

8-7-2014

# Behind the Scenes: Making News About Sea Level Rise

Robert E. Gutsche Jr.

*School of Journalism and Mass Communication, Florida International University, rgutsche@fiu.edu*

Follow this and additional works at: [http://digitalcommons.fiu.edu/sea\\_level\\_rise](http://digitalcommons.fiu.edu/sea_level_rise)



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

---

## Recommended Citation

Gutsche, Robert E. Jr., "Behind the Scenes: Making News About Sea Level Rise" (2014). *Sea Level Rise Collection*. 85.  
[http://digitalcommons.fiu.edu/sea\\_level\\_rise/85](http://digitalcommons.fiu.edu/sea_level_rise/85)

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](mailto:dcc@fiu.edu).



# Eyes on the Rise

## Behind the Scenes: Making News About Sea Level Rise

AUGUST 7, 2014 / TED GUTSCHE / 0 COMMENTS

Eyes on the Rise Presentations



Take a look at the above video that has students in a multimedia capstone course – the final class students take before graduating Florida International University’s School of Journalism and Mass Communication – explaining the intentionality behind work they produced in summer 2014 for [eyesontherise.org](http://eyesontherise.org).

In addition to covering issues connected to rising sea levels in South Florida, students:

– Created a [Mission Statement](#) for the Eyes on the Rise project, set its [goals, approaches](#), and project [outcomes](#) that can be measured to understand its impact. These guidelines will serve as a foundation for the next two semesters of classes focused on this project.

– Built a [list of story ideas and sources](#) to guide future reporting. The lists are public so that community members can go in and add new ideas, help develop the ideas, and volunteer to be a source.



– Began branding initiatives by creating radio [Public Service Announcements](#) and other language that will be shared with the community to promote the project.

– Broadened [their understanding of community journalism](#). Content was secondary to the more holistic notions of journalism as a social force in which students applied not only journalistic and multimedia skills, but explored how branding, marketing, engagement, and event planning can contribute to inclusive media.

