

## NRES 320: NR COMMUNICATIONS AND PUBLIC RELATIONS SPRING 2024 – DR D LUECK

---

**Lectures:** 10 a.m. Tuesday (Section 1), 3 p.m. Thursday (Section 2)

**Labs:** Sec 1-01, Thursday 12 noon; Sec 1-02, Wednesday 1 p.m.

Sec 2-01, Wednesday 9 a.m.; Sec 2-02, Friday 10 a.m.

**Contact:** [dlueck@uwsp.edu](mailto:dlueck@uwsp.edu); Rm 245 TNR Bld, 715-346-4151

Office hours on Thursdays 11:00 and 2:00, or email for appointment.

### ***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.](#) Additional Readings are posted 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 issues. **\*\*A note on Participation points: You START with 15 pts. Every lab, lec, C/Q missed deducts points, and reduces your grade.**

<b>Assignment points</b>	<b>(Total 115)</b>
Attendance/Participation/Quiz**	15
Interview Project (group)	8
Cliches	2
Resume & cover letter	13
Article Analysis & presentation	10
Grant Project (team or solo)	10
Diversity Reflection	3
Social Marketing (team)	3
Public meeting evaluation	10
Public comment	5
Futuring exercise	3
Conflict Presentation (group)	18
Final exam	15

<b>Grading Scale</b>	
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**

**Accessibility Statement:** *Any student who needs an academic accommodation due to the impact of a disabling condition (including ADHD, learning disabilities, psychological and/or medical conditions, or temporary injury) should contact the Disability Resource Center (DRC) at 715-346-3365, [drc@uwsp.edu](mailto:drc@uwsp.edu), or [www.uwsp.edu/drc](http://www.uwsp.edu/drc) to determine reasonable accommodations. The DRC supports students and faculty in the notification and implementation of those accommodations, in accordance with the University's obligations under federal law and Board of Regents policy (see <https://www.uwsp.edu/datc/Pages/law-regent-policy.aspx>). Students can seek accommodations in a course at any time but are advised to do so early in the semester to ensure sufficient time to establish.*

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.