

NRES 320: NR COMMUNICATIONS AND PUBLIC RELATIONS FALL 2021 – DR D LUECK

Lectures: 5 p.m. Tuesday (Section 1), 5 p.m. Thursday (Section 3) **NOTE!** Submit Comments/ Questions by 8 a.m. the day of your lecture. I use them in making lectures.

Labs: Sec 1-01, Thursday 8 a.m.; Sec 1-02, Thursday 11 a.m.
Sec 3-01, Wednesday noon; Sec 3-02, Wednesday 4 p.m.

Contact: dlueck@uwsp.edu; Rm 245 TNR Bld, 715-346-4151

Office hours on Zoom, email for appointment. Generally available Tuesdays before lecture, and Thursdays between 1 and 5.

Course Description

Theory, methods, and practice in communicating with natural resources stakeholders. Theoretical and practical stakeholder involvement and conflict resolution. You will be introduced to the following:

- What is natural resources public relations and communication?
- What communication methods are commonly used in Natural Resources?
- What theories help us understand human behavior?
- What research methods help us to measure and interpret variables related to human dimensions of Natural Resources?
- What outreach methods impact human behavior, and how do we evaluate them?

Projects are designed to help you understand and apply appropriate communication, involvement, and analysis techniques in a variety of natural resource management scenarios.

Learning Outcomes

1. Students will be able to describe the importance of human dimensions in natural resource management.
2. Students will be able to apply data collection and analysis methods for human dimensions.
3. Students will be able to implement and evaluate appropriate outreach tools.
4. Students will be able to disseminate information via various communication channels, using articulate, grammatical, and organized writing and presentation.
5. Students will be able to use improved written and oral communication skills, and provide effective, useful feedback to others.

Required Text and Readings

This required text is available through Text Rental at the University Bookstore. Jacobson, SK (2009) Communication Skills for Conservation Professionals. Island Press. Readings also on Canvas.

Communication

I will communicate updates by email, post on Canvas. Email is the BEST way to reach me. Emails should have an appropriate greeting, punctuation, correct spelling, a closing, and your name. Consider these to be practice in professional communications.

Assignments and Grading

Assignments must be uploaded to the Canvas Assignments by the due date. Due dates are at the beginning of lab dates noted. Late assignments will be accepted with appropriate reason. Please contact me with any Tech issues.

****Reading questions/comments are due 8 a.m. the day of your lecture, as I use them in developing lectures.****

Assignment points	(Total 150)	(Approx % of grade)
Attendance/Participation/Quizzes	15	10
Interview Project (group)	10	7
Resume & cover letter	15	10
Article Analysis & presentation	15	10
Grant Project (team or solo)	10	7
Diversity Reflection	5	3
Social Marketing (team or solo)	5	3
Public meeting evaluation	10	7
Public comment	5	3
Media in your Field	5	3
Futuring exercise	10	6
Conflict Presentation (group)	25	17
Final exam	20	14

Grading Scale	
92.6+ = A	77.5-79.9=C+
90-92.5=A-	72.5-77.4=C
87.5-89.9=B+	70-72.4=C-
82.5-87.4=B	67.5-69.9=D+
80-82.4=B-	60-67.4 =D

The syllabus and schedule are subject to change.

Course Policies

If you need any accommodation, please contact UWSP Disability Services office with your documentation as early as possible. Disability Services Office, 103 Student Services Center, (715) 346-3365, <http://www.uwsp.edu/special/disability/student/Student%20Information.aspx>

You may also want to refer to Assistive Technology for additional information. Assistive Technology, University Library Room 439, (715) 346-4980.

<http://library.uwsp.edu/depts/AssistiveTechnology/>

This will be an inclusive environment. This course is intended to foster discussion, with respectful exchange of ideas and opinions. Disrespect and disparagement will not be tolerated. We have a great opportunity to learn from each other, and to appreciate and understand our differences. As always, do your own work. Plagiarism will not be tolerated. It becomes a major pain for you, with the worst case scenario being expulsion from the university. And it makes me mad. You don't want to make me mad. Please refer to the UWSP policies (Chapter 14) on academic dishonesty, at <http://www.uwsp.edu/admin/stuaffairs/rightsandresponsibilities.aspx>. If you have any question at all about what constitutes plagiarism within your assignments, please ask.