



Module 9.

PREPARE TO WRITE NEW CASE STORY

Expand Portfolio of Cases

Cross Cultural Communication:

Communities & Conservation

j-packard@tamu.edu

Brainstorm Potential Topics

- View available cases on website &/or dropbox
- Think about your own experiences & interests
- Identify gaps in the list
- Dialogue with others
 - generate ideas
 - identify areas of synergy
- List potential topics for your case story

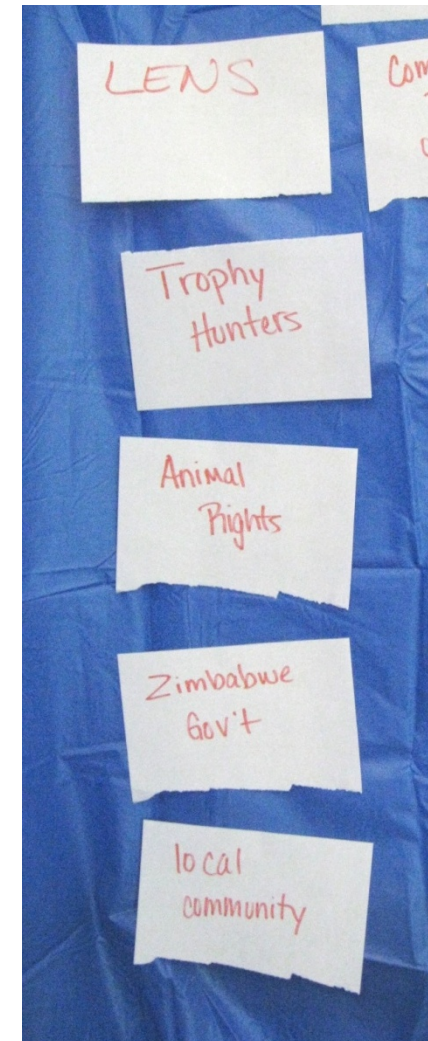


Frame the Problem

- Usually the conservation challenges that confront us are a combination of multiple problems
- In choosing a topic to write a case story for this series, your challenge is to frame the problem in a manner that is both:
 - Narrowly bounded, i.e. feasible for a 2-4 page write-up
 - Of general interest such that others recognize a similar problem in their own set of experiences
- Look at your list of potential topics and cross off the ones that do not meet these criteria

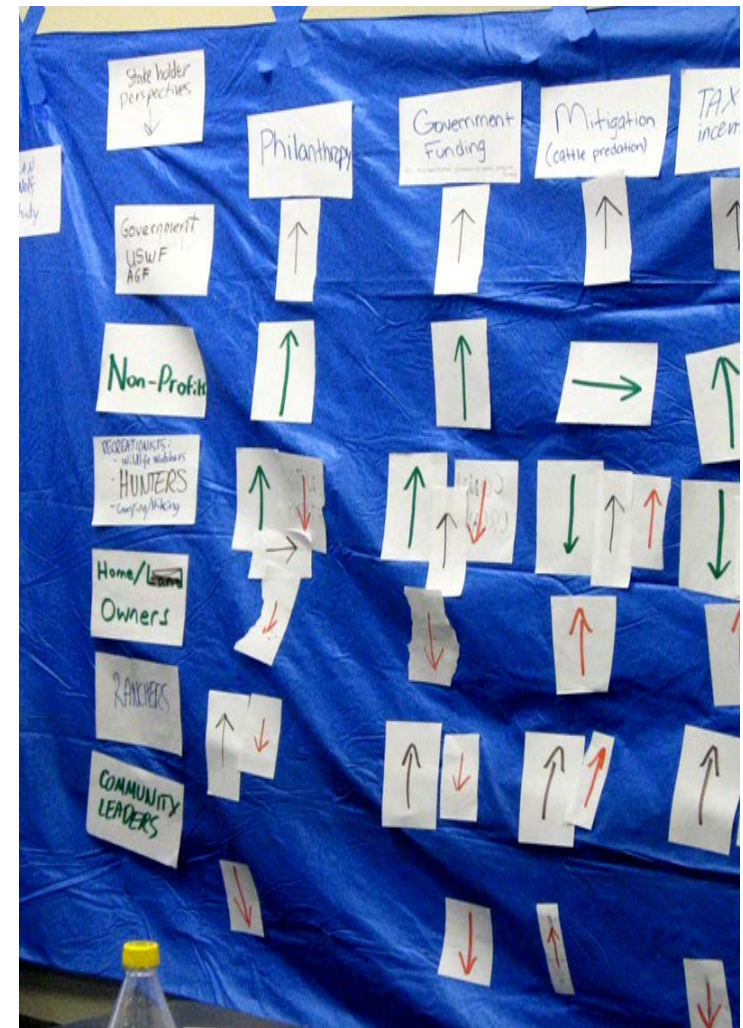
Community of Stakeholders

- For your topic, list stakeholder groups/lenses in the community
- Match these groups to each of the following general categories:
 - Local residents & landowners
 - Environmental advocates
 - Regulatory agencies
 - Economic developers
- Add or delete categories to best describe the community



Stakeholder Lenses re. “Tool-kit”

- Make a list of the “tools”
- Construct a matrix of stakeholders views with:
 - “tools” as columns
 - “stakeholder lenses” as rows
- write in how each group would perceive each tool
 - Notice the complexities of diverse opinions in each group
 - Notice which groups align with similar perspectives



Identify Relevant Readings

- To help your readers better understand the conservation challenge and stakeholder perspectives
- Options for readings:
 - Your own publications
 - Articles on a similar topic (conservation challenge)
 - Information about bio/cultural diversity in the region
 - Websites explaining a particular stakeholder viewpoint
- If you cannot identify any relevant readings for a particular topic, cross it off your list of potentials

Summary Checklist

- List potential topics for your case study
- Frame the problem for one “most promising” topic
- Construct a matrix of stakeholders (rows) by tools
- For each row, fill in perspectives on each tool
- Decide whether you have enough information about your topic (identify relevant readings, personal experience and contacts)