

Storytelling is Serious Business

Workshops to Strengthen Communication Capacity of Chinese ENGOS

Global Environmental Institute Office, Tayuan Diplomatic Office Building, # 14 Liangmahe South Road; Unit 1, Suite 32; Chaoyang District; Beijing

Day 1/ February 29, 2016

9:00-9:20 Elizabeth Knup, Jin Jiaman, Jennifer Turner Welcome/Round the Room Intros

9:20-10:45



Building Blocks for Compelling Storytelling

Jocelyn Ford (journalist and filmmaker) will give a lightning presentation on the building blocks of compelling storytelling, and share tips on how to identify strong characters and get the most out of them in interviews. The participants will then put some of the interview techniques into practice while getting to know each other.

10:45-11:00

Break

11:00-12:15



Jennifer Turner will talk about what makes a good presentation and then she will present her Choke Point: China TED-like talk about how her project has used storytelling to highlight water-coal confrontation and catalyze policy changes in China. Following her talk the group will review the ingredients of what makes a dynamic and informative presentation and work in groups of 2 to 4 people on the presentation worksheet. Each group will create and present a dynamic and clear 10-minute **storytelling** presentation on Day 2 of the workshop based on what they learned in this session.

12:15-1:15

Lunch (eat with your group to discuss presentation)

1:15-2:45



Citizen Science, Crowdsourcing, and Maps as Tools to Tell Stories (Part I)**



Elizabeth Tyson will present an introduction to citizen science, its many forms and examples from around the world. Then she will share her experience from running these projects in the field and what worked and what didn't work to help illustrate best practices. Following this talk we will go outside and participate in an actual citizen science project. Back inside, participants will break into small groups and brainstorm environmental topics suitable for citizen science and then share with the group their thoughts.

2:45-3:00

Break

3:00-4:30

Infographic Development**

To create a powerful infographic one often needs a good designer, but designers cannot make a good infographic without a good story. **Jennifer Turner** will outline strategies in creating infographics – from idea conception and design to data and distribution. The participants will split back into their small groups to draft their story angles and ideas for an infographic that relates directly to their work (e.g., highlight an environmental issue harming their community, illustrate the complex linkages between rural pollution and urban consumption, etc.). Each subgroup will have a facilitator and brainstorm 2-3 story ideas and complete rough sketches of 2-3 possible infographics. If there is time we will return to the main plenum and together review the infographic storylines and sketches. The Wilson Center may help 2-3 of the participants turn their design into a finished infographic to share at the May Workshop.

4:30-5:00

Small Group Work on Day 2 Presentations

We will give each group some time to start brainstorming and putting together the presentation (If you use ppt no more than 8 slides!!)

**Main Presentation in English

Day 2/March 1, 2016

9:00-10:15



Citizen Science, Crowdsourcing, and Maps as Tools to Tell Stories (Part II)**



Understanding who would be involved or who would be affected by your project is an excellent way to figure out what audience you need to communicate to and how to tailor your message. A way for identifying these people and organizations is by drawing a *systems map*. Using the environmental topics from yesterday, groups will draw a system map on a large piece of paper. Then using this “map” they will start to identify different stakeholders and brainstorm how they might communicate their project to them.

10:15-11:15



Presentations that Make a Splash (Part II)



We will sip tea while listening and critiquing the 5-8-minute story presentations given by first three groups.

11:15-12:15



Lightning Presentation



Lessons from Journalists on Picking and Pitching a Good Story

Feng Yongfeng (Beijing-based journalist and the founder of NGO Green Beagle) will talk about how he and other journalists design impactful storytelling environmental stories. He will bring in examples from both professional and citizen journalists in China. He will also talk about how NGOs can become better at pitching their stories to journalists.

12:15-1:15

LUNCH

1:15-2:15



Presentations that Make a Splash (Part III)



We will sip tea and listen and critique the short 10-minute storytelling presentations given by final three groups.

2:15-2:30

Break

2:30-3:15



Lightning Presentation



Photos and Film Tools for Storytelling**

Sean Gallagher (Environmental Photographer and Filmmaker) will give a talk on how to use photos and film to tell stories.

3:15-4:30



Lightning Presentation



Media Interviews**

Jennifer Turner and **Sean Gallagher** will lead this final session, which builds on the presentation work participants have been doing during the first workshop, but adds on some skills needed for media engagement. In this session we will give a short presentation providing tips on what makes a good media interview (radio, TV, and print). Participants will use this information to prepare for a 3-minute mock media interview in Mandarin that will be videotaped at the second workshop in Chengdu. The mock interview will focus on one of the stories they developed at the first workshop.

4:30-5:00

Wrap Up and Next Steps (CHENGDU!)

Details on the 功课 will be emailed after the workshop!

**Main Presentation in English