

### Impacts of Climate Change: A closer look at the Intermountain West

For this project, you will work in groups of 2 to 4 people on a topic that **links climate change and values** (via ecosystem services). As a group, you will create a Climate Communication Campaign consisting of a **static ad** (print or billboard) and a **live action** video/presentation with a clear message. **Your group will assume an identity** (e.g. Presidential candidate, local environmental organization, large national advocacy group, etc.) and **identify your audience(s)** (the audience(s) should make sense together and with your campaign). **Your campaign must have an ASK**. As a group, you are either advocating for bill passage, the election of a candidate, for folks to take individual action, to take collective action, to advance the use of X technology. Both pieces need to connect the ASK to ecosystem services and thus the values of your intended audience. The message of your video and print advertisement should be consistent but their intended audiences can vary (be prepared to describe how you have tailored your messages).

Your **live action** presentation can be video, graphics based, live or a mixture. The print advertisements can be a billboard ad, magazine ad, newspaper ads, etc. You will work in your groups of 2-4 and your videos will be presented to the class Tuesday morning. **Your entire presentation (print and video) should be no longer than 10 minutes**, this includes a **brief explanation of the science** behind your message as well as who you are (i.e. the voice of the video and advertisement) and **who your audience is**. In addition, this will allow for 5+ minutes of questions for each group. Your classmates and I will assess your entire campaign using the rubric below. In addition to the scientific accuracy, clarity of message, and overall effectiveness, you will also need to be able to answer questions about the underlying science.

#### Rubric for both Print Advertisement & Video

All categories will be ranked on a scale from 1-6

- [20%] Content: The content must be scientifically accurate
- [50%] Communication Style (Elements listed below)
  - (20%) Clarity: You have crafted a clear message
  - (10%) Context: You put the scientific information in context (with a current event, social justice, etc) that makes sense for your region (think about local economy, politics, in addition to polling results)
  - (10%) Language: Good use of metaphors, analogies or references to everyday situations to describe the “lesson learned”
  - (10%) Audience: consider your audience by relating the information to something they care about – for example something local if you choose to write a letter to editor.
- [20%] Engagement: Be engaging, be creative! PowerPoint can be engaging – you don’t have to do something over the top, just remember you are trying to enact change or action via the content – think about your messaging.
- [10%] Ability to answer questions: All groups will have the opportunity to answer questions after their videos run – demonstrated mastery of subject matter is important.

Suggested timeline for group presentations:

- 3 minutes: Present your print advertisement. Explain, in detail, the choices you made in developing this advertisement. Then, explain how it speaks to the audience. Use relevant research in this discussion, but in plain language.
- 5 minutes: Present your video. Explain, in detail, the choices you made in developing this advertisement. Then, explain how it speaks to the audience. Use relevant research in this discussion, but in plain language.
- 3 minutes: time for Q&A

Individually, you will write a **short paper** (no more than 5 pages, double-spaced, not including references) describing and documenting your topic. Depending on the chosen topic, your papers could take very different approaches. If your group chooses a specific case study, then your paper should document the history of that case and describe the science involved. Alternatively, if your group chooses to create a campaign around a more general problem, then you should be sure to document said problem at the national/regional scale using government reports and peer reviewed papers. Essentially, your paper is a well-written, concise summary of what you needed to read in order to create a compelling, scientifically and contextually accurate, climate campaign. The paper is **due 4<sup>th</sup> Wednesday at 12 PM**.

In an effort to provide as much latitude as possible in the approach you take in your paper – you will be assessed on your ability to summarize the necessary background information and weave a cohesive story. Your paper **MUST** touch on each of the three elements summarized below:

1. Global Change Driver & Effect: The paper explicitly connects a driver of global change (rising CO<sub>2</sub>, population growth) to an ecosystem effect in the Western United States.
2. Ecosystem Services & Values: The paper identifies the ecosystem service(s) at stake and connects the loss a value...
3. The paper connects the ASK of the campaign back, if you succeed what difference will it make?

All pieces must be backed up with peer-reviewed literature. Beyond that, you may take on whatever framing you would like. For example if you want to write your paper from an ecosystem services perspective and only touch on the other pieces that would be fine – as long as they are incorporated and explained.

	<b>6-7</b>	<b>7-8</b>	<b>8-9</b>	<b>9-10</b>
<b>Content (65%)</b>	Paper fails to explain two or more of the necessary pieces	Paper is missing one of the three necessary pieces and/or does not explain something	Paper includes the three necessary pieces (above), each explained well	Paper has 8-9 plus utilizes examples (from case study or similar cases) to illustrate and connect ideas
<b>Writing Style (20%)</b>	More than 5 errors and poor paragraph construction	<5 spelling or grammatical errors and/or poor paragraph construction	No spelling or grammatical errors. Good paragraph construction	Everything in 8-9 and the paper has a strong intro and conclusion, flows throughout
<b>Citations (15%)</b>	Two or more sections are lacking citations	One section is lacking citations and/or citations are not woven together	All 3 of the necessary pieces are supported by 2 or more citations. Correct in-text citation format	2 or 3 of the necessary pieces are supported by more than 4 citations. Literature well incorporated