

CEREO Newsroom

Call for Project Proposals

The CEREO Newsroom is a new collaboration seeking to support teamwork between CEREO-affiliated graduate students and Murrow College undergraduates to create multimedia packages (blog and social media posts, written articles, and video profiles or news pieces). These projects will profile the activities and accomplishments of current research or produce investigative journalism pieces focused on a significant environmental issue. The CEREO Newsroom will support 4-6 multimedia projects in 2015. This is an opportunity for graduate students to communicate their research to broad audiences and gain training in research communication and video production. It is also an excellent opportunity to contribute to NSF 'broader impacts' or other similar outreach and communication goals for grants and grant proposals.

Description: CEREO seeks proposals by graduate students – essentially, requests to have their own research profiled or highlighted in investigative journalism news pieces (see proposal requirements below). Proposals are due January 31, 2015. Proposals will be evaluated by members of the [CEREO executive committee](#) based on project feasibility, potential to catalyze future collaborations, and potential to increase CEREO visibility. Several proposals (4-6) will be selected for implementation in 2015. For each selected proposal, graduate students will be paired with 1-2 qualified Murrow College undergraduate communication students. These student teams will work together to produce news videos and written articles. See some examples of similar pieces on the Murrow [Backpack Journalism website](#). The Murrow students will have primary responsibility for video production and writing efforts, and graduate students will help Murrow students understand scientific or environmental issues involved and assist with video production and writing. Video and written products of each project will be posted on the CEREO Newsroom website, distributed to relevant collaborating stakeholders or funding agencies, and in some cases may be distributed to regional news outlets.

Expenses of travel, filming, and information gathering will be covered (up to a maximum of \$2,000 per project). The Murrow Backpack Environmental reporters (BPE's) will be equipped with all necessary video production needs for the project.

Eligibility: Enrolled CEREO-affiliated WSU graduate students who are conducting research related to environmental problems. If you have questions about your eligibility, please contact cereo@wsu.edu or jason.williams2@email.wsu.edu. Students can become a CEREO affiliate simply by completing the CEREO [affiliate web form](#).

Proposal Requirements:

Proposals should be e-mailed to cereo@wsu.edu by January 31, 2015.

There will be an informational meeting about the CEREO Newsroom and this call for proposals on January 21, 2015 at 4 pm in Goertzen Communication Addition 21. The

purpose of this meeting is to describe the CEREO Newsroom, show example multimedia projects, engage attendees to identify research projects and environmental issues suitable for CEREO Newsroom projects, and to answer questions about proposals or projects. Attending the informational meeting is not required in order to submit a proposal, but is encouraged.

Proposals should consist of 1) a brief memo of support from the student's graduate advisor, and 2) a narrative description that is no longer than two (2) pages, including the following sections:

- **Graduate Students:** name(s), academic department, and contact information for graduate students who will be involved. Proposals can be submitted by individual graduate students or teams of graduate students.
- **Advisor contact information:** Name, academic department, and contact information for the advisor(s) of the graduate student(s).
- **Project Category:** Applicants must indicate what type of project will be conducted
 - **Research Profile.** Projects will profile the activities and accomplishments of existing environmental research projects at WSU. Project products in this category will include a video news piece and a corresponding written article that will be posted on the CEREO Newsroom website.
 - **Investigative Journalism.** Projects will thoroughly examine an important and timely regional environmental issue and will involve substantial information gathering. Proposals must specify if project products will include a video news piece, written article, or both.
- **Project Description:** A brief (1-2 paragraph) description of the on-going research or environmental issue, understandable to a researcher outside the student's discipline (e.g. see the [CEREO Executive Committee's diversity](#) of expertise)
- **Target Audience:** List or describe potential target audiences for project video and written products.
- **Information Gathering & Timeline:** Indicate what types of information or video footage may be collected, and if there are any constraints on when the information or footage must be collected. Projects must be completed by the end of fall semester 2015.
- **Expenses:** List anticipated travel or other expenses, up to a maximum of \$2,000. The BPE reporters will be equipped with all necessary video production needs for the project, so please do not include these costs.

Proposals should be e-mailed to cereo@wsu.edu by Jan 31, 2015. Selected applicants will be notified in early February 2015, and will be expected to attend a kick-off meeting to meet with Murrow undergraduate students in the third week of February 2015.