

STRATEGIC ENVIRONMENTAL COMMUNICATION & MEDIA FOCUS



**TELL
STORIES**
THAT MATTER



LEARN
MEDIA SKILLS



REACH
A BROAD AUDIENCE



**HAVE AN
IMPACT**
WITH YOUR SCIENCE



APPLYING COMMUNICATION AND MEDIA TO ADVANCE ENVIRONMENTAL SOLUTIONS

Smart, strategic communication is critical to any scientific endeavor, and the Bren Strategic Environmental Communication & Media (Communication) focus provides the tools students need to educate, engage, persuade, and motivate behavior change across a diversity of audiences.

“You may have a wonderful environmental solution, but if you can’t communicate it effectively, it won’t be used.”

– DR. STEVE GAINES, BREN SCHOOL DEAN

If scientific research is not communicated effectively, it can remain unseen and unheard by those who could benefit from it most.

The Communication Focus

The Communication focus trains students to think strategically and communicate effectively about the environment through a blend of theory and practice. They learn to create compelling narratives, reach appropriate audiences, and assess message impact. Students also acquire indispensable verbal and written communication skills and learn media tools, such as video production and social media.

PROFESSIONAL TRAINING

Communication focus coursework prepares students to create targeted and impactful media. Students begin with Strategic Environmental Communication in their first year and end with a client-based Capstone course in their second year. To build skills, they also select two or more electives, such as persuasion, social media, video production, data visualization, writing, presentations, or grassroots organizing. The focus may be added to any master's specialization and is open to all PhD students.

A COMPETITIVE EDGE

“Employers constantly tell us what they value most is the ability to communicate well.”

— DAVE PARKER,
DIRECTOR OF CAREER DEVELOPMENT

“I teach environmental media production because I'm a firm believer in the power of film for positive change.”

— MICHAEL HANRAHAN,
COMMUNICATION FOCUS

CAPSTONE PROJECT

The Communication Capstone is dedicated to providing win-win situations for students to get professional, hands-on learning experiences, while clients receive outreach materials to help advance their outreach goals. Students work in teams to develop strategy and creative content for their client over ten weeks.

CAPSTONE OBJECTIVES

Students will gain:

- Experience scoping a strategic communication campaign
- Opportunities to build their professional portfolio
- Experience developing media in a professional context
- Networking opportunities with environmental organizations

PAST CLIENTS & PROJECTS

BUREAU OF OCEAN ENERGY MANAGEMENT

short video on citizen science and the rocky intertidal zone

SANTA BARBARA CHANNELKEEPER

infographics on capturing rainwater to alleviate the California drought

SALTY GIRL SEAFOOD

audience research on millennials and their interest in sustainable seafood

MARINE SCIENCE INSTITUTE (UCSB)

branding strategy and competitive landscape analysis

EXPLORE ECOLOGY

web content and a parent/teacher outreach strategy to promote engagement with school gardens

MARINE BIODIVERSITY OBSERVATION NETWORK

an interactive digital map of the distribution of local marine species

MEET THE EXPERTS BEHIND THE COMMUNICATION FOCUS:



RICHARD HUTTON is Executive Director of the Center for Environmental Communication and Education, and has served as Executive

Director of UCSB's Carsey-Wolf Center. Previously, Richard ran Vulcan Productions, where he co-produced numerous documentaries and mini-series for organizations such as PBS. Richard has worked as Senior Vice President of Creative Development at Walt Disney Imagineering, has authored or co-authored many books, and has been published widely, including in the *New York Times Magazine*.



LISA LEOMBRUNI, PHD is Manager of the Communication program, and brings her experience in broadcast science media, communication research, and

environmental policy to the Bren School. Previously, Lisa worked for NOVA/WGBH Boston, where she co-developed proposals for new television programs, oversaw media evaluation and impact studies, and conducted editorial research. She has consulted for a variety of clients, including the United Nations, Oxfam America, the Center for American Progress, and Climate Nexus.



MICHAEL HANRAHAN is Video Producer at the Earth Media Lab and brings more than two decades of experience in

environmental media storytelling to UCSB. In collaboration with UCSB's Carsey-Wolf Center, Michael co-founded Blue Horizons, a popular summer environmental filmmaking program. He was president of the Ocean Channel and has spent 20 years in natural history film and media production for such clients as Discovery Channel, The Nature Conservancy, and NOAA.



CELIA ALARIO is a grassroots media strategist and founder of *PR for People and the Planet*. She creates social action campaigns, political

documentaries, and books, and has placed hundreds of stories about critical social justice issues in prominent national and international media outlets. She serves on the Board of Directors of the Independent Television Service (ITVS).