

ESM 449: Environmental Communication Practicum

Spring 2017 | Bren Hall 1520, Fridays 10:00-11:30 am

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Office Hours: by appointment (BH 4520)

COURSE OVERVIEW

Creating compelling editorial content is key to successful environmental communication—but it's only half the story. You must also reach your target audiences, distribute your materials effectively, and ensure your message has its intended impact. As the capstone experience for the communication focus, this course is designed to give you opportunities to develop an outreach strategy, engage in audience research, develop creative content, and evaluate messages and tactics (depending on the nature of the project). The final deliverables are also intended to help you build your communication and media portfolio.

You will work closely with a client to create a communication strategy and outreach materials about the environment. You may also work on your own projects, if you wish. Each project must focus on something more than simply promotional work, however. You must develop and work toward a clear goal, such as raising awareness, promoting engagement, creating educational opportunities, or inspiring environmental stewardship.

FORMAT

Workshops. This course will function as a “boutique environmental communication firm,” in that we will meet weekly to discuss progress, learn new skills, and prepare for next steps. You are expected to actively engage in workshop sessions and offer constructive feedback.

Group Work & Advisors. Each group will determine their project's goals and deliverables, with input from the client, and will be assigned 1-2 advisors to help develop strong final products. Each group should also select a project manager, who will be responsible for all communications between the group and their clients/advisors.

ASSIGNMENTS & GRADING

The assignments are meant to help you make steady progress on your project; they are also designed to build upon each another. Submit all assignments on GauchoSpace and just turn in one assignment per group.

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| • Goals & Logic Model | Due 4/13 @ 3pm | 10 pt. |
| • Audience Analysis | Due 4/27 @ 3pm | 10 pt. |
| • Midterm Project Plan: | Due 5/25 @ 3pm | 15 pt. |
| • Final Strategic Report: | Due 6/16 @ 12 midnight | 25 pt. |
| • Final Deliverables: | Due 6/16 @ 12 midnight | 40 pt. |

LECTURE SCHEDULE

- **April 7. Visioning Session / Logic Models.**
Begin to develop the purpose, goals, audience, and intended impact for your project.
- **April 14. Audience Research.**
Learn how to identify and research your intended audience using mixed methodologies.
- **April 21. NO CLASS.**
Group Project Presentations. Good luck!
- **April 28. Story for Short Video.** *Guests: Richard Hutton & Michael Hanrahan*
Learn how to tell short stories in the context of short videos. We will workshop projects that include short film components.
- **May 5. Tips for Basic Video Production.** *Guests: Richard Hutton & Michael Hanrahan*
Learn basic video production concepts and skills, as well as new gear for smartphone video production.
- **May 12. K-12 Outreach.** *Guest: Scott Simon*
Learn how to work with K-12 students and how to design projects to engage them. We will visit a 5th grade class learning about marine science at the REEF center on campus.
- **May 19. NO CLASS.**
Work on your projects & meet with your clients/advisors.
- **May 26. Workshop Session.**
Come prepared to discuss your project. Prepare several “key questions” on items you need specific feedback on.
- **June 2. Project Evaluation.**
Learn different approaches for assessing the impact of your outreach.
- **June 9. Final Presentations.**

READINGS & ASSIGNMENTS

All readings and assignment instructions will be posted on GauchoSpace. Check for weekly updates.