



# RWFM 321/621

## COMMUNICATING NATURAL RESOURCES

Learn how to help solve complex natural resources challenges through effective communication strategies that consider social, regulatory and economic factors for land stewards.

### COURSE OVERVIEW

Land stewardship is a multi-dimensional endeavor, whether you're new to the land, live off the land, are making policy decisions for landowners or working directly with the flora and fauna of urban and rural communities. For every generation, effective communication is key to the success of sound practices. This course will teach you to see how communication methodologies can change perspectives and encourage adoption of science-based solutions, helping to solve complex natural resource challenges. We'll explore the diverse stakeholder groups and cultures, dynamic media types that convey science, and the skills required to think comprehensively about communications strategies for Texas and nationally relevant issues. Through this course, you will grow as a poised, professional communicator.



### WHAT YOU WILL LEARN

- About the Land Grant mission and why strategic communication is a critical element of fulfilling this charge.
- Communication methodologies, mediums and platforms to deliver information to stakeholders.
- How to assess complex scenarios within natural resource topics.
- How to develop engagement products that integrate social, regulatory and economic factors.
- Reflect upon your individual communication style as a new professional.

**Growing leaders who are strong communicators and advocates in our natural resource field.**

### QUESTIONS?

Dr. Melissa Shehane; [melissa.shehane@ag.tamu.edu](mailto:melissa.shehane@ag.tamu.edu)  
Brittany Wegner; [brittany.wegner@ag.tamu.edu](mailto:brittany.wegner@ag.tamu.edu)