

ECL 290 Climate Advocacy: “Being the Media”

CRN 39722, 2 units

Wednesday 2:10-4:00

Students will develop, script and articulate a climate solution narrative in easily marketable language for direct advocacy purposes.

Using grassroots “people-powered” web videos, petitions & campaigns as examples, teams will work on their specific climate solutions by creating narratives and digital media that will be used to build public awareness and apply public pressure for implementation.

Instructors

Guest Instructor **Jonathan Greenberg** is a trailblazing media evolutionary, nationally renowned journalist and founder of Progressive Source Communications.

He also runs TheSonomaIndependent.org, an award winning public interest solutions and advocacy website.

Tom Tomich is distinguished professor of sustainability science and policy, founder of the Food Systems Lab, and co-editor of the *Annual Review of the Environment and Resources*.

He is a food systems economist with 25+ years leadership in sustainable agriculture, food policy, and integrated ecosystem assessment.

Anthony Wexler is founder and Director of the Air Quality Research Center and founder of the Climate Adaptation Research Center and Distinguished Professor of Mechanical and Aerospace Engineering, Civil and Environmental Engineering, and Land, Air and Water Resources at UC Davis.