

COMM 632, Spring 06

[Risk Communication Campaigns]

Instructor

Prabu David
3080 Derby Hall
david.15@osu.edu

Office Hours

MW: 1:30-2:30

Course Information

TR: 9:30 - 11:18
Derby 3176

Description and Objectives

Course Description

This course is designed for undergraduate seniors and 1st year master's student who are interested in the theory and application of risk communication. Emergency preparedness and emergency risk communication are central to this course. Each student will develop a risk communication plan and some message and design components to go with the plan.

The course is organized into three sections, with approximately three weeks (6 class meetings) devoted to each of the following sections:

Part 1: Understanding of risk communication, theory and principles, legal and ethical considerations

Part 2: During this phase, students focus on planning the risk communication efforts, developing appropriate methods and a communication plan.

Part 3: In the final three weeks of the quarter, students create specific implementation strategies, such as designing information materials, visual representations of risk, spokesperson training, stakeholder participation and working with the media.

Objectives

At the end of the quarter, students will be able to integrate skills, competencies and concepts to design risk communication campaigns for clients.

Skills and Competencies

Students will learn how to plan a risk communication effort, how to put it into action, and how to evaluate this effort. Also, students will learn to put their message design skills into action.

Conceptual Knowledge

The conceptual foundations for this class are drawn from the social, psychological and cultural understandings of risk communication. The risk communication campaign is driven by the principles of social marketing. Students learn about the impact of risk communication on different stakeholders, including the media.

Textbooks and Guides

Lundgren, R., & McMakin, A. (2004). Risk Communication: A Handbook for Communicating Environmental, Safety, and Health Risks. Columbus, OH: Battelle Press. ISBN: 1-57477-142-6.

Are You Ready? An In-depth Guide to Citizen Preparedness, FEMA. IS-22, August 2004.
http://www.fema.gov/pdf/areyouready/areyouready_full.pdf

Talking About Disaster: Guide for Standard Messages, American Red Cross.
http://www.disastereducation.org/library/public_2004/Talking_About_Disaster_Guide.pdf

U.S. Department of Health and Human Services. Communicating in a Crisis: Risk Communication Guidelines for Public Officials. Washington, D.C.: Department of Health and Human Services, 2002.
<http://www.hhs.gov/od/documents/RiskCommunication.pdf>

Evaluation

Attendance and Class Participation [50 points]

5% of the points are set aside for attendance and class participation. Students are expected to come prepared, having read all the assigned readings.

Midterm and Final [250 + 250 points]

The mid-term and final exam together account for 50% of the grade. Students should prepare for both short-answer and multiple choice questions.

Project [100+100+100+150 points]

Project-related assignments are worth 450 points. Students design a 3-part project and each part is worth 100 points. Projects are due at the end of Weeks 3, 6 and 9 of the quarter. The final submission, worth 150 points, is a revised resubmission of the 3 three parts that are tightly integrated to constitute a polished, final product.

Grading

Final Exam	250
Mid-term Exam	250
Project Part 1	100
Project Part 2	100
Project Part 3	100
Revised Project	150
Class Participation	50

900 – 1000 = A scale; 800 – 899 = B scale; 700 – 799 = C scale; < 700 = D scale.

Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct (http://studentaffairs.osu.edu/info_for_students/csc.asp).

Disability Services

Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated, and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 150 Pomerene Hall, 1760 Neil Avenue; telephone 292-3307, TDD 292-0901; <http://www.ods.ohio-state.edu/>.

Calendar

Week 1: Introduction and Theory		
Lundgren & McMakin, Ch. 1 & 2	Introduction and Understanding Risk Communication	
FEMA, Basic Preparedness, Part 1, 1-47		
Week 2: Constraints to Risk Communication		
Lundgren & McMakin, Ch. 3 & 4	Laws that mandate risk communication; constraints to effective risk communication	
FEMA, Natural Hazards, Part 2, 49-85		
Week 3: Ethics of Risk Communication		
Lundgren & McMakin, Ch. 5 & 6	Social, organizational, and individual ethics in risk communication.	
FEMA, Natural Hazards, Part 2, 86-127		
Week 4: Planning the Risk Communication Effort		
Lundgren & McMakin, Ch. 7 & 8	Audience Analysis and planning the risk communication effort.	
FEMA, Technological Hazards, Part 3, 127-139.		
Week 5: Research and Message Design		
Lundgren & McMakin, Ch. 9 & 10	Research, communication strategies and message design.	
FEMA, Terrorism, Part4, 147-173.		
Week 6: Developing the Communication Plan		
Lundgren & McMakin, Ch. 11 & 12	Developing a communication plan.	
FEMA, Recovery, Part5, 179-201.		
Week 7: Information Materials and Visual Representation of Risk		
Lundgren & McMakin, Ch. 13 & 14	Information materials, visual representation of risk and message tactics, including message design.	
Week 8: Working with the Media		
Lundgren & McMakin, Ch. 15 & 16	Message design continued – emphasis on face-to-face communication, working with media and other stakeholders.	
Communicating in a Crisis: Risk Communication Guidelines for Public Health Officials.		
Week 9: Technology-Assisted Communication		
Lundgren & McMakin, Ch. 17 & 18	Incorporating communication technology into the communication plan.	
Week 10: Bioterrorism and Other Emergencies		
Lundgren & McMakin, Ch. 19 & 20	Preparedness and Emergency Risk Communication Strategies	
Week 11: Final Exam		
Final Exam	Final Exam	

