

ESM 442 - Communication for Civic Engagement and Grassroots Organizing
Bren School of Environmental Science and Management
University of California, Santa Barbara
Winter 2019

Time: Tuesdays 5:00-6:30pm
Instructor: Celia Alario (she/her)
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Room: Oak Room - Bren1520
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Office Hours: Tuesdays 3:30-4:30pm
& by appointment

Official Course Description:

ESM442 reviews the role and effectiveness of grassroots environmental efforts on local, statewide and national scales. Students will explore organizing strategies and tactics based on various theories of change, addressing topics such as community outreach and collaboration, policy campaigning and more.

“First they ignore you, then they laugh at you, then they fight you, then you win.” - M. Gandhi

“Our lives begin to end the day we become silent about things that matter.” - Martin Luther King, Jr.

“There must exist a paradigm, a practical model for social change that includes an understanding of ways to transform consciousness that are linked to efforts to transform structures.” — [Bell Hooks, *killing rage: Ending Racism*](#)

“If you look at the science that describes what is happening on earth today and aren't pessimistic, you don't have the correct data. If you meet people in this unnamed movement and aren't optimistic, you haven't got a heart.” — [Paul Hawken, *Blessed Unrest: How the Largest Movement in the World Came into Being and Why No One Saw It Coming*](#)

“The basic building block of good communications is the feeling that every human being is unique and of value.” - Unknown

“Don't get stuck in old ideas. Keep recognizing that reality is changing and that your ideas have to change.” - Grace Lee Boggs

“An effective social movement needs people who are more interested in developing the leadership of others than in being leaders themselves.” - Ella Baker

Course Welcome:

Welcome to ESM 442. In our time together we will investigate the theory and practice of grassroots organizing, outreach and campaigning. This class is an exploration of civic engagement and public action of all sorts. We'll develop a deeper understanding of communications strategies and tactics behind a variety of campaigns to cultivate environmental and climate justice and improve sustainability practices, ranging from policy efforts, to storytelling for civic engagement, to gritty grassroots activism tactics and community-based people-powered campaigns for a just and livable future. We'll discover some of the leading mobilization and social movement models, and dissect a number of historical and contemporary environmental, environmental justice, climate justice and sustainability campaigns to see how these models come alive in the field. We'll also get grounded in the foundational principles of advocacy communication and social movement theory as a lens for exploring a suite of remarkable case studies, sometimes in conversations with guests directly involved in these efforts!

Intended Learning Outcomes:

- ***Role of Grassroots Organizing and Outreach in Achieving Sustainability and Environmental Management Goals:***

In this course you will strengthen your understanding of the critical role that grassroots public engagement plays in advancing sustainability initiatives and environmental management goals. You will explore the role of civil society people-powered movements in campaigns for environmental stewardship, and appreciate the vital and powerful interactions between civil society mobilizations and various legal, scientific and business efforts for environmental protection.

- ***Leadership, Narrative Power and Social Movement Models:***

In this course you will explore narratives woven to promote environmental and sustainability campaigns. You will also become familiar with a variety of social movement and organizing models. And you will explore the pivotal role that power plays in fostering or inhibiting effective environmental management and sustainability initiatives, as we investigate remarkable campaigns that look to shift power and catalyze democracy as a means for ensuring environmental safety.

- ***Communication and Grassroots Organizing:***

This course provides an exploration of the intersection of communication strategy and grassroots organizing, and will afford you the opportunity to reflect on the ways a variety of communication efforts are utilized in order to harness and mobilize grassroots involvement in a variety of environmental, environmental justice and climate justice campaigns.

Course Readings:

For this course we will use two main texts and a series of shorter readings that discuss communicating for social impact and explore organizing models. In addition, there will be required videos posted in GauchoSpace. Please complete readings and video viewing **prior** to the class meeting they are associated with. Main texts:

[Re:Imagining Change - How to Use Story-Based Strategy to Win Campaigns, Build Movements and Change the World](#), Patrick Reinsborough & Doyle Canning, PM Press, 2nd Edition, 2017

[Doing Democracy: The MAP Model for Organizing Social Movements](#) By Bill Moyer, JoAnn McAllister, Mary Lou Finley & Steven Soifer (New Society Publishers)

Course Assignments and Grading:

Here is some initial information on the course assignments. Additional details and submission instructions are available on GauchoSpace:

>>Attendance (10% of your grade) Attendance accounts for 10% of your grade.

- ✓ I know that life happens! If you are ill or need to miss class, **please email** to alert me, and review materials to stay caught up in the course!

>>In Class and Online Participation (30% of your grade) Your participation in class sessions and online forums and other GauchoSpace activities accounts for 30% of your grade. Keeping up with the readings and videos is essential. Doing online assignments and contributing questions to weekly discussion forums will help ensure that I, and our guest speakers alike, shape their remarks to most serve you, and that you guide conversations about readings and other issues.

- ✓ This my way of formally inviting you to participate in creating a lively and rich conversation in the class, honing your verbal communication skills and sharing your insights on the material. We have an opportunity to explore compassionate communication and radical truth telling together, let's do this!

>>Course Project in Three Parts: (60% total, 20% of your grade for each part)

You'll have the opportunity to dive into an issue of your choice and analyze existing grassroots organizing, outreach and campaigning models being implemented to address this issue, evaluate their strategic merits, offer alternatives based on what you have learned in the course, and present a five minute Ignite Talk based on the best narratives, messages and materials for the cause.

- ✓ Part 1 - Due Friday February 15th by 6pm in GauchoSpace
 - ✓ Part 2 - Ignite Talks in Class Tuesday March 12th / Slide Decks due Monday March 11th
 - ✓ Part 3 - Due Monday March 18th by 6pm in GauchoSpace
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Course Activities:

Tuesday January 8th:

Course Welcome, Overview of Strategic Communications and the G.A.M.E

Tuesday January 15th:

Voice of a Leader: Story of Self/Us/Now and the Power of Public Narrative

In preparation for this session:

- ✓ Please come to class with your Story of Self ready to share in small groups:
 - Read articles and watch videos on Marshall Ganz's Public Narrative
 - Develop and practice your Story of Self presentation of 5 to 7 minutes
 - Review the tips for giving and receiving feedback

- ✓ Textbook Readings:
 - Chapters 1 & 2 of Re:Imagining Change

Tuesday January 22nd:

Story-Based Strategy: Narrative Power, Battle of the Story and the Basics of Communicating to Mobilize

In preparation for this session:

- ✓ Gauchospace online work due Sunday January 20th by noon:
 - Choose your topic for the course assignments, post in the Forum
 - Post two or three reading questions in the discussion forum

- ✓ Textbook Readings
 - Chapters 3 & 4 of Re:Imagining Change
 - Introduction and Chapter 1 of Doing Democracy

Tuesday January 29th:

Resilience, Resistance, Restoration and Reimagining: Strategies for a Just Transition with Gopal Dayaneni of [Movement Generation Justice and Ecology Center](#)

In preparation for this session:

- ✓ Gauchospace online work due Sunday January 27th by noon:
 - Read Movement Generation (MG) [ZINE](#)
 - Watch Gopal's Just Transition [video](#); Watch [MG on Laura Flanders Show](#)
 - Post questions for our guest speaker Gopal in the discussion forum

- ✓ Textbook Readings
 - Chapter 5 of Re:Imagining Change
 - Chapter 2 of Doing Democracy

Tuesday February 5th:

Persistent Participation, Evidence-Based Campaign Planning and Other Lessons Learned When Academics and Advocates Collaborate in the Lab with [Carina Barnett-Loro](#) of [the Climate Advocacy Lab](#)

In preparation for this session:

- ✓ *Gauchospace online work due Sunday February 3rd by noon:*
 - Read [this article](#) by Carina and UCSB's Hahrie Hahn
 - Post questions for our guest speaker Carina in the discussion forum

- ✓ *Textbook Readings*
 - Chapter 6 of *Re:Imagining Change*
 - Chapter 3 of *Doing Democracy*

Tuesday February 12th:

International Advocacy Campaigns: Case Studies in Climate Policy Movements at UNFCCC and GCAS Summits (& mid-course evaluation)

In preparation for this session:

- ✓ *Gauchospace online work due Sunday February 10th by noon:*
 - Read articles and watch the videos about the Paris Accord and GCAS
 - Post questions about the readings

- ✓ *Textbook Readings*
 - Chapter 7 (finish) *Re:Imagining Change*
 - Chapter 4 of *Doing Democracy*

Friday February 15th:

Class Project Part 1 Due

- ✓ ****Class Project Part 1- Due by 6pm in Gauchospace****

Tuesday February 19th:

Climate Communications and Stakeholder Engagement Strategies for Mobilizing Action with [Cara Pike](#), Executive Director of [Climate Access](#)

In preparation for this session:

- ✓ *Gauchospace online work due Sunday February 17th by noon:*
 - Read articles and explore [the Climate Access website](#)
 - Post questions for our guest speaker Cara in the discussion forum

- ✓ *Textbook Readings*
 - Read on in *Doing Democracy* (optional for Chapter 5 onward)

Tuesday February 26th:

Over the Adventure Gap: Story Sharing For A Sustainable World with Journalist and Author of [The Adventure Gap](#), James Edward Mills

In preparation for this session:

- ✓ *Gauchospace online work due Sunday February 24th by noon:*
 - *Read articles and watch videos about James' work*
 - *Post questions for our guest speaker James in the discussion forum*

Tuesday March 5th:

Multi-Stakeholder Engagement for Moving Mountains (Landfills, Specifically!) with [Leslie Wells](#), Collection & Materials Manager, [Santa Barbara County Resource Recovery & Waste Management Division](#)

In preparation for this session:

- ✓ *Gauchospace online work due Sunday March 3rd by noon:*
 - *Read articles*
 - *Post questions for our guest speaker Leslie in the discussion forum*

Tuesday March 12th:

Class Project Part 2 - Sparking the Movement: Ignite Talks One and All!

In preparation for this final class session:

- ✓ **Send link to your file by Monday March 11th at noon.** *File must be a PowerPoint format (only), pre-set to advance your 20 slides every 15 seconds. Send via email with link to DropBox or other file transfer program.*
- ✓ *Please come to class with an Ignite talk ready to share about your class topic:*
 - *Read articles and tips on Ignite Talks*
 - *Develop **and practice** your Ignite Talk to keep to 5 minutes (20 slides, advancing every 15 seconds)*

Monday March 18th:

Class Project Part 3 Due

- ✓ *****Class Project Part 3- Due by 6pm in Gauchospace*****

"Effective communication is 20% what you know and 80% how you feel about what you know."
- Jim Rohn

"The only way to deal with an unfree world is to become so absolutely free that your very existence is an act of rebellion." - Albert Camus

How We Roll:

In my classroom I believe: Black Lives Matter; Women's Rights Are Human Rights; No Human is Illegal; Science is Real; Love is Love; and, Kindness is Everything!

All students have the right to learn and participate in a classroom environment free of intimidation, harassment, and discrimination based on characteristics such as gender, race, age, sexual orientation, disability, religious or political beliefs and affiliations. I will address any related issues that surface immediately; please help me to cultivate a positive classroom environment by communicating any concerns that you have. I also invite us all to cultivate a collaborative learning environment together in these powerful times. My invitation is to co-create 'brave space' in the classroom.

Invitation to Brave Space - By Micky Scott Bey Jones

Together we will create *brave space*

Because there is no such thing as a "safe space"

We exist in the real world

We all carry scars and we have all caused wounds.

In this space

We seek to turn down the volume of the outside world,

We amplify voices that fight to be heard elsewhere,

We call each other to more truth and love

We have the right to start somewhere and continue to grow.

We have the responsibility to examine what we think we know.

We will not be perfect.

This space will not be perfect.

It will not always be what we wish it to be

But

It will be *our brave space together, and*

We will work on it side by side