

6-2015

Informing Citizens About Sea Level Rise in Miami

Susan Jacobson

Journalism and Mass Communications Department, Florida International University, sujacobs@fiu.edu

Kate MacMillin

Florida International University

Follow this and additional works at: http://digitalcommons.fiu.edu/sea_level_rise



Part of the [Communication Commons](#), and the [Environmental Sciences Commons](#)

Recommended Citation

MacMillin, K. & Jacobson, S. (2015). Eyes on the rise: Informing citizens About sea level rise in Miami. Panel, Communicating to Diverse Audiences Vulnerable to Impacts of Climate Change: Scholarly and Professional Journalism Bridging the 'Climate Gap,' at the International Environmental Communication Association's 2015 Conference on Communication and Environment in Boulder.

This work is brought to you for free and open access by FIU Digital Commons. It has been accepted for inclusion in Sea Level Rise Collection by an authorized administrator of FIU Digital Commons. For more information, please contact dcc@fiu.edu.



Eyes on the Rise

Sea Level Rise South Florida

Informing Citizens About Sea Level Rise in Miami

Susan Jacobson, PhD

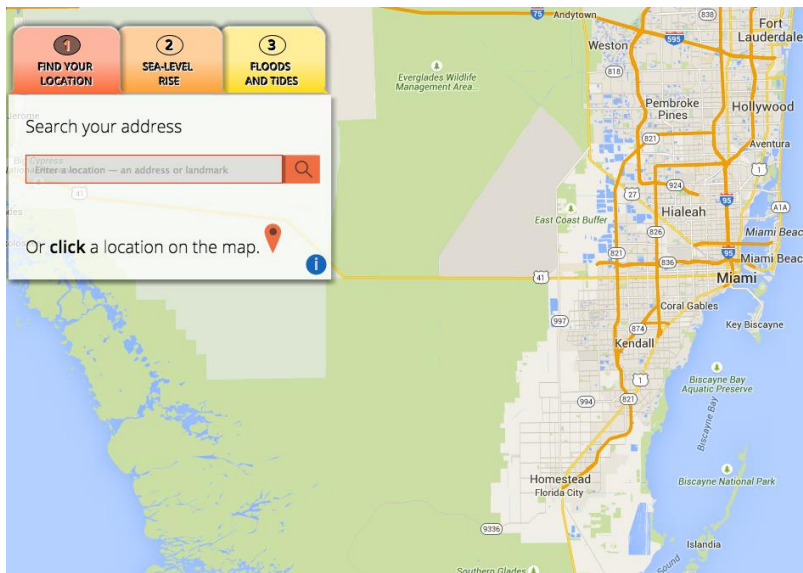
Kate MacMillin

Florida International University



Collaborative Projects

SLR Toolbox



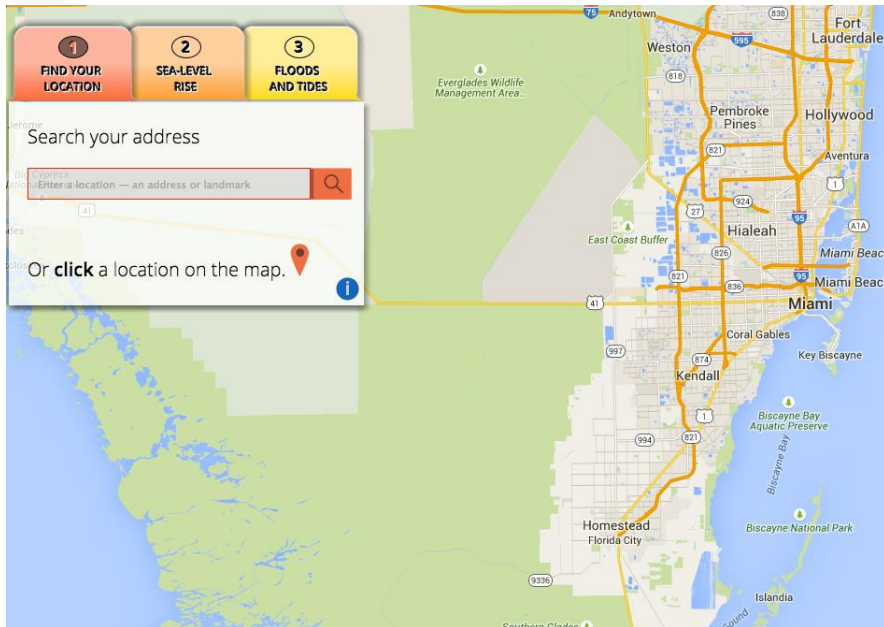
SLR Impact TV Series



SLR Toolbox

SLR Toolbox

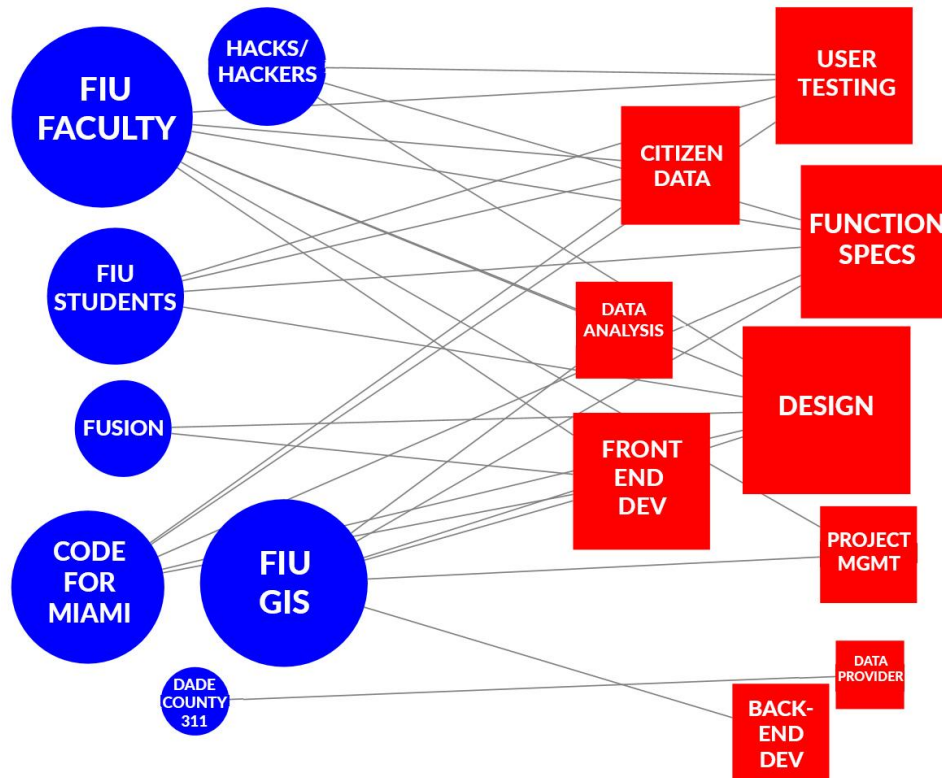
Show Site



<http://eyesontherise.org/app>



SLR Toolbox: Development



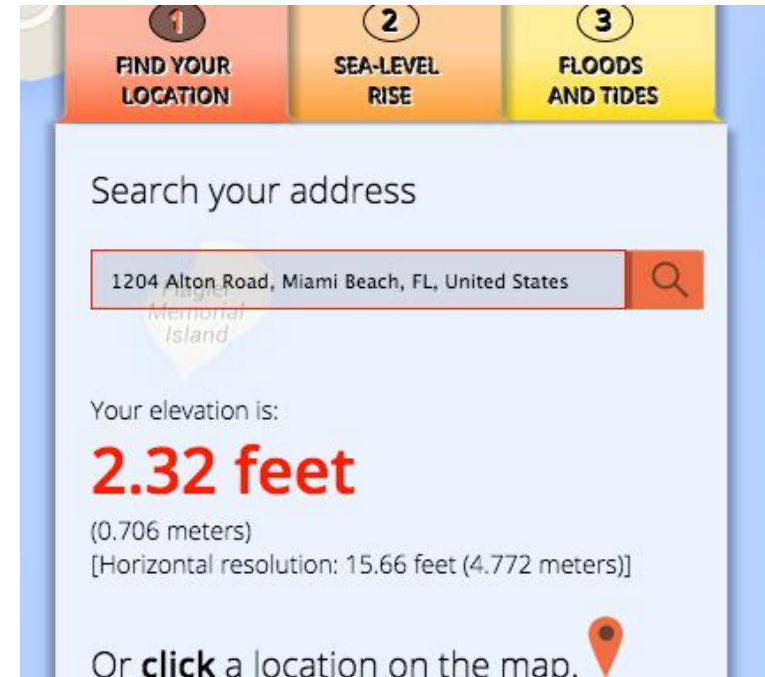
- * Brainstormed for grant
- * Created design mockups
- * GIS implemented design
- * Conducted user testing
- * Design mockups 2
- * Design mockups 3 (Fusion)
- * Implemented Design 3
- * Launched app
- * Continuous updates

Created with NodeXL (<http://nodexl.codeplex.com>)



SLR Toolbox: Challenges

- * Politics
- * Representing **years vs. feet**
- * Creating **interface for a lay audience**
- * Providing **context**
- * **Scientific information vs. journalism**
 - * Google Elevation vs. LiDAR
 - * Visualizing .5 feet on 1-foot scale



SLR Impact: Student Video Series



<https://www.youtube.com/watch?v=XrggfTx4yWQ>



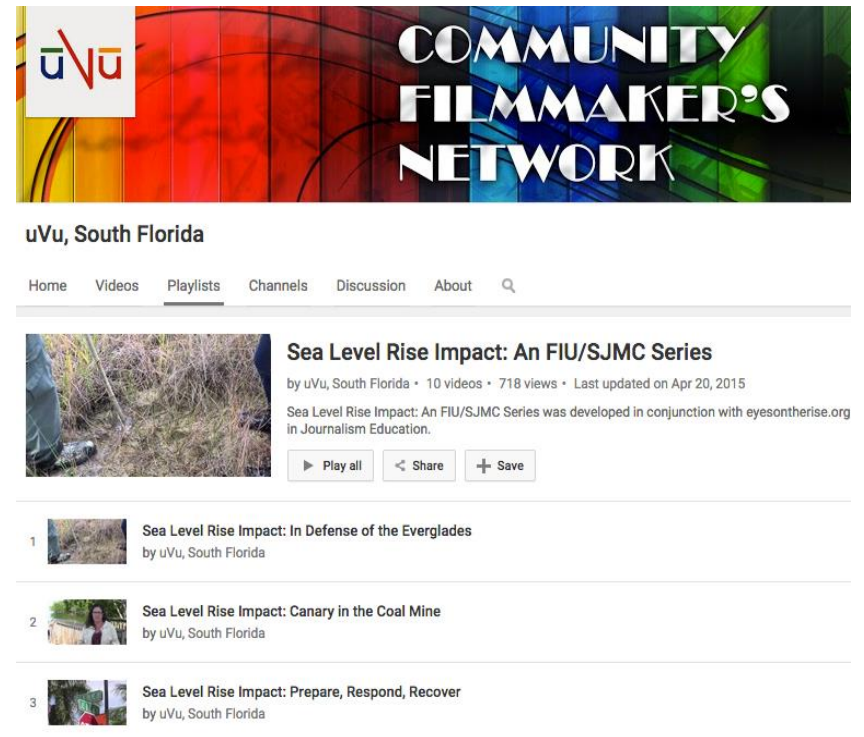
SLR Impact: Student Video Series

- * Students worked in teams to produce short videos about sea level rise in South Florida.



SLR Impact: Student Video Series

- * **SLR Impact: An FIU Student Series** was published on the Web site of WPBT2. It became their highest-rated Web series.



The screenshot shows the YouTube channel page for "uVu, South Florida". The channel banner features the "COMMUNITY FILMMAKER'S NETWORK" logo. The channel name "uVu, South Florida" is displayed below the banner. The navigation menu includes "Home", "Videos", "Playlists", "Channels", "Discussion", "About", and a search icon. The main content area shows a video series titled "Sea Level Rise Impact: An FIU/SJMC Series" by uVu, South Florida, with 10 videos and 718 views. The description states: "Sea Level Rise Impact: An FIU/SJMC Series was developed in conjunction with eyesontherise.org in Journalism Education." Below the main video are three video thumbnails with titles: "Sea Level Rise Impact: In Defense of the Everglades", "Sea Level Rise Impact: Canary in the Coal Mine", and "Sea Level Rise Impact: Prepare, Respond, Recover".



SLR Impact: Student Video Series

- * Series was edited into a 30-minute documentary **South Florida's Rising Seas: Impact**. Special will air on WPBT2 on June 24 at 7:30pm & June 28 at 1:30pm.



Thank You!

Susan Jacobson, PhD

Assistant Professor, Florida International University

sujacobs@fiu.edu

Kate MacMillin

Assistant Professor, Florida International University

kmacmill@fiu.edu

