

# *uno con el* **mundo**

a dynamic blog bringing to light an array of environmental issues via the musings of an aspiring environmental journalist

“Uno con el mundo” will harness the wanderlust and transcendentalist spirit of an undergrad journalist applying her passion for visual communication to her respect for the environment. The blog will source Colleen Otte’s features from [greatlakesecho.org](http://greatlakesecho.org) and combine them with her personal musings, photographs and designs, providing her an outlet for advocating the preservation of the environment each and every one of us so heavily depends on.

## PERSONAS



Farmer Joe

Trying to keep up with the latest environmental concerns to best adapt his farming methods.



Heather the Hippie

Traveler, outdoorswoman, environmentally responsible citizen.



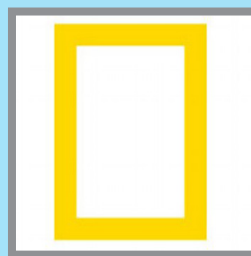
Claire the Climate Scientist

Looking for fresh outlets to share findings; hoping to raise awareness about climate change.

## COMPS



HuffPost  
Green



National  
Geographic



Alex In  
Wanderland