

## ESM 438 Gauchospace Site

# ESM 438 - PR SKILLS ENV PROS - Winter 2023

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My courses

ESM 438 - W23

## Welcome to ESM 438!

*"There are only two types of speakers in the world: those who are nervous and those who are liars" - Mark Twain*

Welcome to ESM 438, a five-week deep dive into all things public speaking for environmental professionals!

- Lectures: Tuesdays from 5-6:50 pm in Bren Hall 1510
- Labs: Fridays from 9-12 am or 1-4 pm in Bren Hall 1510
- Office House: Tuesdays and Thursdays from 3-4:30 in Bren Hall 4520
- Grades: Attendance based, with each lab/lecture 10% of your grade



[Instructor Announcements](#)



[Syllabus](#)

^ Welcome message + quote, bullet points about course, PDF of syllabus, and instructor announcements (reminders before each class)

▸ Open all ▾ Close all

▸ Week One: Public Speaking Skills

▸ Week Two: Outlining Presentations

▸ Week Three: Slide Design

▸ Week Four: Answering Questions

▸ Week Five: Student Choice!

^ overall outline of 5 weeks

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Week One: Public Speaking Skills


February 13-17, 2023


[Lecture:](#)

- Tone, posture, pacing
- Removing jargon from communication
- Components of an elevator pitch

[Lab:](#)

- Practicing famous movie monologues
- Giving elevator pitches to various audiences

 [Lecture One Slides](#)


 [Lab One Assignment](#)


To be completed and practiced **before** the start of the lab!


*Additional reading and resources around tone, posture, pacing, jargon, and elevator pitches.*

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Week One Additional Resources

 [Friman 2014.pdf](#)

 [Seals and Copdock 2022.pdf](#)

 [Watch Your Words AGU.jpg](#)

Download folder

^ week one and below down to week 5, each week had any additional resources in folder for download and had PDFs of the slides and assignments placed at the beginning of each week. The text for lectures and lab also linked out to the google slides and google docs so students could check that ahead of time too

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Week Two: Outlining Presentations


February 20-24, 2023


[Lecture:](#)

- Templates for science stories
- Tips for outlining talks
- Writing descriptive title slides


[Lab:](#)

- Telling a compelling short story
- Crafting and presenting your introduction

 [Lecture Two Slides](#)

 [Lab Two Assignment](#)

To be completed and practiced **before** the start of the lab!

 [Week Two Additional Resources](#)

## Week Three: Slide Design

*February 27- March 3, 2023*

### Lecture:

- Typography, images, icons, and color palettes
- Best practices for presenting data

### Lab:

- Powerpoint roulette activity
- Crafting and practicing your methods/results

 [Week Three Additional Resources](#)

 [Week Three Lab](#)

To be completed and practiced **before** the start of the lab!

 [Week Three Slides](#)

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Week Four: Answering Questions


March 6- March 10, 2023

[Lecture:](#)


- Fielding questions after presentations
- How to prepare for interview questions

[Lab:](#)

- Practicing conclusions and following Q and A
- Answering common interview questions


[Week Four Lab](#)

To be completed and practiced **before** the start of the lab!


[Week Four Slides](#)

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Week Five: Student Choice!


March 13- March 17, 2023

[Lecture:](#) (Some possibilities)

- Graphic design and data visualization
- Photographing your science
- Making and presenting posters
- Building your professional brand
- Best practices for inclusive communication


[Lab:](#)


- Full talk run throughs!


[Topic Solicitation!](#)

3 of 8 Submitted

Let me know what missing information you wish we could cover! Feel free to suggest just one idea or multiple. Please submit your ideas by Wednesday March 8 so I have time to prep materials.


[Week Five Lab](#)


[Palmer Penguins Graph](#)

Rough draft of plot we will transform with Affinity Designer

^ Week 5 was student choice! Had a topic solicitation quiz:

## Topic Solicitation!🔍

Overview Edit questions Templates Analysis Show responses

Let me know what missing information you wish we could cover! Feel free to suggest just one idea or multiple. Please submit your ideas by Wednesday March 8 so I have time to prep materials.

### Overview

Submitted answers: 3

Questions: 1