



Presents

Communicating the Urgency: The Role of New Media in Bringing About a Change in Environmental Perceptions and Actions...and Quickly!

Workshop Description:

Scientists have been warning us for years about the potential for major environmental changes coming our way, but the media has been slow to tell this story. And yet these changes are happening – global warming and all it brings, for example, is evident. Information and science can offer guidance toward informed decision making, and equally important, finding ways to communicate this information to a wide audience.

Communicating the Urgency is a 10 hour workshop over the course of 5 days that combines environmental field studies with photography and filmmaking. Students will discuss and learn how to design and create new media campaigns that will inform a global audience. This workshop is designed to inspire students to seek out the important stories of the earth sciences and to tell those stories using digital media tools. Though it's not required, students are encouraged to bring a still or digital video camera, and an underwater housing if available. This workshop will be taught by SFS alumnus and professional producer and distributor of Ocean Media, Michael Hanrahan.

About Michael Hanrahan

Michael is the president and co-founder of The Ocean Channel, a communications company focused on the production and distribution of ocean media. Michael has worked in the environmental media business for the past 15 years, managing projects for clients such as the National Oceanic & Atmospheric Administration (NOAA), The Nature Conservancy, IMAX, the Environmental Defense Center, and the National Park Service. Michael founded and co-produces the annual Santa Barbara Ocean Film Festival, which brings the very best ocean films from around the world to Santa Barbara, CA for screenings and awards. Michael works closely with University of California, Santa Barbara in the development of their Environmental Media Initiative, leading a video journalism program during UCSB's summer classes called, *Blue Horizons* - a concept designed to enhance students' ability to communicate the critical marine environmental issues of our time using "next generation" digital tools.