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Behind the Scenes: Making News About Sea Level Rise

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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.

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.

