

NR35 - Natural Resources and Public Relations

Course Syllabus for Spring 2000

Lecture: M W 1100-1150

Lab: M 1400-1650

Instructor: Kenneth Nolte

Office FEM10, Phone: (559) 638-3641 Ext. 3499

Office Hours: MWF 1200-100, TTH 1300-1400 or other times by appointment.

Books: None required

Course Objectives:

Provide students with experience planning, developing, and implementing public relations and interpretive programs related to natural resources. Skills taught will include giving talks, narrative walks, building displays, and writing news releases.

Tentative Schedule

	<u>Lecture</u>	<u>Lab</u>
Week 1	(M) Discuss Syllabus/Introduction (W) Making presentations	Discussion/ <i>Icebreaker</i>
Week 2	(W) Making presentations	No Lab
Week 3	(M) Writing for the eye and ear (W) Writing for the eye and ear	Field Trip
Week 4	(M) Defining Public Relations (W) Attitude and Public opinions	<i>Speech 2</i>
Week 5	(M) Research (W) Communications	Field Trip
Week 6	(M) Ethics (W) Writing and public relations	Prepare for speech
Week 7	(M) Writing and public relations	No Lab
Week 8	(M) Brochures (W) News releases	<i>Speech 3</i>
Week 9	(M) Using PowerPoint (W) Using PowerPoint	Guest Presentation

Schedule Continued:

	<u>Lecture</u>	<u>Lab</u>
Week 10	(M) Video (W) Internal public relations	Work Time
Week 11	(M) Intro to Interpretation (W) Naturalists	Sequoia Lake Trip
Week 12	(M) Goals of Interpretation (W) The interpretive process	Interpretation
Week 13	(M) Knowing your audience (W) Interpretive centers	<i>PowerPoint Presentations</i>
Week 14	(M) Interpretive centers (W) Interpretive programs	<i>PowerPoint Presentations</i>
Spring Break		
Week 15	(M) Interpretive Media (W) Interpretive trails and signs	Sci. Con Preparation
Week 16	(M) Interpretive trails and signs (W) Sci Con	Sci. Con <i>Interpretive Trail Assignment Due</i>
<i>Sequoia Lake Field Trip</i>		
<i>Week 17</i>	<i>Course Evaluation</i>	
	Final Exam 5/17 Wednesday at 1030	

Drop date:

The deadline for dropping this course without receiving a grade is March 12th at 1700 hours. After this date I must assign a grade and it will most likely be an F.

Attendance and Grading Policy:

If you miss a lecture, you are responsible for obtaining notes from a classmate. The success of this or of any class depends on the presence and active participation of each student. Therefore, you are expected to attend every class. Your attendance record will be considered when assigning your final grade. Individual exam grades may be curved and final grades will be assigned based on a straight percentage system according to the following scale:

Course Grade	Cumulative Percent
A	90-100
B	80-89
C	70-79
D	60-69
F	50-59

Breakdown of Grades	Points	
Introductory Speech	50	
Second Speech	100	
Third Speech	150	
Interp. Trail	200	
PowerPoint Presentation	200	
<u>Interpretive Presentation(SciCon)</u>	<u>200</u>	
Total	900	Points

Field Trips:

There will be required field trips taken during the semester. These trips will generally be taken during scheduled lab times but we may sometimes return to the College after 5:00pm. Scheduled trips will happen **rain or shine** so come prepared for the worst possible weather situations. **Always come prepared to go outside during lab.**