

Syllabus: Creative Conservation Messaging (MUSM 6110)

Description: Most direct conservation messages are heard only by those that want to hear them. Unfortunately, the most important groups we would like to reach with conservation messages are instantly turned off by those messages either because of differences in political or financial ideologies or because the methods of presentation that can be too preachy and repetitive. What we will delve into with this interdisciplinary, graduate seminar is the exploration and development of new creative methods to impart conservation messages to these hard-to-reach audiences. For this course to succeed, cohesion and trust among the participants will be critical. Therefore, team-building will be stressed in the first two meetings in conjunction of laying the foundation of creative conservation messaging. Then the following eight weeks will focus on creative conservation presentations by artists, musicians, science journalists, marketers, exhibit developers, informal education experts, web education developers, and conservation activists. These will serve two purposes—inspiration on what is possible to create using artistic expression and to aid in the development of artistic expression and conservation messaging among participants. Each week of expert presentations, students will brainstorm their own set of creative messaging based on the expert’s work and work through these as a group in discussions and small independent projects. Midway through the class the students will present one of these small projects to the class. Lastly, the final few weeks will be spent developing their final projects that will be shown or presented publically in the CU Museum’s *BioLounge*.

Instructor: Dr. Christy M. McCain
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Office Hours: Tuesday & Wednesday 11-12:30pm or by appointment

Seminar: Wednesday 2-5 pm
Lecture Location: Paleo Hall, Henderson Museum

“Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing”
Doug McKenzie-Mohr.

Grading: As a rule-of-thumb, grades will be awarded as follows: 90-100% = A; 80-89% = B; 70-79% = C; 60-69% = D; below 60% = F. Borderline cases = “+” & “-”.

<u>Activity:</u>	<u>Undergrad Level (3170):</u>
Weekly Participation (20 pts each)	300 points
Presentations (75 pts each)	225 points
Final Presentation	150 points
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Total	675 points

DAY	MUSM 6110: CREATIVE CONSERVATION MESSAGING	NOTES
1/15	Introduction of Conservation Messaging—are we reaching our audience?	
1/22	Marda Kirn— <i>EcoArts</i> : How the arts can aid conservation (opening interest, inspiration); Scott Gwozdz & Dana Watts (non-profit marketing messages)	BioLounge
1/29	Michael Brown: Serac Adventure Films	
2/5	Tom Yulsman: Environmental Journalism & blogging	
2/12	Jason Houston: Environmental Photographer	
2/19	Richard Saxton: Artist & Open Action Workshop	
2/26	Favorite Blogs & Social Media; Initial Project Discussion	MCOL E280
3/1 SAT!	Free Concert: Jeff & Paige at the CU Museum	
3/5	Jeff & Paige: Discussion of conservation through Music	
3/12	Presentations I—project storyboard	
3/19	Michael Theodor: Digital Artist	
3/26	Spring break—no class	
4/2	Nick Forster: E-Town Radio & social change	E-town: 16th & Spruce
4/9	Presentations II—project progress, storyboards & timeline	
4/16	Environmental Activists (Patty Limerick, Center for the American West) Maren Waldman (Dance)	
4/23	Presentations III—project final preparations	
4/30	Public Presentations	BioLounge