**OVERVIEW**

In this assignment, you will demonstrate your mastery of the following course outcomes:

* Evaluate mass media formats for designing messages to communicate creatively with previously untapped audiences
* Apply innovative communication reasoning for shaping messages and persuading audiences
* Produce strategic written, verbal, and visual communications that align with industry standards via the integration of established communication theory and concepts

**PROMPT**

For the first part of the summative assessment, you will create a diverse portfolio of strategic written, verbal, and visual mass media communication responses to real-world complex developments across myriad employment realms. You will evaluate opportunities to communicate creatively with untapped and disinterested audiences and shape responses to prompt engagement and support. Finally, you will develop communication responses that align with industry standards and incorporate established communication theory and concepts. This portfolio will allow you to position yourself as a knowledgeable communication professional and validate your brand identity. Specifically, for this order, you need only write Section I and Section II. Section III will serve as a reference for Section II.

1. **Mass Media Formats**
2. **Explain the opportunity to utilize mass media formats in efforts to reach previously untapped audiences in an instantaneous manner.**
3. **Identify mass media formats and align specific platforms with exact needs and issues in support of communication best practices.**
4. **Defend mass media communication as an effective tool for promoting awareness, prompting engagement, and receiving feedback and support from targeted audiences.**
5. **Innovative Communication Responses**

**In this section, you will demonstrate your ability to be innovative and creative with your approach to formulating responses. To do so, you will need to review Section III as well as the accompanying real-world scenarios. You will later apply these strategies to these same situations.**

1. **Evaluate targeted demographics and determine audience members for delivery of specific mass media communication efforts in support of the real-world situations provided.**
2. **Manipulate innovative communication efforts for disinterested audience members to prompt engagement and promote a response to complex issues.**
3. **Develop a plan for communicating with targeted audiences through mass media communication efforts in response to the real-world scenarios provided.**
4. *Creation of Innovative Communication Responses (NOT TO BE COMPLETED BY WRITER)*

*In this section, you will integrate your knowledge of innovative and creative communication by creating a series of responses. Each of these critical elements is linked to a scenario that will help you address a unique, industry-related issue. You will review the scenario and then compose an innovative response to be presented to their respective stakeholders. Your responses here will aid in developing your professional brand identity which will be revisited in part two of the summative assessment.*

1. *Select a corporate/business (for-profit) environment and create a strategic internal communication memo to employees in response to mounting internal rumors as described in the provided scenario. Be sure that your communication memo serves to create transparency and awareness, calm fears, alleviate tension, and elevate employee morale.*
2. *Select a U.S.-based car manufacturer and create a corporate website post to address a recent business decision regarding the selection of an international car part supplier over a well-respected U.S. supplier as described in the provided scenario. Ensure that your communication underscores the organization’s overall commitment to retention of U.S. suppliers and provides transparency with regards to the vendor selection process.*
3. *Develop a visual communication bulletin (a one-sided, 8.5 x 11 flier suitable for reduction and/or digital sharing and capable of being shared via digital and new media formats) in efforts to create awareness and engage disinterested parties to a public issue. The communication piece will promote awareness for a societal concern or human rights matter, encourage action regarding a healthcare issue, or prompt participation in a political or military process via one of the provided scenarios.*
4. *Create a crisis management mass media communication effort to create a strategic response to the media. You will create a press release on behalf of your employer, a hospital or healthcare entity of your choice, in response to one of the provided scenarios. Be sure that your response offers transparency to the situation.*
5. *Construct a short informative speech (approximately three to four minutes) to be delivered to stakeholders of two separate organizations as part of a strategic organizational communication as described in the provided scenario. Be sure that you create a speech that will create a positive vibe, dispel rumors, and promote buy-in.*

**PLEASE NOTE THAT I DO NOT NEED THE WRITER TO COMPLETE SECTION III. THE WRITER NEEDS TO REFERENCE SECTION III SO THAT THEY CAN WRITE OUT SECTION II ONLY.**

**GUIDELINES FOR SUBMISSION:**

The two parts of this portfolio that I am asking you to write should be submitted clearly labeled and should follow APA rules and adhere to accepted professional standards across the communications realm.

This paper should be 4 pages long, double-spaced, with 12-point Times New Roman font, multiple APA citations, and have 6 academic sources cited in APA format on the references page.



