

November 19, 2026

CMNS 3240
Advanced Professional Communication – Fall 2026

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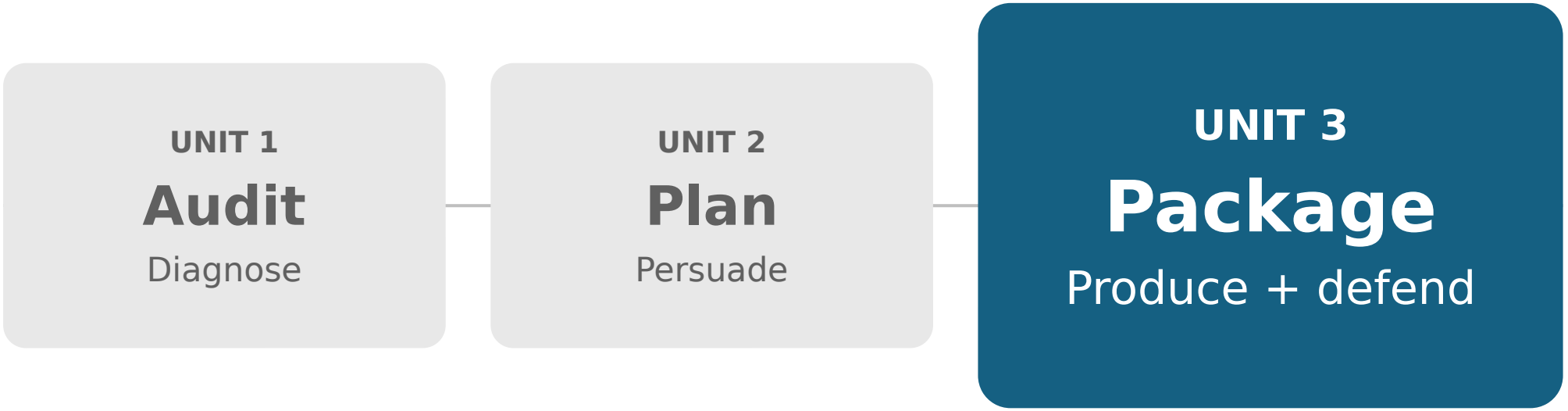
Where we're going today

1. From plan to package
2. What's in your package
3. One message, four pieces
4. Try it: your core message
5. Defenses
6. Journal 5 and AI
7. Coming up

From plan to package

- Leadership approved your plan.
- Now you build it.
- Unit 3 is production: the pieces your plan promised.
- And a defense of why you built them that way.
- Adjust any piece to fit what you told leadership in Unit 2.

Audit, plan, package



Your package: four pieces

1

Strategy document

Sits on top. Frames the other three.

2

Employee training

Staff answer questions with confidence

3

Press release

Your response, for media and the public

4

Social media

Posts for the channels your plan named

The strategy document

- Two pages, about 500 words. It goes on top: a reader starts here.
- Restates the approved plan in brief: problem, goal, audiences, core message
- Shows how the three pieces work together, and in what order they go out
- Ties each piece back to an audit finding or plan decision

Employee training package

- Goal: an employee who is asked a question stays on message and feels confident
- Three key messages, each with one proof point
- 8 to 10 questions employees are likely to hear, with model answers
- One technique for bridging back to a key message
- What not to say, and who to refer a question to

Press release

- Standard format: headline, dateline, lead, body, quote, boilerplate, media contact
- About 400 to 500 words
- The lead carries your core message. A reporter who reads only that paragraph should get it.
- The quote comes from the messenger your plan named

Social media content

- 3 to 5 posts on 1 or 2 platforms your plan named
- Post copy plus a visual: a mock-up or a written description
- Written for that platform's discourse community
- Same facts and message as the release and the training package

One message, four pieces

- Could a reader of any single piece state your core message?
- Do the pieces agree on facts, names, dates, and timing?
- Does the organization sound like one voice, adjusted for each audience?
- Does each piece trace back to the plan?

Try it: your core message (8 minutes)

- On your own, 3 minutes: write your plan's core message in one sentence
- In pairs, 4 minutes: read it out. Your partner says it back in their own words
- Your partner names the piece that will struggle most to carry it, and why
- Keep the sentence. It goes at the top of your strategy document

Framework questions 6 to 8

- What did you include, and what did you leave out? (Q6, content)
- Why this order, for this reader? (Q7, structure)
- How do type, layout, image, and tone serve the audience? (Q8, design)
- Explain decisions. Don't describe what the pieces say.

Defenses

- Group 1, Tuesday, December 1: Musk and Callaway artifacts
- Group 2, Thursday, December 3: Loblaw and Peloton artifacts
- Three 25-minute panels a day, by artifact. The panel asks why.
- Package due in Moodle Monday, November 30, 9:00 a.m. Email each panel member a copy.
- Track weight: A 20%, B 30%, C 20%. Full rubric to come in Moodle.

Defense panels

Tuesday, December 1

Panel 1: Musk
Adedamola Ebietomiye, Brooklyn Karey, Harnoor Toor, Maya Goecke, Jack Bacon, Jakob Leinemann

Panel 2: Musk
Ragini Kukreja, Jacob Eichenberger, Tanjim Sohan, Andre Hill, Fareed Ahmed, Saaim Attar

Panel 3: Callaway / Good Good
Gavin Simkin, Kaydance Townsend, Robyn Lewis, Dalaney Dunbar, Ryder Oliver

Thursday, December 3

Panel 4: Loblaw
Gavin Lee, Isabelle Catenaccio, Jordan Fulljames, Keaton Birkenhead, David Fraser, Rory Clements

Panel 5: Loblaw
Shivansh Malhotra, Jayden De Silva, Zohair Yasir, Julian Muckle, Nyasha Gwatiringa

Panel 6: Peloton
Presley L’Heureux, Sophia Dubria, Williane Nikobamye, Adrianna Little, Rayhan Sharif

Today: exchange email addresses with your panel. You’ll email them your package by Monday, November 30, 9:00 a.m.

Journal 5: design rationale draft

- Opens today. Due Wednesday, November 25, 9:00 a.m.
- 400 to 600 words
- Your pieces, content, structure, design, your defense
- It's the working draft of what you'll say to your panel

AI and Unit 3

- Our class GAI Agreement applies to Unit 3
- Unit 2 rule: grammar and spell check only
- Your package gets one AI checklist as its cover page
- Unit 3 rule: we'll confirm it together today

Coming up

- Saturday, November 21, 9:00 a.m.: Journal 4 due
- Tuesday, November 24: production workshop. Bring drafts of all four pieces.
- Wednesday, November 25, 9:00 a.m.: Journal 5 due
- Thursday, November 26: defense preparation
- Monday, November 30, 9:00 a.m.: package due. Email your panel a copy.