in that order?
- Does your closing ask follow from your evidence, rather than restating your opening?
- Have you rehearsed out loud, with a timer?