



Crafting Your Collaborative Conservation Story

Presented by
Western Landowners Alliance & Stories for Action

A group of people, including several in uniform and one in a cowboy hat, are gathered in a field. The background shows rolling hills with sparse trees under a clear sky. The scene is brightly lit, suggesting a sunny day. The people are engaged in conversation, and some are wearing backpacks and hats, indicating they might be on a hike or a field trip.

Introductions

Outcomes

An aerial photograph of a river meandering through a lush green landscape. The river is dark blue and reflects the sky. The surrounding land is a mix of green fields, trees, and some small structures. The sky is filled with large, white clouds, and the overall lighting suggests a late afternoon or early morning setting.

Gain insight and preparation tools so you can work more effectively with a media professional or in-house team to produce your collaborative conservation story.

Storyboard an actual storyline based upon the work of volunteer group members.

Is the impact worth the investment?

Human nature is to interpret our world through stories...it is a timeless tried and true way of connecting with one another, sharing information, and therefore, guides our actions as a society.

When we look at the pressures facing landscapes and communities (where collaborative work occurs), the success of the work *depends* on the public connecting to the story and those involved.

It is not secondary to the work, it *is* the work.

But how do you measure a paradigm shift or a provoked thought?

Measuring Impact

Fundraising

Views & Listens

Feedback comments

Calls to Action Answered

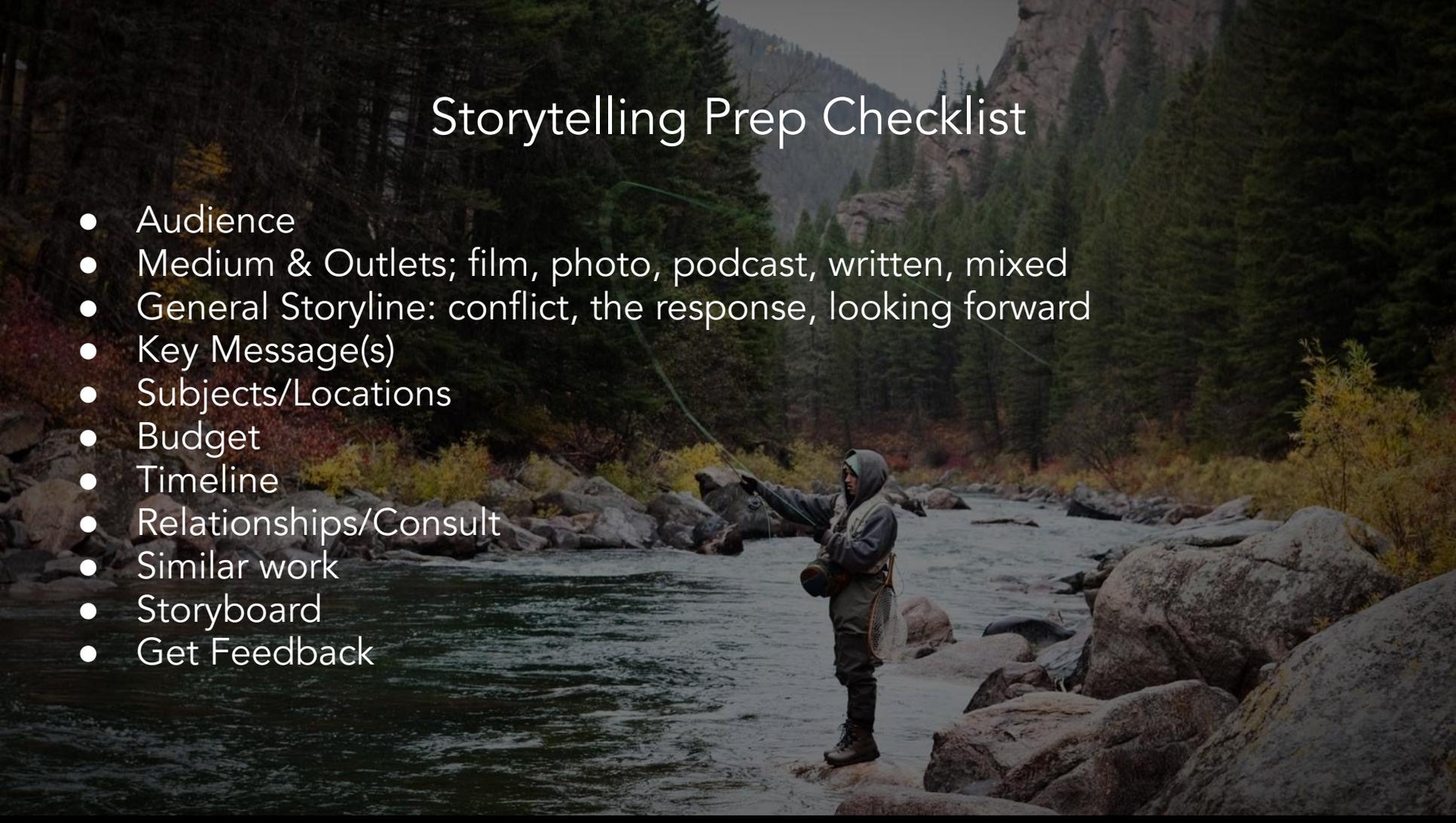
Screening attendance

Surveys

Trust - Lean into an impact value system that doesn't have to be hard #'s

Storytelling Prep Checklist

- Audience
- Medium & Outlets; film, photo, podcast, written, mixed
- General Storyline: conflict, the response, looking forward
- Key Message(s)
- Subjects/Locations
- Budget
- Timeline
- Relationships/Consult
- Similar work
- Storyboard
- Get Feedback



A scenic landscape featuring a winding river in the middle ground, surrounded by green and yellow trees. The foreground is dominated by large, grey, layered rock formations. The background shows a flat, open plain under a clear blue sky with a few wispy clouds.

AUDIENCE

Agency

Certain public demographic

Visitors/Residents

Collaborative Conservation Professionals

Academic

Youth

Combination

MEDIUM



Film

Podcast

Photo

Written

Mixed Medium

Social Media variations

OUTLET

Where will the products live?

(Your website, your org's YouTube, podcast hosting app, etc.)

OUTREACH

Start these wheels turning early on

Partner with entities to promote it?

Screenings/Workshops/Events?

Film festivals?

General Storyline

Covering a specific program your collaborative is working on?

Entire scope of work? Philosophical? History?

Conflict - The Collaborative Response - Moving Forward

MESSAGING

What is the outcome you seek with sharing this story?

Identify messaging gaps that exist in public narrative.

Get input from those on the ground; what would best serve their community, their work, their family, etc?

Collaborative work on the land is naturally complex;
find tangible focal points to ground it to.

SUBJECTS

Create a short list of suggestions with contact info

Note the relationship dynamic of each - will you need to help coax them into being a part of the media product?

Do they have good knowledge of at least one key element?

Do they offer unique perspective & connection to subject matter?

Do they have good energy and comfort for being on camera/recorded audio?
(Energy doesn't mean high energy, just comfortable and somewhat engaging)

LOCATIONS

Create a short list of locations or geographical elements that are part of the story;
the place is as much a character as the people

You can work with the media professional to recommend specific locations based upon
production need;

ex: interview location away from highway and other noises

Keep in mind that further distances = mileage + time = more \$

Additional visual needs; historical footage, maps & graphics, stock footage

TIMELINE

Timeline of the story you're telling

Timeline of production:

Is there a date or event that you want to premiere the product?

Is your deadline loose, based upon needs of production?

What is realistic to pull off in the required time?
(conversation with media professional)

Keep in mind that editing takes much longer than often assumed

BUDGET

- Will the budget lead? (Do you have a budget to work with upfront?)
- Will the budget follow? ...work this out later after consulting with the media professional
- Documentary film production: \$1k-5k per minute of finished product
- Podcast production: \$1k-15k per episode
- You'll iron this out with the media producer, but keep in mind pre-production costs, crew day rates, gear rental, mileage/lodging/meals, post-production (editing), music, coloring, sound finishing, narration, graphics

RELATIONSHIPS & CONSULTATION

A landscape photograph of a field with mountains in the background under a cloudy sky. The field is filled with tall grass and small white flowers. The mountains are in the distance, and the sky is filled with dark, heavy clouds. The overall tone is somewhat somber and dramatic.

Who else do you need to bring to the planning table?

What community consultation is needed?

What relationships do you have established that you can pass along to the media professional?

Establish with media professional at what points you will consult with them throughout process (pre/principle/post production)

Similar Work

Samples of other products as reference
(with comments on what you want done differently)

Communicate with media professional about any
other media coverage you know of on similar topic or
region (past, present, or future).



STORYBOARDS

A photograph of two elk standing in a shallow river. The elk on the left is facing right, and the elk on the right is facing left. They are both looking towards each other. The water is calm, and the background shows a grassy bank and some trees.

Initial vision for how you will carry the viewer through the story

3 act structure? Something else entirely?

Get Feedback with your storyboard draft

If documentary style, this will be very fluid,
and can be reworked throughout process or after content is captured

STORYBOARDS

There are many different methods;
good art is not required, written notes work great too!



Digital options for virtual collaboration:

Milanote.com

Google Docs/Slides

WLA's Wildlife Conflict Film

Audience: Wildlife concerned public (primarily urban) & agency; PNW, Western States

Medium: film, film festivals (captive target audience)

General Storyline: Family experiencing high amounts of predation from wolves, not receiving any support to address that, they want to make it work in coexisting with the wolves, just received funding to hire a Range Rider position, will be able to conduct a trial.

Messaging: Even if people are committed to idea of coexistence, there are challenges that can inhibit. If we want healthy wildlife populations and thriving rural communities, support is needed. Value of working lands remaining for wildlife habitat. What the reality is for livestock owners on a daily basis around wildlife conflict, not necessarily listing solutions for ranchers.

Subjects: Ranching family, have a close relationship established with WLA. Their allies in the Range Rider program. Public who defend wildlife only, public who are impacted directly by predation. Wildlife Public Manager, their barriers. Wildlife biologist? Indigenous voice? Federal agency voice?

Locations: Featured family's ranch, specific locations where predations are happening, the nearest town/community, urban sprawl, historical footage, stock footage.

Timeline: Fall; current state of things, catch up to where we are Spring; Calving season, before Range Rider program Fall; closing out of RR season, debrief on impact of RR presence. Completed by end of 2023, have select film festival deadlines to plan around

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Let's Storyboard!

Any volunteers who want to use a story from their work as an example to storyboard with a small group here today?

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Thank you.
We look forward to seeing your stories out there!

Keep in touch!

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Stories for Action -

We offer consulting and workshops to strategize shaping the story of your work,
for approaching other media professionals or tips on how to produce content in house:

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