**Western Governors University**

**C768 Technical Communication Task 2**

**Main Scenario for All 3 Tasks:**

You have recently been hired and your new manager informs you the organization (e.g., business, company, educational institution, etc..) values innovation. You’re asked to write the following:

1. Task 1 -- A **white paper** on an emerging technology, practice or process (a.k.a. topic) relating to your WGU IT degree. The white paper is intended for your supervisor.
2. Task 2 -- Related documents for the following audiences: **an executive summary** for the organizations’ leadership**, a press release and an FAQ** for company-wide distribution.
3. Task 3 -- An **email** inviting your department colleagues with similar technical knowledge to a presentation on your topic. As a follow up, you also record a **multimedia presentation** on the topic.

**TASK 1 must pass evaluations before Task 2 will be evaluated.** With your Task 2 submission please include a copy of your white paper as a separate doc.

**Task 2** -- The following identifies what you must complete for Task 2. You’ll create one document with the following sections:

A. Write an executive summary for your organization’s leadership. Include these subtopics:

1. Tone.

2. Jargon

3. Timing, sensitivity, and classification

B. Write an internal press release based on your white paper to be provided to the entire company.

C. Write an internal Frequently Asked Questions (FAQ) document based on your white paper.

After completing B and C, create the following subtopics:

1. Tone

2. Jargon

3. Timing, message sensitivity, and classification

D. Acknowledge sources using in-text citations and references or in-line attribution for content that is copied, quoted, paraphrased or summarized. Sources are not required for this task.

E. Demonstrate professional communication in the content and presentation of your submission.

The following pages describe, in more detail, what type of content you should include in your submission. Please be sure to follow the recommendations closely as they will help you be more successful with your submission.

There is a corresponding exemplar/template document for Task 2. Use that document to help you with your formatting of the submission and how to approach the requirements for the task. Contact your course instructor if you do not have this document.

**Things to Consider**

**What Format to Use**

**There is not a required format for these tasks, but APA formatting is recommended. It’s quite simple: 1” margins, double spaced, indent first line of each paragraph, center main headings, left-justify subheadings, page numbering top right and a 12-pt. font (Times New Roman is typically used.). So, if in doubt, use this format throughout.**

**Table of Contents**

**Create a professional looking Table of Contents that includes your main and subheadings and the related page numbers. Use the automatic TOC generating function of Word or other word processing packages to make the process easier.**

**Why these headings?**

**Use the headings in the exemplar/template. They parallel the rubric that the evaluator will use. This will make it easier for the evaluator to recognize how you’ve addressed the requirement.**

**Grammarly**

**The evaluators use Grammarly to do a grammar check on submissions. If you use the free version you can catch issues that might otherwise cause a submission not to pass.**

# **Executive Summary**

Do this -- Create a 200 – 300-word summary of your White Paper’s main points for the executive leadership of your fictional organization. Remember to use an appropriate paragraph structure:

* First sentence sets the topic and reader’s interest. It should be the most important point.
* Subsequent sentences follow in importance.
* Transition between sentences need to be logical. Your thought from one sentence leads into the next.

Condense your white paper to create the executive summary. Don’t copy from the white paper. Remember that your audience is the executives of the organization. Three paragraphs would work well: an introduction, the benefits, and a conclusion.

**A1. Executive Summary Tone**

Do this -- Describe the tone you used for writing your executive summary. Tone will evoke a “feeling” from your audience. Here are items to consider when writing this subsection:

* What voice did you use? First or third person? Why was this your choice?
* Is your writing serious or casual? What word choices did you use to accomplish this?
* What feeling do you want to leave the reader with once finishing the summary?
* Is the document persuasive, sarcastic, assertive or optimistic? What were you trying to accomplish?

## A2. Executive Summary Jargon

Do this -- Describe the jargon you used for your executive summary. What assumptions did you make about the appropriate language for the audience? Consider the following as you write this section:

* Did you spell out acronyms or abbreviations? How did you decide?
* Have you used slang phrases common to the industry?
* What concepts did you believe the audience already knew?
* Would your jargon affect the tone of your document? Why so?
* How would the phrase, “In the know” relate to your audience?
* You write from your perspective. What perspective does the audience have about your topic? Do they have an opinion about executive summaries that might affect how they perceive your content?

## A3. Executive Summary Message Timing

Do this -- For this subsection reflect on these three topics: message timing, sensitivity, and classification. Consider the following as you complete this subsection:

* Sensitivity -- Is there a possibility that your message could be misinterpreted? How so? Does it need to be politically correct? If so, what did you look for when considering that.
* Timing -- Is there a best time for this form of communication to be released? Would it be as effective Friday afternoon as Tuesday morning?
* Classification -- How might you classify your message? Would it be okay to have it copied and sent beyond the executive group? Is it for general distribution or restrictive as it contains sensitive information?

# Press Release

Do this -- For this section write an internal press release that your entire organization will have access to. Don’t confuse this with an external release that contains information about the company. The press release should be a brief glimpse of your topic. Shoot for around 300 – 400 words. Format it like a press release with these headings (**You must use the headings**):

* Headline: Name your topic and a brief statement about its importance. This needs to grab the reader’s attention.
* Location: Provide a brief statement about where this information is coming from. A department reference would make the most sense.
* Lead-in: Provide a single statement about why this is important or beneficial.
* Body: Clearly review the key aspects of your topic and any related information. Include quotes and cite sources to give your content credibility. Don’t editorialize. Keep to the facts. Provide a final statement that would impress your readers.
* Contact information: What if someone in the organization is interested and wants more information? Use your name and fictional information similar to what might be found in an email signature.

**Note: Your audience is the same for the press release and FAQ. Combine your responses for the tone, jargon, and timing and include it after the Frequently Asked Question. *In this spot, be sure to include a clear statement about why you combined the responses. Not doing so might cause your submission not to pass.***

# Frequently Asked Question (FAQ)

Do this – Create an internal Frequently Asked Questions (FAQ). As you draft your questions, consider differing perspectives. Be sure that each response provides a non-opinionated response and includes an explanation that is clear. Make your FAQ 3-5 questions with answers.

Additional information on FAQs can be found in **Lessons 4.1, 4.2, 4.3, and 5.3.**

**Note: Because your audience is the same for the press release and FAQ combine your responses for these three subsections here.**

**B and C1. Press Release and FAQ Tone**

Do this – These subsections would use the same prompts that were provided for your executive summary. Review those from above and remember that your audience differs from the executive summary so your responses should also be unique to this new group.

**B and C2. Press Release and FAQ Jargon**

**B and C3. Press Release and FAQ Message Timing**

# Sources

The best approach here is not to quote anything. That way, you don’t need any citations.

All sources and their in-text citations should appear in APA format, but they are not required for this task unless you quote material.

Tip: Great APA site: <https://owl.english.purdue.edu/owl/resource/560/01/>

**F. Professional Communication**

**What to do:** Your submission must be created with proper professional clarity, organization and mechanics. This isn’t just grammar but the overall quality of what you’re presenting. Are paragraphs well-formed and contain industry-based information? Does the material flow in a logical pattern and are the headings easy to locate?

Note: Use a grammar checking software (Like the free version of Grammarly) to locate errors you might have in your submission.

Note: Your submission must be your original work. No more than a combined total of 30% of the submission and no more than a 10% match to any one individual source can be directly quoted or closely paraphrased from sources, even if cited correctly. Use the Turnitin Originality Report available in Taskstream as a guide for this measure of originality.