

# Creating Stories that Stick

ALYSETHURBER JUL 18, 2023 06:17PM UTC

## Warm-up

**Reflect on a scientific film, talk, podcast, magazine article, that has stuck with you. What was it about the piece that made it memorable, impactful, relevant to you?**

**I really liked NPR's Overview Effect podcast piece**

**The current domoic acid crisis on the west coast was covered by a particular news source (can't remember which) in a way that did not sensationalize and was sufficiently scientific while also accessible.**

I've been watching "Home" on Apple TV. I like the themes they are exploring (what is home, what is sustainability, what will community look like in a changing climate, etc.) and they do it through the lens of an interesting individual who is examining these themes in their personal life.

**I really loved The Crimson Wing: Mystery of the Flamingos. Visually stunning, great music, suspenseful, effortlessly educational.**

**The Newtok film created a sense of urgency about sea-level rise while telling the story of the families most at risk of losing their homes to SLR**

**There was a sense of wonder and appreciation for how these animals weren't acting in the way scientists expected them to.**

**I read a piece in Outside that was a conversation between a staff writer and a wildlife biologist about Werner Herzog's documentary Grizzly Man. It was really interesting to see how the biologist approached the film, how the Gen Z staffer, who had never seen the film before, was affected by it, and to compare both of their thoughts to previous ones I'd had of my own.**

**The original Carl Sagan "Cosmos" and "NOVA" series. He had a gift for explaining scientific concepts in a very relatable way.**

**CBC's investigative journalist Connie Walker tells beautiful, powerful stories. She really takes her time to contextualize the history of each issue, and elevate Indigenous voices and perspectives**

**The Oologies with Allie Ward podcast episode about the radio collared mountain lion in Los Angeles that recently died. The narrator and folks she interview were super passionate and personally invested in the subject. It was really gripping!**

## **Talk about Svalbard energy source possible future and tourism impact, a women's ski expedition through Svalbard and a podcast (all on the same sitting)**

There were really inspiring and knowledgeable women with different backgrounds in science, tourism and business about how it's affecting our ecosystem. Different perspectives in the topic and possible alternatives.

I don't know if it's what you're asking. But I really enjoyed the documentary "Ghost of the Mountains" it was a "behind the scenes" documentary of a group of filmmakers trying to capture a snow leopard on camera. It shared their attempts to capture the animal and the hardships and importance of keeping the animals safe while trying to capture them on camera.

## **"Hidden beneath the Surface" in the Washington Post was a gripping story about what the bottom of a lake in Canada can tell us about the history of our planet. Amazing writing!**

I visited a website about a new biodiversity consortium and I was stunned by the wonderful photographs of ecosystems they used at the front page.

## **Timber Wars podcast series on OR Public Radio: compelling story-telling, interviews, historic non-fiction case study, example of how change can take place indirectly in USA, and how that affects communities and individuals.**

## **Kathryn Schulz's 'The really big one' in the New Yorker about a big earthquake that will devastate the Pacific Northwest, masterfully combed together human narratives, scientific research and data but also a forward looking narrative - what's going to happen!**

**National Geographic as a child was my Saturday morning routine while our family woke up. Shared experience and new images.**

## **The Project Chariot movie was very moving with actual testimony and film from the time period**

### **Particle Fever**

Great documentary that tells human stories and also adds a great sense of mystery and tension

## **I love hearing stories from the field and how people do research and what matters to them.**

## **A recent article by Ned Rozell about mosquitoes in Alaska was very timely and did a great job creating a story connected to place, history, evoking visceral sensations, and illustrating magnitude of large numbers.**

*Ned is a great writer!* – ANONYMOUS

## **"How do we 'make sense' of 'what's happening?'",... & who is to say,...**

I have found myself referring this one to many,...

### **How a frozen woolly mammoth moved a community - and what happens next | CBC Radio**

Thousands of years after Nun cho ga roamed what is now the Yukon, the baby woolly mammoth is the symbol of hope in a community, and Debbie Nagano hopes that's where she stays.

CBC



The BBC Earth podcast is also wonderfully made, mixing narratives with nature sounds and music. Love it!

### **Chasing Ice**

One of my all-time favorite films

## **Breakout**

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**Which engagement techniques do you gravitate towards and why? How can you accomplish them?**

## depending on the format

It all depends on format and audience

### printed maps

Hands on activities, TikTok videos, personal stories told through video

**I suggested using online photo resources like Unsplash if you need compelling images to help illustrate your stories (if you are not already a photographer!).**

Video and Personal Stories

It's important to show what is happening and where it is happening. Visually compelling video and photos draw me in.

I also think it's important to have personal stories. It shows why the subject is invested and helps me as a viewer to become invested as well

**Opening grounding exercise as part of land acknowledgement. Photos, videos, group activities, colours, textures, a variety of techniques. PhotoVoice/CreativeVoice workshops.**

## Final Thoughts

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### What has stuck with you?

**Coproduction— powerful and the importance of bringing in tribal members to classrooms**

**Crafting these stories requires a team. You don't have to do this alone, and probably shouldn't.**

**The idea of co-production of knowledge and if and how that's possible to do in my work.**

You don't have to do this alone. Communities, photographers, storytellers all have expertise that you can co-produce projects with (and pay them equitably).

**Checking in and asking, "what can I give through this story/work?" as opposed to be extractive. Being intentional.**

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