

**SPRING 2014 CAMPUS SUSTAINABILITY FUND PROPOSAL**

**TITLE:** "Support for the 2014 Science Art and Music Festival (SAM Fest)"

**PROJECT LEADER:** Curt Stager

**CO-PARTICIPANTS:** Kate Glenn, Brian McDonald

**TOTAL AMOUNT REQUESTED:** \$2700.00

**PROJECT NARRATIVE****Project Goals and Supporting Objectives:**

The goal of our project is to launch an event that will raising awareness throughout the North Country that climate change is already affecting people and ecosystems in this region. This event will showcase some of many the ways in which the Paul Smith's College community blends the arts and sciences in the service of education, outreach, and the development of a sense of place at a time of historic environmental change. This proposal is for funds to cover specific aspects of the event, which is also being supported by the VIC, TAUNY, NCPR, and other sources.

This will take the form of a 1-day festival at the VIC on April 26, open to the public and free to the campus community, centered on a theme of "The Land, The People, The Climate." TED-style talks by students and faculty about climate-related topics will be interspersed with similarly themed musical performances, film, and poetry by students, faculty, alumni, and others from the region. Climate-Adirondack themed paintings and drawings by PSC students, faculty and Saranac Lake artists will be displayed and traditional folk arts including basketry, woodworking, and maple sugaring will also be featured.

Scientists will use the arts to help convey their messages, and the artists will ground their work in the context of scientific evidence that highlights the importance of climate to Adirondack cultures and ecosystems. This unique alliance of science and the arts to increase awareness of the connections between people, land, and climate here is intended to show that economic, environmental, and cultural aspects of this region are not separate and conflicting entities but part of a sustainable whole.

**Project Justification and Relevance:**

PSC is well known for its commitment to providing hands-on learning and real-world experience, but it is also "the College of Arts and Sciences." The arts play a larger role in our socio-cultural community than many outsiders realize, not only in terms of informal self-expression but also in more practical terms. These include retaining and recruiting our student

body, improving the long-term quality of life for our students and staff, and continuing to maintain meaningful relationships with our alumni - in other words, to better sustain and support a rich and healthy Paul Smith's community. One way to bring this aspect of PSC into clearer view is to establish an event in which we can "show our stuff," an event that welcomes the North Country community to Paul Smith's for a day that celebrates our diverse community in all its facets. Ideally, this enhanced visibility will also help to establish the arts as an integral part of the PSC experience, attract future funding, and help to make the arts more sustainable over the long term here on campus.

### **Approach and Methodology:**

The Science Art Music Festival ("SAM Fest") will be organized in four basic units.

(1) A series of TED talks, musical performances, poetry, and films in the VIC auditorium (a schedule is posted at [www.samfest.org](http://www.samfest.org)). This will also include a student panel on lessons learned regarding climate change in the North Country from a sustainability lecture series co-sponsored by PSC, SUNY Canton, and SUNY Potsdam. Other speakers will include students in my Climate Communication class, David Patrick, and others. Musicians will include Celia Evans, Jamie Savage, Dan Berggren, Peggy Lynn, Larry Montague, and myself. Poetry and film clips will feature Craig Milewski and David Press and their students. Film-maker Steve Dunsky will introduce and show his classic bio-documentary on Aldo Leopold and the land ethic ("*Green Fire*") at the close of the event. (See attached draft schedule.)

(2) The art gallery will be organized by members of the Saranac Lake artist community (Sandy Hildreth, LeeAnn Sporn, Meg Bernstein and others) as well as PSC students.

(3) Jill Breit, director of Traditional Arts in New York (TAUNY), will organize folk artisans and Mohawk dancers who will offer displays and workshops in various rooms in the VIC. David Simmons and his students will also offer wood-working displays, again with a climate-related theme.

(4) Brian McDonald and Susan Sweeney will oversee general operations at the VIC facility including admission, food service, maple syrup processing, and general logistics.

In addition, North Country Public Radio will serve as media sponsor for the event. The PSC maple syrup pancake breakfast, which will begin and end just before the SAM Fest begins on April 26, will serve as an additional draw for attendees, including large numbers of alumni and the general public.

## **Expected Products and Outcomes:**

The final results will include:

1. Raising awareness throughout the North Country that climate change is already affecting people and ecosystems in this region.
2. A bookend event at the end of the academic year providing a showcase for student, staff, and faculty talent who combine science and the arts in support of sustainable living in the context of climate change. SAM Fest will mirror the Homesteading Festival at the VIC at the start of the fall semester, offered free to PSC students
3. Extensive promotion of PSC as a place for creative innovation, education, outreach, the arts, and sustainable lifestyles.
4. Proof-of-concept for an event that will hopefully be able to continue every year henceforth.
5. Raising the profile of the arts on campus among the trustees, administration, and potential donors who may not yet realize the important role that the arts play in the Paul Smith's experience.
6. Maintaining and sustaining connections between PSC and its network of alumni, including musicians, artists, and others.
7. Creating a prominent platform for students in the new Climate Communication course to offer TED-style presentations on Adirondack climate change that are crafted to address the needs and interests of local Adirondack residents (artists, musicians, fish & game clubs, and scientists).
8. An attractive event that shows the uniqueness of the Paul Smith's Experience for prospective students and their families during a concurrent Open House event on campus.
9. A formal assessment of the effectiveness of the musical aspects of the SAM Fest for communicating information about climate change will be conducted by Liz Sunde, director of the Vermont-based organization "Music2Life," in order to provide quantitative data suitable for documenting the value of such programs for our mission to trustees and potential donors. *(funds to support her participation are requested in this proposal).*

In addition, a 1-page survey will be designed and administered to the general public and college attendees by the Climate Communication students, Curt Stager, and Rob Carr in order to help determine the effectiveness of the science communication, the value of using the arts to help

convey such information, and the importance of featuring the arts prominently in the PSC community along with our other programs.

## **PROJECT BUDGET AND TIMELINE**

### **Budget Table and Justification:**

**1. PLANE FARE AND MILEAGE (\$600) for alumnus Larry Montague:** Larry now works for an organization near Seattle that is dedicated to preservation of wild salmon. He will offer a performance of "environmental hip-hop" that relates to his work with salmon, environmental change, and public outreach. He will also offer a concert on campus the night before the festival.

**2. TRAVEL AND CONSULTANT FEE (\$500) for Liz Sunde, of Music2Life:** Music2Life specializes in helping colleges and social/environmental groups to bring about social change through music, and as the daughter of Paul Stookey (of Peter, Paul, and Mary) she is well placed in the music and education network to offer us valuable insights (through a TED presentation she will give on music-for-change) as well as a professional-grade assessment of the event and a wider-ranging promotion of the event and PSC's role in it. This fee is far lower than that which Music2Life normally charges, but she is interested in helping the SAM Fest to succeed and continue, and is therefore offering to contribute her expertise for a nominal fee.

**3. MEALS AND REFRESHMENTS FOR PARTICIPANTS (\$700):** Larry and Liz will be coming to PSC on Friday, April 25 and departing on Sunday April 27. They will therefore require two breakfasts, lunches, and dinners (as served at the Student Center). Prominent folk musicians Peggy Lynn (PSC alumna), Jamie Savage (PSC alumnus), and Dan Berggren, as well as noted environmental film-maker Steve Dunskey will be traveling to PSC for the event and will also require meals. Light snacks will also be provided in a separate room for all of the presenters at the event, including artists and TAUNY participants. *NOTE: Lodging for participants who are staying overnight will be provided by Curt Stager, Ray Agnew, and Lydia Wright, at no cost to this proposal.*

**4. MILEAGE FOR PARTICIPANTS (\$500):** Liz Sunde, Peggy Lynn, Dan Berggren, Jamie Savage, and Steve Dunskey will drive long distances to offer their participation free of charge; it is therefore requested to offer each of them \$100 towards their mileage costs.

**5. POSTERS (\$100):** Estimated cost of printing 150 color posters of the event.

**6. FILMING OF THE EVENT BY JAKE SPORN (\$300):** Jake will film the event, including each of the TED talks and performances in the auditorium. The clips will be posted online for promotional purposes for future SAM Fests, as well as for marketing and recruiting for PSC.

**TOTAL FUNDS REQUESTED: \$2700.**

***Timeline:***

*Planning for the SAM Fest is currently under way!*

January 2014 - Event scheduled, artists contacted, posters designed, partnerships confirmed with various area partners and website developed.

February 2014 - Budget developed and CSF proposal written.

March 2014 - Travel arrangements for Larry and other artists are confirmed and SAM Fest posters are distributed around town.

April 2014 - Larry, Liz, Peggy, and Steve will arrive Friday April 25. The event will last from 10 AM to 5 PM on Saturday April 26. All participants will depart that evening or on the following morning.

**APPENDIX (see next pages): Course outline for the Climate Communication class**

**CLIMATE COMMUNICATION**

**SPRING, 2014**

**TTh 11-12:35, FS118.**

Curt Stager ext. 6342, [cstager@paulsmiths.edu](mailto:cstager@paulsmiths.edu) and Rob Carr [rcarr@wildcenter.org](mailto:rcarr@wildcenter.org)

As the American public begins to grapple with the realities of climate change, many people still are not yet climate-literate. In addition, climate change is often presented in a global or politicized context that can be hard for audiences to identify with. This course, presented in collaboration with The Wild Center, melds interpretation techniques and climate science to help you to look at climate change in a local context and communicate it effectively to community leaders who, in turn, can affect groups of people who have thus far been neglected by climate literacy efforts. While reviewing global and regional climate changes and their effects in the Adirondacks, you will also learn practical principles of interpretation and communication. Small student teams will then develop 20-minute presentations for selected groups in the Adirondack region such as town managers, fish and game clubs, or traditional artists. These presentations will be carefully crafted to combine reliable facts and data with concepts and place-based stories that people can connect with emotionally as well as intellectually. With the option of some additional work, you will also have the chance to earn a National Association of Interpretation Guide Training certificate through The Wild Center. Environmental science, environmental studies, natural resources, forestry, or recreation students in their junior or senior years will be preferred for this demanding yet rewarding course.

**TENTATIVE SCHEDULE**

1/23 Introductions (Curt, Rob); “two facts and a lie” intro

1/28 Global climate basics(Curt) (*15 min. presentation assignment, in groups of 4*)

1/30 Regional/local climate basics (Curt) (*short solo writeup on your home town's climate*)

**SATURDAY Feb 1 (10 AM-5 PM): Trip to The Wild Center, b.y.o. lunch**

2/4 Skype to Finland; Intro to Interpretation & gatekeepers (Rob, Stephanie)

**2/6 Presentations on climate stories (groups of 4; 15 minutes), with feedback**

2/11 Know your audience, in-class exercises (Rob); *hometown writeups due.*

2/13 Crafting your message, themes (Rob); in groups of 4, More regional climate science, feedback on teams and presentations (Curt); **SELECT GATEKEEPERS** from anywhere in USA (*begin to plan and prepare 15- minute presentations*);

2/18 **EXAM #1 on climate science & interpretation** (*and meet about presentations*)

2/20 Organizing an interpretive outline (Rob);

2/25 Themes etc. (Rob); Tim Sellati (Trudeau Inst), brainstorming on climate and Lyme disease

**2/27 Four "possible gatekeeper" presentations (15-20 minutes each); focus on THEMES**

3/4 John Liu visit; tips for productive interaction. Feedback on the presentation and the first exam (Rob and Curt); *Gatekeeper analysis assignment (focus on 4 points: why are they gatekeepers, what climate-topics might be most relevant to them, how will they benefit from your presentation, and how will they impact the community as a result).*

3/6 Sample-presentation by Rob; Writing goals & objectives (Rob)

3/11 **Gatekeeper analysis presentations**, and feedback

**SPRING BREAK**

3/25 Crafting questions, matching your audience (Rob); interviewing techniques.

3/27 Making programs engaging (Rob)

4/1 **EXAM #2**

4/3 **Gatekeeper presentations** (15 minutes each)

4/8 Feedback on presentations; Climate content updated for specific talks; Communication techniques in museums, etc. (Rob);

4/10 Presentation styles (Rob)

4/15 **Updated presentations** (15 minutes each)

4/17 Work on gatekeeper presentations in class, consultations/feedback from Rob & Curt; Climate content and methods updated for specific talks;

4/24 **GATEKEEPER PRESENTATIONS TO CLASS** for final grade

4/26 **SCIENCE-ARTS-MUSIC FESTIVAL = Saturday at the VIC, and assessment by students**

4/29 De-briefing

**5/6 FINAL EXAM**

### **GRADING SYSTEM**

Two 1-hour exams.....	40%
Final exam.....	15 %
In-class presentations.....	25%
Final gatekeeper presentation.....	20%

### **CLIMATE COMMUNICATION**

Abigail Bradley

Cari Brazie

Virginia Brink

James Edmister

Taylor Kerr

Hannah Huber

Elizabeth Lanfear

Sarah Lanthier

Daniel Lawson



Jen Maguder  
Emily Malick  
Jenny Miller  
Alex Garrigan-Piela  
Autumn Remaly