

**Bailey Magnuson
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**Communications for Advocacy
Advisor: Karla Hult**

Description of the major:

For this independent major in Communications for Advocacy, I will integrate courses of multiple subsets in order to gain a skill set and foundation of knowledge that will aid me in pursuing relevant, important, and meaningful work in the realm of advocacy, public education and outreach. My focus will be on three intertwining objectives:

- effective delivery of a message
- shaping a message to effectively, successfully reach audiences, and to find my fit amongst extremes and truly be heard
- building a foundation for credible and informed communication, from which to springboard off of.

The first of these three objectives will take form through coursework in writing, public speaking, and a film production study course, and then through the Independent study my senior year as well, where I'll utilize multiple different forms of communication to relay a message that I am passionate about.

As for the second objective, psychology courses will serve to help me understand my audiences, in a social and cognitive sense, so that I can know how to better reach others who may have differing perspectives and opinions than me as well as bias that blockades against my viewpoint. The media landscape course will help me to find my true fit, a more rational and non-extremist fit, amongst all of the chaos in the media that gets tuned out and dismissed by many, in order to be heard and attempt to begin easing the extremely black and white tone of popular media and public communication.

To build the foundation of credibility as mentioned in my third objective, I will study social or public policy, conservation, and environmental ethics, as well as conduct independent research on a topic that speaks to me. The integration of these disciplines will allow me to become a much more effective communicator, and will give me the skills and starting ammunition to launch my career in the direction(s) I am most drawn to.

Questions to pursue:

Messaging

- What makes people listen to, be open to, and truly hear someone's voice?...What makes people see a voice as having validity?
- How does this vary for different ages and different audiences?
- How can I retain the emotion and passion for topics I am writing about, while being more concise?

Education and empowering generations

- How can giving people information and empowering support inspire and help spur them to take action as well?
- How do we change society for the better?
- How can educating youth and youth outreach effectively, meaningfully make a difference in the world through those kids? How do we truly reach young people and positively impact their way of thinking, seeing and filtering the world around them, how they are affected by it, and effect how they choose to go out into the world and treat others, contribute to nature, and society?

Organization impact

- How is writing as a member of or representative of an organization different from writing independently?
- How do nonprofits make an impact toward their mission or ideal goals?
- How do nonprofits become increasingly impactful and successful?
- What qualities of or kinds of organizations have the largest or most significant impact?

Make-up of the major/ Academic Rationale:

Effective communication classes-crafting the message

Creative Nonfiction Writing ENGL 291

Learning and practicing how to express important and informative messages with strong, clear, concise and persuasive language that captivates attention is central to my goal for this major, and this course would give me the opportunity to explore and progress my skill in this.

Public Speaking

Confident, intelligent and charismatic public speaking can serve as an extremely useful and impactful tool when it comes to inspiring others and making change happen, and so I think it is also an essential skill and piece for my degree as I prepare to go out into the world and make a difference. Self confidence is a very highly rated quality for individuals in the work world, and something that I will grow in through public speaking work.

Film and Media Production FMS 220

This course emphasizes the power of sending primary messages through visuals, without explicitly stating these implications. There is much to be said about the power of cinematography and the meaningful, emotionally impactful, and clear messages it can deliver through visual storytelling. Video can be an extremely effective way to reach audiences, and appeal to a larger crowd than those who would choose to read or listen to something that they either have pre-existing biases built against, or have a lack of concern or empathy for, as the issue at hand doesn't directly, significantly affect them as individuals.

IS 392

The integrative senior project will allow me to compile my learning experiences over the next years and really *apply them* into something meaningful and powerful that I create. I hope that this project can inspire and launch my future career work as well!

Understanding my audiences-shaping the message to fit me, and diverse audiences

The Media Landscape FMS 160

Today's media culture is not ideal. A lot of people with the loudest republican views going off the backwards, inconsiderate and bitter extreme depend to try to combat the democratic party, who's now being represented by a face that is also detrimentally extreme (sometimes not factoring in or conscious of individual and family financial situations, or quick to make assumptions and hateful judgements about larger groups than is fair); this causes more disregard, disrespect, and walls up to hearing the left side for republicans, and more understandable hate from the left, as the right appears increasingly more bigoted, inconsiderate and insensitive to things that really need to be respected and cared about as issues in need of recognition, but that I wish were represented a lot better. This is frustrating. I hope that this class can help me to find my true fit, and be able to express it in a way that is actually *heard*.

Principles of Psychology PSYCH 125

The basics of how people perceive, develop and learn from their environments and internal biases are helpful in the realm of education, and to presenting ideas and messages to people and having an idea of how that group of people may perceive it and how they may think, based on age, upbringing, personal experience, background etc..

Cognitive Psychology PSYCH 237

Knowing the way the mind works, including how people learn, memorize and retain information, is important in being able to educate others, and effectively educate yourself, and both of these things are aspects of my proposed major and future careers I want to pursue.

Knowledge to support and strengthen my work-building evident credibility and support for the message

Conservation Biology BI/ES 226

Protecting, preserving and restoring wildlife, and the world's natural ecosystems is something that I care about, and would like to find work in, either as an educator in an aquarium, zoo, national park, or animal conservation organization, or as someone working in advocacy and outreach. This course would provide me with a foundation of knowledge to springboard from.

Public Policy or Social Policy course (TBD) PSCI 246 or SWRK 258

Learning about policy; what policy is already in place, how it got there, how it changes and is amended, is enforced, is strengthened etc.. will be a strong asset for me to have going into the workforce. Then I can make a difference, and speak from a grounded place of knowledge, not only with aspirations and positive views, but with knowledge of what is already fixed on paper, what is or isn't serving as effective, concerning policy that is at risk of being implemented and how to try and prevent and help resolve the conflict behind it, and how policy can play into the types of social and environmental change and empowerment I want to be part of.

Independent Research 297

This independent research block will allow me to delve into extensive, in-depth learning about an issue that I am driven to make a difference in, such as human equality/empowerment for women, people of all races, wildlife conservation/ animal protection, nature protection, global warming etc.. before I dive into my career. This course would also give me time to study how to get funding, as well as public and private interest to start, financially maintain, and grow organizations/ your own creation.

Environmental Ethics PHIL 257

This is another course that would help me to be able to better inform, educate, and advocate for the environment, especially in today's global climate change crisis. This is relevant to the type of natural world protection work I may pursue.

Hands-on Experiential Learning

Academic Internship 394/294

An internship with an established or growing organization or institute will give me hands-on experience in the real world, either working with one or multiple professionals who work for a mission based/cause advocacy organization, or with a professional public educator or public speaker.

Additional Experience-could potentially count toward the major

(Job shadowing, Interning, Networking, Volunteering, Work)

I want to gain additional hands-on and apprentice experience in the type of jobs and environments I am seeking to work in, to gain valuable experience, kickstart my career path, and get a feel for the types of jobs I would enjoy working in. I plan to start these endeavors this coming summer.

(I will want to include:)

- something experiential to give me management experience or exposure
- something to give me exposure to the science realm of workplaces
- something to give me experience in a role that encompasses writing, speaking, and being a communicator with others

COMPLEMENTARY MANAGEMENT STUDIES CONCENTRATION

There is a large overlap in the content of my individual major, and the course requirements of the management studies concentration. Gaining this concentration of study will give me heightened confidence and strength going into the workforce, and will be a strong asset to my pursuit of good jobs working for various organizations and causes. I have already completed Principles of Economics, and am registered to take Arts Management in the Fall. My summer internship, and volunteering or work experience will serve as the experiential requirements of the concentration, and I will take Principles of Accounting, Management, and Environmental Ethics, as well as Social Policy or Intro to Public Policy prior to graduation to fill the remainder of the requirements.

COMPLEMENTARY ENVIRONMENTAL STUDIES CONCENTRATION

Because of my interest in, and the value I see in nature and animal life, I think that taking the course work to gain an official concentration for my degree would be valuable in this work setting, as far as getting a job where I could really be involved with this stuff. This will also help me to turn my care into substantive knowledge that I can help tackle the very critical climate change issue with.

The cohesion of the subject matter in this individual major is designed to give me the tools to be a positive force for changemaking, in my communication and writing skills, in my approach, and in my confidence and foundation of knowledge. The integration of communications courses involving media, speaking to public audiences, and writing specifically for impact and raising awareness, and courses that educate me to be able

to educate others, and be a knowledgeable activist and source for multiple issues I care about, is a combination that is not found in any one major at the college.

The communication skill set, foundation of knowledge to use as a launching pad, and education to guide the shaping of my personal message, will all benefit from one another, and effectively work off of one another. The three categories of coursework will form a cohesive, effective communication major to reach audiences, so that I can use the knowledge I have gained and will continue to gain, to make a powerful, meaningful difference in the world in a way that inspires me, and speaks to my personal skills and attributes.

4 Year Course Grid:

INDIVIDUAL MAJOR – FOUR-YEAR COURSE GRID FOR PROPOSAL

Starting with your first college semester, fill in this plan for completing the courses in your individual major and your GE requirements*. Mark any major courses you have already taken. This plan may be adjusted later, but should show now:

- a) that you can accomplish all your major and other requirements in your remaining semesters, and
- b) the rational sequence in which you plan to take the remaining courses in your major.

Therefore, decide which courses should be taken before, or in conjunction with, which others. Show any planned off-campus study, and include any planned summer experiences between the academic year blocks.

Year 1 Semester 1				Year 1 Semester 2			
Course #	Title	major	GE	Course #	Title	major	GE
DEPT101	Intro to the Major	X	X		FYW		
	Principles of Psych	✓	✓		Film Production	✓	✓
	FYS		✓		Comparative Mysticism		✓
	Intro to Acting		✓		Contemporary Voice class		
	Musicianship						
	Hip Hop II		✓				
Year 1 Interim course				Summer class or internship?			
	Economics	✓	✓				
Year 2 Semester 1				Year 2 Semester 2			
	Management		✓		Cognitive Psych	✓	✓
	Playwriting				Tonality		
	Feminist Theology		✓		Intro Env Studies	✓	
	Arts Management		✓		Pedagogy		
	Ballet 1						
Year 2 Interim course				Summer class or internship?			
	NY Dance NOW		DEP		Internship		
Year 3 Semester 1				Year 3 Semester 2			
	Performing Semester				Directing		✓
					Public Speaking		✓
					Environmental Ethics		✓
					Conservation Bio		✓
Year 3 Interim course				Summer class or internship?			
	Independent Research or Mission Trip (do the other over a summer...or even combine)				performing job?!		
Year 4 Semester 1 (Please note fall Sr Proj plan)				Year 4 Semester 2			
	The Landscape of Media PAR	✓	✓	IS392	Senior Project II (1.0 credit)	X	
	Global Climate Change		✓		Public policy or social policy	✓	✓
	Accounting		✓		Creative Non fiction writing	✓	✓
	Intermediate Acting				Application Env Studies	✓	✓
					Environment History	✓	✓
Year 4 Interim course				Summer class or internship?			
	One of your classes-Public Speaking, Env. History etc						

*Cross off the GE requirements you have already fulfilled, and then as you add future courses into the grid:

FYW - BTS-B - WRI - WRI - WRI - WRI - ORC - FOL - AQR - SPM - SPM
 HWC - HWC - MCG - MCD - ALS-A - ALS-L - BTS-T - SED - IST - HBS - HBS - EIN

Notes regarding registration:

- I plan to study abroad for a semester
- For the semester dedicated to performing as noted, I plan to study off campus, potentially through the national student exchange program, or through another program of study (abroad or domestic).

Consultations:

Rachel Brandwein

- Liked the idea of my communications individual major; thought it made sense as a combination of different skills and aspects of communication that I enjoy and do well in.

Mitra Sadeghpour

- Supported the fact that there is non profit work, not just unpaid volunteering, and was a good bouncing board for my career interests.

Jonathon O'Connor

- Gave me the resource, and encouraged me to begin talking with advisors and creating my individual major last Spring.

Nekeidra F Morrison

- Connected me to the individual major process and talked about it with me, gave me great feedback on how to form my argument.

Lindsey Geise (Executive Director of River Arts Inc. in my hometown)

- Gave me valuable information about her administrative/arts management position.
- Suggested I have a major that is other than fine arts, not just a concentration to complement it which was very helpful to know and guided my major and fine arts plan.

Mary Trull

- Said that she likes the idea for my individual major!
- Provided me with feedback on the writing of my proposal, sentence/paragraph structure, excessive wordiness or repetition, tone of proposal, and focus of paragraphs.

Karil Kucera

- Gave me encouraging feedback on my proposal in person, and gave me potential major advisors and other suggested good resources, and my next steps to move forward with.

Anne G Berry

- Gave me great feedback on the title of my major, the structure and content of/thoughts on my proposal, and next steps for moving forward.

Karla Hult

- Agreed to be my individual major advisor! She is excited to help me along my path, and I am excited to work with her!

Mary Carlsen

- Talked over my vision with me, provided me with valuable CEO of non-profit contacts, and gave suggestions, including a suggested policy course which I have added to my proposal.

Piper Center- Kristi Kehrwald Adair

- Listened to my career wants and questioning about my major title, and suggested prioritizing experiences to lead my major the way I want it to go, and also gave me a page of St. Olaf Communications/PR contacts, one of which I might contact in the future as I try to find internships and jobs that excite and fit me!

Matthew Tobburen (Alumni and Executive Director of The Aliveness Project)

- Gave me great advice regarding experiences to figure out what you like, and letting your path shift as you go on, and not worrying about planning your whole life out.

Scott Wopatta (Alumni and Executive Director for the CAC of Northfield)

- Gave me great feedback as a/employer and encouragement on my individual major direction, and affirmation on good titles.

Potential Senior Project Ideas:

Potential Project #1:

Relay one message through multiple different forms of communication, as an experiential, experimental, and “integration of skills” project

1. I will choose a topic I have become knowledgeable about, perhaps through my research course, and practice effective communication using several different forms, and then perhaps with an integrated work, combining aspects of multiple forms.

2. I will utilize different methods to reach different audiences as a key focus, analyzing which methods or strategies can best reach different populations.

(Interviews could serve as research on people's perspectives to inform the design of my communication project).

3. I will seek information regarding best practices for effective communication; what really works to reach people, as well as information regarding context, message shaping, platform/source, and getting messages out there, as part of this project study

Ideas for works that utilize a single form of communication :

- Creative Nonfiction writing or other more specific writing style
- Magazine style entry or digital format entry
- Speech/press or interview
- video/film
- media or art
- Sustained Dialogue (or something like this-Anne Berry idea!)
- Journalistic skill/style?
- Composition
- A series of interviews and sharing made into a meaningful video
- Video from Mission trip, volunteering and interning, talking about the experience

Examples of a work combining multiple forms of communication

- Piece of writing or speech that I'm really proud of, perhaps speaking with a song, video, or both, behind it
- Original song I compose, maybe with a video

Potential Project #2:

Choose an organization, or large organized event such as an election, and analyze, absorb, describe findings, and reflect how this may relate to communication, and to my own work in the future.

For example: The 2024 election could serve as a topic/event of analysis, as could a specific organization; what they are doing in regards to communication, how this organization came to be and to grow, how they are using communication to make a better world through humans etc..

Personal Rationale:

I have always been very moved and inspired by the way people can create such powerful art and emotional impact with music, cinematography, acting, dance, and *language*. Expression of a meaningful idea or message, capturing a relatable emotion through creative expression, and powerful, personal storytelling within a larger picture or issue/context can be so moving when done well. I am drawn to the art of this.

I also have always really enjoyed writing, especially persuasive writing on topics or issues I care about. I like expressing ideas in a way that feels impactful. Writers I admire have elegant and captivating prose and a concise nature that does not leave extra jumble or boring detail to get lost in, and I want to continue to develop in this way. I plan to study articulate, effective, and meaningful communication. Communication using powerful writing, moving and creative expression, and speech, to reach, impact, and captivate others. A great end product will be to sound intelligent, but not by trying to, and not at the expense of the real, raw, sincerity that cuts through as meaningful, and passionate. And the latter, not at the expense of rational sense, and intelligent ideas that take notable concerns of others who may oppose for realistic reasons into account.

Another aspect of communication and writing that I enjoy, is wording things, to relate with others, and try to better understand one another's wants and perspectives. While growing up this has been mostly through helping friends get through rough patches with people in their lives by writing out and expressing what they want to say to them, and listening to how they are feeling about the situation, or by having difficult political and value based conversations with people I'm close to who are seeing things differently, I really think this is important, and a skill I strive to continue to grow in. The expressing, and the listening.

I have always wanted to be involved in something that makes a positive difference.

I have also always taken a strong concern for animal cruelty issues, and just recently I've gained a strong fire for social improvement with human equality. This year has inspired and strengthened a focused desire and drive to work toward a more compassionate, kind, humane and healthy world. I think social/societal issues and environmental issues are large parts of this, and I also know that right now our Earth critically needs better care, and collaborative awareness and action in order to find a sustainable future. While social equality and happiness in a world of unity are far from perfect realities right now, and require strong hearts paired with strong voices and drive, I am upset about the way advocacy for inequality issues is being represented today in the media. Foundationally important, very valid issues that should be taken seriously and prioritized with empathy such as gender and racial inequalities are now easily and quickly being blown off by many, mocked, intentionally ignored, and ultimately *lost* in translation with the current popular movements, in part *because* the important messages are being warped and smothered in the *way* people are *approaching this* with the large movements, despite the good messages or originating idea and intentions behind them. Much of the current activism we see in the media today is tarnishing the validity of important movements and critical social issues, and is making it more difficult to be an activist that is not looked at as part of *that* crowd by the other party. I want to be an activist who changes this, and makes change *more powerfully* with a more positive representation of the equality activist population as people of character. We must be better than the opposers in order to be seen with the most validity and sense. We are not effectively reaching unity desired this way. Alongside others with similar goals of unity, equality, and a oneness with nature and animals, I want to make an impact on individual lives, budge the border of bias and closed minded division that is fracturing society so sharply right now, and have an expansive effect on the greater good.

Working toward a vision of a better world tomorrow is extremely important for our society, and for our global nation. We are not as far along as we should be as a country, but major leaps have been made for oppressed populations, and it is our responsibility to build upon and fight for those whose diligent efforts, struggles and courage have brought us so much further than we were before. In addition to significant social improvement, conscientious environmental action needs to be taken seriously if we are going to create a bright future that nurtures the biodiversity of the planet, and gives our amazing natural world around us what it needs to thrive.

I believe that effective communication, paired with hope in people, strength, confidence, empathy, open ears, resilience, perseverance, and a strong drive for change could be the best formula out there for better futures, and positive change. Something that I

want to be part of creating/launching. I think that my (growing) skill set and passion will allow me to do well on this track of work, and find it very fulfilling.:)