

November 24, 2026

CMNS 3240
Advanced Professional Communication – Fall 2026

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News and events

Dr. Stan Chu Ilo: Ubuntu, Human Dignity and the Ethics of Global Solidarity

- Thu 2026-11-26, 7 pm, Mountain Room

TRU Actors Workshop: Albertine In Five Times

- Nov 26 to 28 and Dec 3 to 5, 7:30 pm



Territorial Acknowledgement



Where we're going today

1. Warm-up: one sentence
2. Content: what goes in
3. Structure: what comes first
4. Design: what the reader sees
5. Workshop: draft and swap
6. Coherence check
7. Coming up

Warm-up

- Pick one piece.
- Say its core message in one sentence, out loud, to the person beside you.
- If it takes two sentences, the piece isn't focused yet.

Content: what goes in (Q6)

- Start from the reader's question, not from everything you know
- Employees need what they'll be asked. Reporters need what's new. Followers need why it matters to them.
- Cut anything that serves you more than the reader
- Every piece traces back to an audit finding or plan decision

Structure: what comes first (Q7)

- Strategy document: the plan in brief first, then how the pieces fit
- Press release: most important fact first, then details in falling order
- Training package: key messages first, then the questions
- Social posts: the first line is often the only line people see
- Ask yourself: where could a reader lose the thread?

Design: what the reader sees (Q8)

- Training package: headings and white space, so it can be scanned in 30 seconds
- Press release or email: follow the genre. Looking right builds credibility.
- Social visuals: one message per image, readable on a phone
- Watch for design pulling against content, like a cheerful graphic on an apology

Same message, different readers

STRATEGY DOC

Leadership

“How does this fit together?”

TRAINING

Employees

“What do I say if I'm asked?”

RELEASE

Media

“What's new, and who says so?”

SOCIAL

Followers

“Why should I care?”

Workshop (40 min)

- Start with your weakest piece.
- At 25 minutes, swap with a partner.
- Your partner reads cold, then says your core message back to you.
- If they can't, that's your next revision.

Feedback frames

- “The core message I took away was ___.”
- “I stopped reading at ___.”
- “These two pieces disagree on ___.”
- “Your design pulls against your content at ___.”

Coherence check

- Read all four pieces in a row, strategy document first
- Same core message in every piece?
- Same facts, names, dates, and timing?
- One organizational voice, adjusted for each reader?
- Does the strategy document describe what the pieces actually do?

Coming up

- Thursday, November 26: defense (conference) preparation. Bring your Journal 5 draft.
- Friday, November 27, 9:00 a.m.: Journal 5 due
- Monday, November 30, 9:00 a.m.: package due. Email your panel a copy.
- Tuesday, December 1: Group 1 defends (Musk, Callaway)
- Thursday, December 3: Group 2 defends (Loblaw, Peloton)
- Tuesday, December 8: Course Wrap up