

Communications and Marketing Intern

We are seeking an Communications and Marketing Specialist who can help us develop and refine our messages and communications about the health effects of global warming and climate change, and burning coal to produce electricity.

Currently, Oregon PSR has a web page, an intermittent email list-serv, a poster display, and a PowerPoint about the health effects of global warming. A large and diverse literature has come to our attention that discusses effective ways to frame the problem of climate change, and the policy interventions that address it. We would like to review and revise our materials in light of these recommendations, thereby making our work more effective.

The literature that needs to be reviewed and synthesized includes:

Maibach, EW, Roser-Renouf C, & Leiserowitz A (2008) Communication and Marketing as Climate Change-Interventions Assets: a Public Health Perspective. *Am J Prev Med* 2008;35(5), 488-500. Accessed 9/7/10 at <http://www.climatechangecommunication.org/images/files/Maibach%20et%20al%20AJPM%202008.pdf>

Maibach EW, Nisbet M, Baldwin P et al Reframing climate change as a public health issue: an exploratory study of public reactions *BMC Public Health* 2010, 10:299. Accessed 9/7/10 at <http://www.biomedcentral.com/1471-2458/10/299>

Center for Climate Change Communication at George Mason University. Accessed 9/7/10 at http://www.climatechangecommunication.org/resources_articles.cfm.

Climate Crossroads: A Research-Based Framing Guide. Accessed 9/7/10 at <http://www.greenbiz.com/business/research/report/2009/10/25/climate-crossroads-research-based-framing-guide>

Pike C, Doppelt B, Herr M (2010) Climate Communications and Behavior Change: A guide for Practitioners. Accessed 9/7/10 from <http://climlead.uoregon.edu/node/156>

Tasks The Communications and Messaging Intern will:

- analyze the most recent relevant literature on messaging about global warming and climate change;
- analyze Oregon PSR's communications goals and needs in the market segments with which we currently interact, and with which we would like to interact;
- analyze and edit our current materials;

- develop a communications plan for our Health Effects of Global Warming program area.

Qualifications

- Knowledge of communications theory and practice
- Detail oriented with advanced writing and editing skills.
- Ability to work independently.
- Interest in global warming, climate change, human health and related issues.

Time Commitment

Start Date: Negotiable

Estimated 30-40 hours.

To apply, please send cover letter and resume to:

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