C768/D339 Task 2 Template

Section A: Executive Summary

Create your 200-300 summary of the white paper in this space. An executive summary contains an introduction, conclusion, and concise overview of all key arguments in your white paper.

**A1. Executive Summary Tone**

Explain how the audience for your executive summary affects your tone (attitude or feeling conveyed, such as enthusiasm) and diction (word choice, formality, or purpose for writing) in your executive summary.

See **Lesson 1.1** for additional information on Tone.

**A2. Executive Summary Jargon**

Explain how the audience for your executive summary affects your use of industry jargon and technical information in the executive summary. (List any terms that are specialized jargon). For each use of jargon or technical term, explain why you did (or did not) include an explanation or definition for your audience.

See **Lesson 1.1** for additional information on Jargon

**A3. Executive Summary Message Timing**

Explain the best time for your audience to receive this summary (message timing), the level of privacy (message sensitivity), and the message classification (who should receive your message).

See **Lesson 3.1** for additional information on Timing, Sensitivity, and Classification

**Section B: Press Release**

Write an internal press release that gives your entire organization a glimpse of your topic that contains the following items:

**Headline:**

**Lead-in:**

**Location:**

**Body:** (Make sure to summarize all key arguments from your white paper)

**Contact Information:**

**B1. Press Release Tone**

Explain how the audience for your press release affects your tone (attitude or feeling conveyed, such as enthusiasm) and diction (word choice, formality, or purpose for writing) in your press release.

**B2. Press Release Jargon**

Explain how the audience for your press release affects your use of industry jargon and technical information in the press release. (List any terms that are specialized jargon). For each use of jargon or technical term, explain why you did (or did not) include an explanation or definition for your audience.

**B3. Press Release Message Timing**

Explain the best time for your audience to receive this Press Release (message timing), the level of privacy (message sensitivity), and the message classification (who should receive your message).

**Section C: Frequently Asked Question (FAQ)**

Create 3-5 questions and answers that will help answer some of the most common questions associated with your white paper.

**Question:**

**Answer:**

**Question:**

**Answer:**

**Question:**

**Answer:**

**C1. FAQ Tone and Diction**

Explain how the audience for your FAQ affects your tone (attitude or feeling conveyed, such as enthusiasm) and diction (word choice, formality, or purpose for writing) in your FAQ.

**C2. FAQ Jargon**

Explain how the audience for your FAQ affects your use of industry jargon and technical information in the FAQ. (List any terms that are specialized jargon). For each use of jargon or technical term, explain why you did (or did not) include an explanation or definition for your audience.

**C3. FAQ Message Timing**

Explain the best time for your audience to receive the FAQs (message timing), the level of privacy (message sensitivity), and the message classification (who should receive your message) of the FAQs.

**Section D: Sources**

Please provide the full reference list entry for any outside information used in the Executive Summary, Press Release, and/or FAQs documents. Any information you use from an outside source (whether directly quoted, paraphrased, or summarized) should have both an in-text citation at the end of the sentence where you quoted, paraphrased, or summarized, and a reference list entry in this section. A reference list entry should include the following 4 items in this order:

1. Author (or organization as author)
2. Date (or n.d. if no date)
3. The title of the article or book
4. The publication information (if a website, the direct URL link; if a book, the publisher name and city; if a journal article, the name of journal, volume, issue and page numbers and/or the doi link)

**Section E: Professional Communication**

Please review your submission, checking for spelling and grammatical errors before you submit. For more information and help with professional communication see this [Professional Communication Resource](https://cm.wgu.edu/t5/Writing-Center-Knowledge-Base/I-Need-Help-with-Professional-Communication/ta-p/23355).