

ESM 449: Environmental Communication Practicum

Spring 2021 | Remote (Zoom), **Select Fridays 12:30 - 2:00pm**

INSTRUCTOR Lisa Leombruni lisa@bren.ucsb.edu
Office Hours: by appointment (Zoom/phone)

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, or 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 and create an environmental communication deliverable; you may also work on your own project. 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. All students must select a client/project by April 2.

FORMAT: We will only meet as a group four times; you will also be required to meet with the instructor as a group three times. When we meet as a group, the class will have the format of an informal workshop session.

ASSIGNMENTS & GRADING

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| 1. Updated SOW + Logic Model | 10 pt. | due April 10 on GS |
| 2. Midterm Presentation + Draft Deliverables | 25 pt. | due May 7 in class / on GS |
| 3. Practice Presentation + Draft Deliverables | 25 pt. | due May 28 in class / on GS |
| 4. Final Presentation + Deliverables | 40 pt. | due June 4 in class / on GS |

CLASS SCHEDULE

- **April 2.** Kickoff meeting + visioning session – come to class (remote), Fri @12:30pm
- **Check-in Meeting #1 (April 5-16)** – arrange with Lisa
- **Check-in Meeting #2 (April 19-May 7)** – arrange with Lisa
- **May 7.** Midterm Presentations – come to class (remote), Fri @12:30pm
- **Check-in Meeting #3 (May 10-28)** – arrange with Lisa
- **May 28.** Practice Presentations – come to class (remote), Fri @12:30pm
- **June 4.** Final Presentations – Live webinar, you will present to the Bren community!