

How to craft an effective story about the impact of your collaborative conservation efforts

Session Host(s): Aaron Weiss & Kevin Jablonski

Description of Session: An overview of tools and techniques that collaborative conservation leaders can use to tell the story of their conservation work. We will cover strategies for producing your own content, as well as framing your story so it's accessible and exciting for other media outlets to cover.

Outline the session: (total 60 minutes)

20 minutes: Introduction and tools

- Tell the story yourself
 - Photos
 - Audio
 - Video
 - Platforms
- Help others tell your story
 - Best voices
 - Framing
 - Outreach
 - Preparation

10 minutes: 3-4 case studies

15 minutes: Activity

- Small group discussions to brainstorm techniques, next steps

10 minutes: Wrap up

- Groups report back, share ideas on flip charts

Case Studies: (list the 2 -3 case studies to be presented by practitioners as success stories and or lessons learned and include the presenters name, organization and contact information.

1. [Intermountain West Joint Venture](#)
2. [Riverside Stories](#), Rivers Edge West
3. TBD — Likely a borderlands/indigenous story

Activity:

Attendees will split into groups of 5-6, where participants will each identify a new storytelling and/or media outreach tool or technique to execute in 2020. Each group will choose one person to report back during the final 10 minutes.

Participant Questions, Comments/Discussion:

- What do you need in terms of training or tools to broaden your storytelling?
- Who are the best voices in your collaborative community to be the public face of conservation?
- What does storytelling success look like for your collaborative in the next 2-3 years?

Technology & Materials: (add to list below as needed)

Flip charts and pens

PPT template slide

Notepads/pens

Bio of Host(s) and Case Study Presenters:



Aaron Weiss joined the Center for Western Priorities in July 2015 after 14 years as a journalist and broadcast news producer, executive producer, and news director. Now the center's deputy director, he hosts CWP's [*Go West, Young Podcast*](#) and works to expand the Center's reach among reporters and the general public. A native of Tucson, Arizona, Aaron grew up exploring the Sonoran Desert, and now enjoys hiking with his kids and impersonating a skier in the Rocky Mountains.



Kevin Jablonski is a Range Ecologist and Extension Research Coordinator in the Department of Forest and Rangeland Stewardship. He has an Extension appointment and is an affiliate for the Center for Collaborative Conservation. As a Range Ecologist, Kevin studies the ecology of grazing livestock—how domestic herbivores interact with their environment, how humans influence this, and the good and bad things that arise from these relationships. As Extension Research Coordinator, he works to build bridges across disciplines, departments, and institutions to improve research and extension in Colorado's rangelands.