ESM 442 - Grassroots Organizing, Outreach & Campaigning
Bren School of Environmental Science and Management
University of California, Santa Barbara
Winter 2016

Time: Tues/Thurs 10:00-11:15am
Instructor: Celia Alario
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Office Hours: Tues/Thurs 12:00-1:30pm & Wednesdays 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.”
– Mahatma Gandhi

“Activism is my rent for living on the planet.”
– Alice Walker

“There are three critical ingredients to democratic renewal and progressive change in America: good public policy, grassroots organizing and electoral politics.”
– Senator Paul Wellstone

“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*
Course Welcome:

Welcome to ESM 442. In our brief time together we will investigate the theory and practice of grassroots organizing, outreach and campaigning. This class will offer you an exploration of civic engagement and public action of all sorts. We will develop a deeper understanding of the communications strategies and tactic behind a variety of campaigns to create environmental justice and improve sustainability practices, ranging from electoral politics and policy efforts, to corporate accountability and corporate social responsibility work, to gritty grassroots activism and community-based people-powered campaigns for a for 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.

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 legal, scientific and business efforts for environmental protection.

- **Theories of Change, Power and Social Movement Models:**
  In this course you will clarify and cultivate your own personal theories of change, and explore theories of change driving the strategies of a number of environmental and sustainability campaigns. You will also become familiar with a variety of social movement and organizing models. Additionally, you will explore the pivotal role that power plays in fostering or inhibiting effective environmental management and sustainability initiatives, and investigate remarkable campaigns that look to shift power and foster 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 different organizing models. In addition, there will be a number of required articles and 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

*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:

**In-Class and Online Participation:** (25% of final grade)
Attendance and participation in class sessions and online forums and other GauchoSpace activities accounts for 25% of your grade. Keeping up with the readings and videos is essential for full credit here. This is 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 materials.

**Weekly Reflections:** Due Fridays by 5pm Weeks 2-9 (5% each; 40% total)
This is an informal free form writing piece, 700-1000 words (minimum) with insights, ideas, reflections and outstanding questions you have on the reading and course content, including analysis of campaigns we are exploring in class.

**Final Project:** Due Thursday March 17th by 5pm (35% of final grade)
You will have the opportunity to choose an issue of your choice and explore and analyze existing grassroots organizing, outreach and campaigning models being implemented to address this issue, evaluate their relative success and strategic merits and offer alternatives based on what you have learned in the course.
Course Activities:

**Tuesday January 5th:**

Course Welcome And Overview

**Thursday January 7th:**

Theories of Change, Movement Models and the G.A.M.E

**Tuesday January 12th:**

Grassroots Organizing 101: Some Basics of Communicating to Mobilize

**Thursday January 14th:**

Making the Invisible Visible: Markets-Based Campaigns And Corporate Accountability Organizing


**Tuesday January 19th:**

Exploring Public Narrative and the Power of Story: Story Of Self/Us/Now As A Leadership Tool

Part 1: Story of Self

**Thursday January 21st:**


**Tuesday January 26th:**

Story-Based Strategy: Narrative Power, Points of Intervention, Cornerstones

**Thursday January 28th:**

Mobilizing Through Media: Bridging the ‘Adventure Gap’ and More

James Edward Mills, Journalist and Author of The Adventure Gap www.joytripproject.com

**Tuesday February 2nd:**

Redefining the Expert and Other Meta-Vendettas: Case Studies in Environmental Media Campaigns and PR for Social Action
**Thursday February 4th:**

Grassroots Campaigns That Shape Public Lands Policy: A Case Study in Coalitions and Building a Movement to #keepitintheground Tim Ream, Climate and Energy Campaign Director, WildEarth Guardians, [www.wildearthguardians.org](http://www.wildearthguardians.org)

**Tuesday February 9th:**

International Campaigns and Indigenous Solidarity: Case Studies of the Amazon Leila Salazar Lopez, Executive Director, Amazon Watch, [www.amazonwatch.org](http://www.amazonwatch.org)

**Thursday February 11th:**

Leveraging the Law: Case Studies of Grassroots Outreach and Organizing Efforts to Amplify Environmental and Human Rights Lawsuits

**Tuesday February 16th:**

A Sociologist’s View: Case Studies in Climate Justice Activism Corrie Ellis, Doctorial Candidate, UCSB Sociology Department

**Thursday February 18th:**

Wild Lands Restoration and Management: Unlikely Collaborators, Public Private Partnerships and Perseverance in the Central Valley Mehmet McMillan, Founder and Executive Director, WildPlaces, [http://wildplaces.net](http://wildplaces.net)

**Tuesday February 23rd:**

Organizing With Art to Shift Culture: Case Studies in Art and Activism in Environmental Movements

**Thursday February 25th:**

The Power of Climate Campaigns: Case Studies in Doing Justice With the Oldest Civil Rights Organization in the Nation Jacqueline Patterson, Director of the Environmental and Climate Justice Program, NAACP (National Organization for the Advancement of Colored People)

**Tuesday March 1st:**

Digital Organizing: Catalyzing Meaningful Change Or Mere Clicktivism?
Thursday March 3rd:

How Civic Engagement Shapes Public Policy and Electoral Politics: Case Studies of Constituents Communicating for Social and Environmental Good Brett Williams, Legislative Policy Director for California State Assemblymember Jacqui Irwin, 44th District (Ventura County)

Tuesday March 8th:

Putting It All Together: Parting Thoughts On What Really Matters

Thursday March 10th:

People Powered Climate Justice: Case Studies and Reflections on the Way Forward Gopal Dayaneni, Staff Collective Member, Movement Generation Justice and Ecology Project

Thursday March 17th:

Final Project Due by 5pm in GauchoSpace