Time: Tuesday/Thursday 2:00-3:15pm
Instructor: Celia Alario
Email: es161ucsb@gmail.com
Twitter Handle: @celiaalario
Room: North Hall 1115
Office: Bren 4021
Course Hashtag: #ES161
Phone: 805-893-2968

Welcome to ES 161! This class is designed as a survey of contemporary communications practices utilized to address issues of environment and sustainability. This is a genre of substantial size, thus we will touch lightly on an array of communications strategies, tactics, tools and activities, with the opportunity to go deeper into selected areas over the course of the session. Although basic communications theory is also included, this class is primarily focused on applied environmental communications.

**Course Description**

Official Catalog Listing: *ES 161 surveys strategies and tactics for communicating about the environment and sustainability in various organizational, political, cultural, business, mass media and social media contexts. Students will analyze, evaluate and practice communications methods using a spectrum of communications channels.*

For this class to be successful, your participation is essential. You will be asked to analyze and evaluate the effectiveness of various communications activities, and to practice wielding a variety of communications tools yourself. You will be introduced to concepts, perspectives, methodologies and strategies through the reading, course lectures, online activities and in-class activities. You will be presented with opportunities to apply these to environmental issues of interest to you. Out of respect for the workload you are carrying, a majority of these opportunities will take place in class. We will simulate the processes used by professionals in the field, and work collaboratively as well as individually. You will get a chance to work in large and small group settings, and will be evaluated (both by me and by your peers) for your preparedness and your capacity to apply course material to real life environmental and sustainability communications challenges. This means that:

a) It is essential that you attend all the class sessions; and
b) It is essential that you complete ALL the course readings and online activities (visiting websites, watching ALL videos, etc.) prior to class sessions.
If you are not committed to attending the course sessions, and keeping up with the course reading and online preparatory assignments, this is not the class for you. Please consider this carefully. Obviously emergencies, illness and other life challenges occur, and makeup opportunities for some missed work can be arranged, but this is the exception and not the rule. In Communications Departments, PR firms and newsrooms around the world, professional communicators show up, do their amazing work and change the world. Our goal is to model our group work on a similar standard of excellence and integrity.

**Intended Learning Outcomes**

- **Strategic Communications Planning**
  In this class you will come to understand how to identify, analyze and construct elements of a strategic communications plan, including determining goals, frames, messages, target audiences, and choosing appropriate messengers, channels, tools and engagement activities to best reach your audience and achieve your vision.

- **The Power of Narrative and Story-Based Strategy**
  You will discover the power of narrative and storytelling in effective environmental communications, and by the end of the course you will be able to define, identify and create news hooks, memes and story-based strategies.

- **The Contemporary Communications Landscape**
  In this course you will evaluate and create environmental communications using traditional media and channels, tools and techniques, as well as emerging new media, social media and web 2.0 tactics and beyond. By the end of this course you will have a sense of the range of professional job roles in the field of environmental communications, and appreciate the pivotal role that communication plays in all professions. You will have the opportunity to integrate an understanding of media ownership and trends, demonstrate skills in media analysis, and speculate about the remarkable role of media in society as it relates to environment and sustainability.

- **Building Your Skills as a Communicator**
  As a result of this course you will recognize the qualities of strong communicators, and have constructed a plan for cultivating those qualities, as well as your unique visionary public identity as an environmental communicator. In this course you will strengthen your written communications skills through a variety of activities (including drafting Opinion Editorials, media releases and micro-blogs). You will build your verbal communications skills through storytelling, speaking in small group settings, addressing the class and presenting persuasive speeches.
Required Texts


Additional **required** reading materials will be added to GauchoSpace. Be sure to check by 2:00pm Fridays for required materials related to the following week.

Activities & Assignments

**Case Studies:** Together we will explore case studies of contemporary environmental issue areas that present great communications challenges, including various topics of great interest to YOU.

**Surveying the Field:** Over the course of the session, we will collaboratively curate and critique collections of:

- Pop culture Influences: films, ads and music with eco themes
- The best of environmental journalism
- Language to convey environmental and climate justice themes
- What’s ‘trending’ on Twitter (according to us)

**Meet the Experts:** As a communications practitioner for more than 25 years, I’ve had the opportunity to build a valuable ‘community of practice’ which I will introduce you to this quarter. Your work may perhaps even contribute solutions to their communications challenges. Because your efforts in this class can result in actual advances on the issues, I ask that you please address assignments with care and focus. In the coming weeks we will be joined by guest professionals in the fields of:

- Journalism and Public Relations
- Campaigning and Organizing
- Public Policy
- Climate Justice
- Environmental Law

“The basic building block of good communications is the feeling that every human being is unique and of value.” – Unknown
”Communication without compassion is brutality.” - Sharon Johnson

**Evaluation & Grading**

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<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>In-Class &amp; Online Participation</td>
<td>10</td>
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<tr>
<td>Assignment 1 (Personal Goals Essay)</td>
<td>10</td>
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<tr>
<td>Assignment 2 (Persuasive Speech)</td>
<td>20</td>
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<td>Assignment 3 (Letters to the Editor)</td>
<td>10</td>
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<td>Assignment 4 (Final Assignment)</td>
<td>30</td>
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<td>Assignment 5 (Twitter All Quarter)</td>
<td>10</td>
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<td>Assignment 6 (Eco-AP Style Guide)</td>
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<td>**Total:</td>
<td>100 points</td>
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**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.

”To be persuasive we must be believable; to be believable we must be credible; to be credible we must be truthful.” - Edward R. Murrow
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

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

“We need a media that covers power, not covers for power. We need a media that is the fourth estate, not for the state. And we need a media that covers the movements that create static and make history.” - Amy Goodman, Journalist, Host of ‘Democracy Now’

“Effective communication is 20% what you know and 80% how you feel about what you know.” - Jim Rohn
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<tr>
<th>Date</th>
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<th>Activities/Assignments DUE this day</th>
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<tbody>
<tr>
<td>Jan 16</td>
<td>Course Introduction &amp; Overview</td>
<td>Make Your Choice: Stay Or Drop!</td>
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| Jan 18 | **One Remarkable Minute:** Answering the ever-important question: “Why am I here?” | **Assignment #1 Due Today:** Personal Communications Goals Essay  
Activity: One Minute Go Around |                                             |
| Jan 23 | **Meet the Experts: Resilience, Resistance, Restoration & Reimagining: Strategies for a Just Transition** with Gopal Dayaneni, Movement Generation | Come ready with questions for our guest experts! | **Reading:**  
• Re:Imagining Change: Chapters 1-4  

**GauchoSpace Readings:**  
• Just Recovery Article  

**Video:** Just Transition |
| Jan 25 | **The G.A.M.E. (Goals, Audience, Message, Engagement) and The Power of Story** | **Twitter Assignment (#5) Starts:**  
1) Set up Twitter account  
2) Media Monitoring: Select two sources to track  
3) Issue Monitoring: Select at least two sources to track  
4) Tweet out your sources to the class with hashtag #es161  
5) Tweet a six-word story  
CHOOSE topic you’ll pursue for Persuasive Speech and Final Project | **Video:** Twitter Assignment Details  

**GauchoSpace Readings:**  
Communications Age Chapter 11: On Speeches; Tips for Public Speaking  
Communications Age Chapter 16: Persuasive Speeches  
Communications Age Chapter 14: Delivering Presentations |
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<tr>
<td>Jan 30</td>
<td>Story-based Strategy: Narrative Power, Points of Intervention, Audience, Target, Constituency</td>
<td>In Class Activity: Exercises in Story-Based Strategy</td>
<td>Reading:</td>
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<td>Four persuasive speeches</td>
<td>Tweets!</td>
<td>- Re:Imagining Change: Chapters 5</td>
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<td>- Environmental Comms – Chapter 1-2</td>
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<td><strong>GauchoSpace Readings:</strong></td>
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<td>- Articles</td>
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<td>Video: GauchoCast Course Flipper</td>
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<td>Feb 1</td>
<td>Over the Adventure Gap: Traversing the Divide of the Less Likely with James Edward Mills, Radio</td>
<td>Come ready with questions for our guest experts!</td>
<td>Reading:</td>
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<td>&amp; Online Journalist, Author, The Adventure Gap</td>
<td>Tweets!</td>
<td>- Re:Imagining Change: Chapters 6</td>
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<td>- Environmental Comms – Chapter 3</td>
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<td>Online: <a href="http://www.joytripproject.com">www.joytripproject.com</a></td>
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<td>Feb 6</td>
<td>Strategy Deep Dive: Messages, Channels, Context &amp; Framing</td>
<td>In Class Activity: Framing Fitness</td>
<td>Reading:</td>
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<td>Four persuasive speeches</td>
<td>Tweets!</td>
<td>- Environmental Comms – Chapter 4</td>
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<td><strong>GauchoSpace Readings:</strong></td>
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<td>Feb 8</td>
<td>Meet the Experts: Environmental Journalism with Jason Mark, Author and Editor-in-Chief, Sierra</td>
<td>Come ready with questions for our guest expert!</td>
<td>Reading:</td>
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<td>Magazine (Sierra Club)</td>
<td>Tweets!</td>
<td>- Environmental Comms – Chapter 5</td>
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<td>Four persuasive speeches</td>
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| Feb 13     | Ads, Guerilla Media & Subvertising: From Paid Media to Culture Jamming, Art Making Change<br>Four persuasive speeches | Tweets!                                                                 | Reading:  
  - Environmental Comms – Chapter 6-7  
GauchoSpace Readings:  
  - Articles  
Video: GauchoCast Course Flipper |
|            |                                                                     | Assignment #3 DUE IN CLASS - Letters to the Editor                      |                                                                   |
| Feb 15     | Meet the Experts: The Courts and the Court of Public Opinion<br>Martin Wagner, Managing Attorney, International Program, Earthjustice | Come ready with questions for guest!  
Tweets!  
Assignment #6 Opens (Eco-AP Style) | Reading:  
  - Environmental Comms – Chapter 14  
GauchoSpace Readings:  
  - Articles  
Video: GauchoCast Course Flipper |
| Feb 20     | Stump the Strategist<br>Four persuasive speeches  
In Class Activity: ½ way point course check ins  
Tweets! | Due Today: Three Eco-AP Stylebook Entries for Assignment #6 | Reading:  
  - Environmental Comms – Chapter 8  
GauchoSpace Readings:  
  - Articles  
Video: GauchoCast Course Flipper |
| Feb 22     | Beliefs, Underlying Assumptions, and the Art of What is Possible<br>Four persuasive speeches | Due Today: Three Eco-AP Stylebook Entries for Assignment #6 | Reading:  
  - Environmental Comms – Chapter 9  
GauchoSpace Readings:  
  - Articles  
Video: GauchoCast Course Flipper |
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| Feb 27 | **Meet the Experts: Bears Ears National Monument Case Study** with Natasha Johnson, Native American Program Manager, *Grand Canyon Trust*; and Mathew Gross, Media Director, *SUWA (Southern Utah Wilderness Alliance)*  
Four persuasive speeches                                                                 | Come ready with questions for our guest speakers!  
Tweets!  
Assignment #6 (Eco-AP Stylebook)  
Comments Ongoing                                                                 | Reading:  
- Environmental Comms - Chapter 10  
GauchoSpace Readings:  
- Articles  
Online: Explore Grand Canyon Trust, SUWA and media coverage about President Obama’s controversial designation of the Bear’s Ears National Monument                                                                 |
| Mar 1  | **Communicating Across Generations** An Exercise in Time Travel  
Four persuasive speeches                                                                 | *Bring blankets/something to sit on!*  
Tweets!  
Assignment #6 (Eco-AP Stylebook)  
Comments Ongoing                                                                 | Reading:  
- Environmental Comms - Chapter 11-12  
GauchoSpace Readings:  
- Articles  
Video: *GauchoCast Course Flipper*                                                                                                                                                                                                        |
| March 6| **Meet the Experts: Doing Justice with The Oldest Civil Rights Group in the Nation** with Jacqueline Patterson, Director, Environmental and Climate Justice Program, NAACP  
Four persuasive speeches                                                                 | Come ready with questions for our guest speakers!  
Tweets!  
**Assignment #6 (Eco-AP Stylebook)**  
**Last day for Comments -Edits Start**                                                                                                                                         | Reading:  
- Environmental Comms - Chapter 13  
GauchoSpace Readings:  
- Articles  
Online: http://www.naacp.org/                                                                                                                                                                                                             |
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<td>March 8</td>
<td><strong>Intersectionality and Media Justice: Your 2nd Imperative</strong>&lt;br&gt;Four persuasive speeches</td>
<td>Tweets!&lt;br&gt;Assignment #6 (Eco-AP Stylebook) Edits ongoing to your three entries</td>
<td>GauchoSpace Readings:&lt;br&gt;• Articles&lt;br&gt;Video: GauchoCast Course Flipper</td>
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<td>March 13</td>
<td><strong>Meet the Experts: PR &amp; Marketing for Social Change with Shayna Samuels</strong>&lt;br&gt;<a href="http://www.ripplestrategies.com/">Ripple Strategies</a>&lt;br&gt;Four persuasive speeches</td>
<td>Tweets!&lt;br&gt;Assignment #6 (Eco-AP Stylebook) Edits ongoing to your three entries</td>
<td>GauchoSpace Readings:&lt;br&gt;• Articles&lt;br&gt;Video: GauchoCast Course Flipper Online: <a href="http://www.ripplestrategies.com/">http://www.ripplestrategies.com/</a></td>
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<tr>
<td>March 15</td>
<td><strong>Putting It All Together-Parting Thoughts and Revelations</strong>&lt;br&gt;Four persuasive speeches</td>
<td>Tweets!&lt;br&gt;Assignment #6 (Eco-AP Stylebook) Closes: Last day to respond to comments and finalize your edits</td>
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<td>MONDAY March 19</td>
<td><strong>Final Project Due</strong></td>
<td>Submit electronically via email to: <a href="mailto:es161ucsb@gmail.com">es161ucsb@gmail.com</a> by no later than 6pm. Please note: late papers will receive a full grade markdown for being 24 hours late &amp; not be accepted at all after 6pm Tuesday March 20th.</td>
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