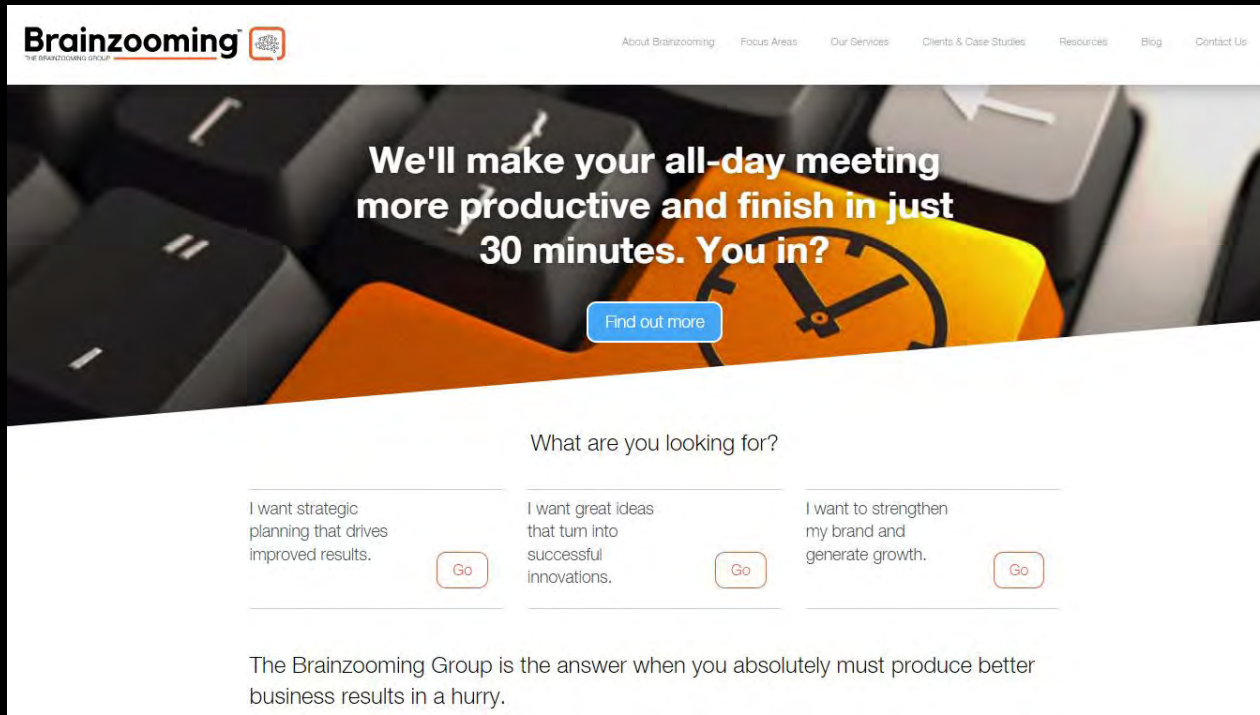


# Forming Deep Connections through Creativity and Extraordinary Storytelling

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# Mike Brown

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# YOU CAN FOLLOW ALONG AND SHARE ALL THE RESOURCES

<https://info.brainzooming.com/naspf>

**Telling Extraordinary Stories of  
Your Parks, Forests, and Trails**

National Association of State Park Foundations 2023 Annual Conference



**Mike Brown**  
**Brainzooming**   
THE BRAINZOOMING GROUP



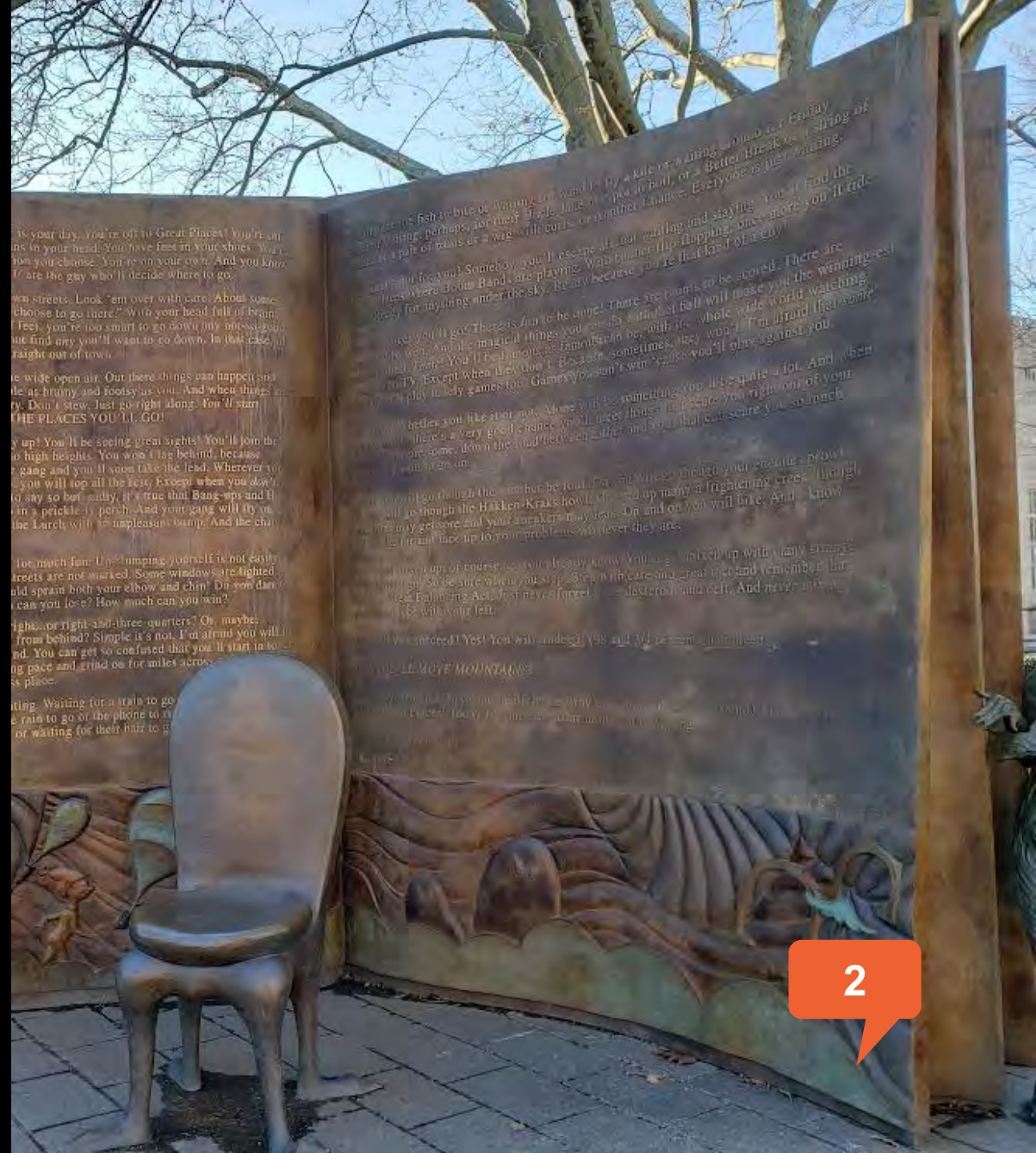
A story is a **connected series of events** told through **words** (written or spoken), **imagery** (still and moving), **body language**, **performance**, **music**, or **any other form** of communication.

You can tell a story about **anything**, and the events described can be **real or imaginary**; covering both **fiction and nonfiction**; and leaving **no topic, genre, or style untouched**.

There are stories about **all things and all times**; **past, present and future**.

Whenever you're telling somebody about a series of events, you are telling a story, no matter what the subject nor when they occurred. As such, stories are of **great value to human culture**, and are some of the **oldest, most important parts of life**.

[literaryterms.net/story/](https://literaryterms.net/story/)





# 4 Story Characteristics

1. Relatable characters
2. Ample possibilities for development
3. Conflict and movement
4. An ability to invite the audience's wonder and curiosity

<https://www.brainzooming.com/blog/whats-a-story-4-characteristics-of-a-story/29584>





# **STORIES CAN SERVE MANY PURPOSES. JUST NOT ALL AT ONCE.**

Awareness  
Interest  
Information  
Education  
Motivation  
Challenge  
Affiliation

Community  
Preservation  
Entertainment  
Aesthetics  
Utility  
Warning



**What do you want to discuss  
while you're here?**



# Specific Questions

## Tuesday:

- **Cross generational storytelling** – Personas for topics, varied structures
- **State pride angle to a story** – Use the audience interests first, then compelling delivery, then your brand development path
- **Differentiate stories** – Use alternative structures, personality and emotion options
- **Tell stories for those not in the park arena / primary audience** – Address important interests of a persona & find an authentic way for you to address them
- **Stories that share important concepts** – Vary story structure, Tell the story multiple times in multiple ways, Increase the emotional components

## Wednesday:

- **Stories to address fund raising and membership** – Covering that in the Raising (first) section

- **Succinct origin stories / why a group like ours AND Differences by Generation / Telling Stories to Gen Z (Short form, TLDR, Infographics)** – Cue ChatGPT
- **How to attract more diversity** - More accessible, younger audience, more diversity – Cue ChatGPT Again
- **Sharing a story's economic impact** – Whole Brain Metrics
- **Upscale / put a storm on a bigger platform** – Big Questions to tell stories more dramatically
- **Press / earned media** – Develop reporter / influencer personas, News drafting to bigger stories of interest, Pursue them
- **Viral stories - message in a bottle story (Marci's letter in a bottle story)** – Reactions

## Thursday:

- **Telling stories when you are removed from the story or are not the only one telling the story** – Engaging other storytellers



# Today

- **Storytelling Model**
- **Creative Tools to Support Developing and Sharing Stories**
- **An Imperative in Storytelling - Expanding the Range of Audiences and Stories**



**THINK OF  
CAMPFIRE  
STORIES AS A  
GREAT MODEL  
TO FOLLOW**





**Create a CONNECTION with  
your audiences**

**Tell stories that RESONATE**

**Appropriately cater to the  
AUDIENCE'S EMOTIONS**

**Introduce LOCAL flavor &  
PERSONAL TOUCHES**

**Emphasize THOUGHT- and  
EMOTION-TRIGGERING DETAILS**

**Heighten Anticipation by  
DEPARTING from the TYPICAL**





Create a  
**CONNECTION**  
with your  
audiences





**GREAT  
STORIES  
DEPEND ON  
THE RIGHT  
MIX!**





# THE BASIC QUESTIONS

Who are ALL  
your AUDIENCES?



# THE BASIC QUESTIONS

What stories do your AUDIENCES  
expect . . . want . . . need  
to hear?



# THE VITAL QUESTION

What stories has your AUDIENCE  
never heard?



# DESCRIBE EACH DISTINCTLY DIFFERENT AUDIENCE WITH A PERSONA

Three to five paragraphs

Addresses one person / family

Involves their entire life experience

Complete enough that  
you *know* the persona

## KVC Audience Member Profile Potential Frontline Staff Member - Rebecca

Rebecca (age 25) graduated from college a few years ago. She has a bachelor's degree in psychology and has been working in a school setting.



She's considering moving from the education arena to child welfare because she is concerned about children in the school who come from the most disadvantaged backgrounds. Rebecca wants kids that come from tough situations or that have behavioral/psychological disorders to feel accepted and supported. She's not sure if her current job is the right long-term fit for her so she's open to opportunities where she can find a career she's passionate about, grow in her skills and make a difference in people's lives. When she thinks about her dream job, she wants to make sure it includes a decent salary, a positive team environment, and the ability to help others.

Some of Rebecca's work-related interests are children's mental health, poverty, substance abuse treatment, and trends in family services.

Rebecca is a single woman who has an active social life and occasionally dates guys. She lives with a roommate in an apartment. She likes learning new things, checking out new restaurants around town and hanging out with friends. She doesn't have any children but she is very close to her nieces and nephews and jokingly brags that she's the cool aunt.





**Potential Foster Parent**



**Business/Community Partner**



**Parent with Troubled Teen**



**Potential Frontline Staff Member**



**Faith-Based Partner**





# TWO QUICK ALTERNATIVES



**QUESTION-  
BASED**

**FILL IN THE  
BLANKS**

3-4



- 1 How old is this person?
- 2 What is his/her demographic profile?
- 3 What are the person's job title, role, goals, challenges?
- 4 What are the range of responsibilities they have?
- 5 What's on their professional frontier?
- 6 What lifestage is this person in?
- 7 What is this person passionate about?
- 8 What personal aspirations and issues are top of mind?
- 9 What topics are of greatest interest to them?
- 10 What activities do they enjoy?

AUDIENCE PERSONA PROFILE: \_\_\_\_\_

\_\_\_\_\_ is a / are \_\_\_\_\_ living in \_\_\_\_\_

NAME PERSONA DESCRIPTION

\_\_\_\_\_ and considering \_\_\_\_\_ is \_\_\_\_\_

LOCATION NEED / BENEFIT SOUGHT NAME

\_\_\_\_\_ years old, has a/an \_\_\_\_\_ and is \_\_\_\_\_

AGE EDUCATION LEVEL MARITAL STATUS

with \_\_\_\_\_

FAMILY SITUATION / CHILDREN

\_\_\_\_\_ does \_\_\_\_\_ and is focused on \_\_\_\_\_

NAME CAREER/JOB INFORMATION

\_\_\_\_\_ professionally. In his/her/their personal life,

CAREER EMPHASIS

\_\_\_\_\_ is passionate about \_\_\_\_\_. When it comes to \_\_\_\_\_, he/she/they want(s) \_\_\_\_\_

NAME HOBBIES AND INTERESTS

BRAND CATEGORY MINIMUM EXPECTATIONS

and seeks \_\_\_\_\_

EXPERIENCE ASPIRATIONS

\_\_\_\_\_ is under consideration because of \_\_\_\_\_

BROAD CATEGORY NEED MOTIVATION / BENEFITS SOUGHT

There are questions about \_\_\_\_\_ and looking for answers through \_\_\_\_\_

CONCERNS/OPPORTUNITIES/ISSUES

\_\_\_\_\_

WHERE THEY GO FOR INFORMATION

In choosing \_\_\_\_\_, he/she/they want(s) a/an \_\_\_\_\_ experience.

CATEGORY/BRAND EARLY ENGAGEMENT ACTIVITY

The timing to make a \_\_\_\_\_ decision is \_\_\_\_\_. The final

CATEGORY/BRAND DECISION TIMING

decision will likely be based on \_\_\_\_\_

DECISION FACTORS



# APPLYING THE PERSONA EXERCISE

Match volunteers to a persona when possible

Follow a representative persona individual online to expand ideas

Audience-contact volunteers can share ideas on audiences

Use a persona to visualize and generate audience-focused ideas

Create an educational opportunity for staff and volunteers not on the frontlines



**Tell stories  
that  
RESONATE**





# Easy-to-Grasp Stories

- Relatable topics
- Meaningful structures
- Clear language
- Strong characters





# What makes a GREAT STORY IDEA?



+

Finding a  
CREDIBLE  
way to address  
audience interests



What does your team

# THINK KNOW DO?



**INTERESTS > THINK**  
**SEEKING > KNOW**  
**FOCUS > DO**



# Think

Perspectives

Causes

Direction

Future Plans

Priorities

Sustainability

Diverse Audiences

# Know

Experiences

Expertise

Checklists

Tips

Guides

Visitor Information

Experts

Org Relationships

# Do

Activities

Volunteer Roles

Events

Lobbying

Outreach

Support

Education/Instruction

Projects

5





**WHAT  
HAPPENS  
ON THE WAY  
TO YOUR  
LOCATION?**



# **CREATING A QUESTION- BASED STORY ARC FROM A PERSONA**

What questions does someone  
ask when they:

**ARE BECOMING AWARE OF  
YOUR BRAND?**

**STARTING TO LOOK AT THE  
AVAILABLE OPTIONS?**

**NARROWING AND DECIDING  
WHAT TO DO?**



# Audience Member Journey-Based QUESTIONS

## Awareness

- What should I know about this activity, but might easily overlook?
- Why are some things more important than others to get desired benefits?
- Is there one place where I can get all the information on trends, how-tos, and other important facts for this activity?
- When will this be the most important, beneficial, or valuable for me?
- What case studies show how this is being done in new and successful ways?
- Is there anything important I should know about the various providers in this category?

## Consideration

- What are important decision criteria to explore?
- Are there short cuts I can take in looking at all the options?
- Does anyone have a graphic that shows all the important features, outcomes, and benefits of all the options?

## Decision

- If I spend/do more for a promise of greater benefits, how will I justify it?
- Are there easy ways to evaluate the benefits of making the right selection?



# Basic Story Structure: Three-Sections

1. Setup – Establish the scene and characters
2. Challenge – Create and build tension through presenting a problem
3. Resolution – Solve the problem

**Incorporate a Call-to-Action.**



# Tomorrow

## Engaging and Fun Collaboration for Virtual, In-person, and Hybrid Groups



Our Blast! collaboration platform delivers amazing productivity, engagement, and impact:

- Structured exercises, innovative question sets, and simultaneous, authentic input
- Full, real-time visibility to team member thinking
- Capturing ideas precisely in digital form
- Reducing input time by 80% vs. typical meetings

[brainzooming.com/blast](https://brainzooming.com/blast)

## Bring your laptop or tablet on Wednesday.



**Appropriately  
cater to the  
AUDIENCE'S  
EMOTIONS**





# State Park-Driven Emotions and Reactions

- Accomplishment
- Admiring
- Adventure
- Adventuring
- Amazed
- Appreciation
- Appreciative
- Artistic
- Awe
- Belonging
- Bonded
- Bonding
- Breathless
- Camaraderie
- Challenged
- Concerned
- Connection to nature
- Contemplative
- Content
- Coziness
- Creative
- Crispness
- Curiosity
- Daring
- Ease
- Engaged
- Enjoyment
- Excitement
- Exhilaration
- Fascinated
- Focused
- Inspired
- Interested
- Introspective
- Joy
- Knowledgeable
- Longing
- Motivated
- Nostalgic
- Peacefulness
- Playful
- Proud
- Reflective
- Rejuvenated
- Relaxed
- Respectful
- Responsible
- Reverence
- Satisfied
- Serene
- Shocked
- Solitude
- Somber
- Soothed
- Spirited
- Successful
- Thrilled
- Traditional
- Tranquility
- Wonder



# DETEREMINING THE EMOTIONAL RANGE





# Match Your Language to the Emotional Range

## ***Simple***

Easily understandable words everyone knows and uses in the marketplace

## ***Emotional***

Taps into appropriate experience-based emotions

## ***Aspirational***

Convey the hopes & dreams of employees, customers, and stakeholders

## ***Twistable***

Words usable in varied ways & forms

## ***Unusual***

Distinctive words whose less frequent use *makes* them more memorable

## ***Connectable***

Readily pair up with other words, word parts, or phrases to create new and distinctive language

## ***Open***

Mean multiple things or apply in a variety of situations



# **Introduce PERSONAL TOUCHES & LOCAL Flavor**





**Emphasize  
THOUGHT- and  
EMOTION-  
TRIGGERING  
SPECIFICS**





**What do visitors  
OOH and AHH about  
when they first  
experience your brand?**

***- Schanee' Anderson***





**WHAT IS COOL  
ABOUT YOUR  
EXPERIENCE?**

**Employ the  
Oohs and Ahhs Test**



# **What questions do visitors ask . . .**

**Volunteers?**

**Among themselves?**

**Their networks?**

**On Search?**

**Your Organization?**



## GARDEN

### GARDEN SALAD • HALF 5 / FULL 8

mixed greens with cucumbers, grape tomatoes, shredded carrots, red onions, croutons

salad add on's - grilled chicken ...\$5 / 5 jumbo grilled shrimp ...\$10 / chicken fried steak ...\$8

### ALL HAIL CAESAR • HALF \$6 / FULL \$9

chopped romaine tossed with our house caesar dressing, shredded parmesan cheese & garlic croutons

salad add on's - grilled chicken ...\$5 / 6 jumbo grilled shrimp ...\$9 / chicken fried steak ...\$7



# Characters





**Places**

**Experiences**

**Regular Characters**

**Featured Characters**

**Walk-ons & Special Guests**

**Spin-off Characters**

**Former Characters**

**Created Characters**

**Missing Characters**







<https://unsplash.com/photos/yslQadqRXUM>

# Developing Local Storytelling Skills

- Host workshops or training sessions that **teach volunteers storytelling techniques** and how to craft personal impact stories.
- Create a **storytelling initiative** where volunteers are encouraged to share stories on social media, at events, or in written materials.
- Celebrate volunteers and **share their stories** through profiles, interviews, or testimonials.
- Encourage **peer-to-peer storytelling**, where volunteers share their stories with other volunteers.





<https://unsplash.com/photos/yslQadqRXUM>

# Sharing Specifics

- A specific moment or experience that **inspired them to become a volunteer**.
- The sense of **fulfillment and purpose** they get from their volunteer work.
- Stories about the **people they've met and connections they've made** through volunteering.
- How volunteering has **taught them new skills or changed their perspective** on the world.
- Anecdotes about the **challenges and triumphs of volunteering**, like overcoming a particularly difficult project or making a big impact on a visitor.



**Heighten  
Anticipation by  
DEPARTING  
from the  
TYPICAL**





# Before-After-Bridge

1. Before - What's the situation with the problem
2. After – What it would be like to have the problem solved
3. Bridge – How you arrived at the problem's solution



# Problem-Agitate-Solve

1. Problem – Present the issue
2. Agitate – Stir up the problem
3. Solve – Address the problem and resolve it



# Dale Carnegie Magic Formula

**1. Incident – Communicate a brief personal experience**

**2. Action – Share the action to fix or avoid a problem**

**3. Benefits – Share the action's benefits**



# Star-Chain-Hook

1. Star - Gain big attention with a positive opening
2. Chain – String of facts, benefits, and reasons that sway the audience
3. Hook – The compelling call-to-action



# Hero's Journey

1. Departure – Hero is called to an adventure, takes a mentor's advice, and heads out
2. Initiation – Hero conquers multiple challenges to fulfill the mission
3. Return – The hero comes back & helps others



# Nancy Duarte's Great Talk Structure

1. What is – The status quo
2. What could be – The possible future state
3. Repeat 1 and 2 multiple times
4. New bliss – The amazing future after adopting the recommendation



# The Rest of the Story

1. Inviting Setup – Share an engaging situation without key details
2. Building Surprise – Take the story to an apparently obvious, but off-the-mark assumption
3. The Pay-off – Reveal the surprise that the audience *already knows*

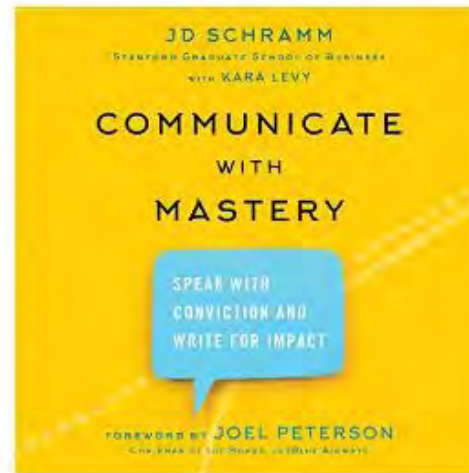




# JD Schramm – Habits of Highly Effective Storytellers

- Parachute in, don't preamble
- Carefully choose your first and final words
- Embrace the “Goldilocks” level of details
  - Incorporate the power of poetry
- Silence and space create impact and emphasis





## Communication Matters

Curated strategies for effective communication. Always free, no need to pledge.

By JD Schramm · Launched 7 months ago

mike.brown@brainzooming.com

Subscribe

[jdschramm.substack.com/](https://jdschramm.substack.com/)





Reaching Out to  
Diverse Audiences to  
Invite Their Stories



**It's vital to approach this work with sensitivity, respect, and a commitment to amplifying voices that have been overlooked and excluded.**

**Remember: You don't know everything (maybe anything).**

**Do the Work: Observe Your Situation from New Perspectives, Invite Others to Challenge Your Thinking, Start Educating Yourself.**

**Invite diverse people in meaningful ways for important roles.**

**First Listen: Then ask questions with honor and humility. Allow people to share as they feel comfortable.**

**Invite Honesty: Surround yourself with people who will talk to you honestly, even when that's difficult.**



# Whose stories could be missing?

- Indigenous Peoples
- African American Communities
- Latinx Communities
- Asian American Communities
- Gender and LGBTQ+ Perspectives
- Workers and Labor History
- Migrant and Refugee Communities
- Disabled Individuals
- Environmental Activists
- Cultural and Religious Perspectives



What's working to  
**include all the stories**  
that you need to share?



What detrimental,  
legacy language is your  
organization still using?



THE TENNESSEE conservationist


< Contents View

**Tennessee State Parks**

**Telling Full Stories in Tennessee State Parks**

Rob Barrett

5 Minutes



Courtesy of Felicia Harris: The Black Heritage Advisory Committee collaborative vision session at Natchez Trace State Park, August 2021. ®

As a child, my absolute favorite thing to do was to discover something and share it with the world. My mother can tell stories of me disappearing for hours in the woods and coming home with scrapes and bruises and no memory of how or where I got them. Sometimes I would be carrying a leaf or stone; one time I even had a black widow and scorpion in a cricket cage, but every time, I had a story to share.

Luckily, I was able to pivot this into a career as a ranger, where every day in the park is a new discovery, and it is our job to share them.

It is easy to think of new discoveries related to a park's natural resources, but recently we have begun to open our eyes to the fact that history is not a fixed thing and culture is not limited to one perspective. So, we in the world of park interpretation have been challenged with moving to breathe life and diversity into park stories. The challenge is to do this with authenticity, accuracy, and inclusion.

# Identifying Missing Stories Case Study

- Conducting thorough research
- Engaging with local communities
- Seeking out oral histories
- Collaborating with historians, community members, and organizations that specialize in the histories of marginalized or underrepresented groups.



# The Art(ificial) and Tools for Telling Extraordinary Stories

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# Today

- Telling Your Organization's Stories
- Linking Stories to Impact
- Expanding Your Storytelling Toolkit
- AI
- Big Questions for Big Ideas
- #ilovemystateparkswweek Blast!



# Specific Questions

## Tuesday:

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**STORIES  
CAN SERVE MANY  
PURPOSES.**

**TELLING YOUR  
ORGANIZATION STORIES**

Awareness

Information

Education

Interest

Warning

Preservation

Affiliation

Community

Motivation

Aesthetics

Entertainment

Utility





# STORIES THAT RAISE SUPPORT TO SUSTAIN YOUR WORK

- **People Raising** (Engaging volunteers, future leaders)
- **Fund Raising** (Securing support to extend and grow programs)
- **Mission Raising** (Cultivating ongoing audience support)
- **Resource Raising** (Developing resources that will enable programs to continue and develop)
- **Interest Raising** (Sharing news & information about your impact)





# PEOPLE RAISING

1. Volunteers' personal growth and development stories
2. Fulfilling aspects of volunteering
3. Life-changing experiences as a park volunteer
4. Finding purpose as a state park volunteer
5. The satisfaction of recruiting new volunteers
6. Making a significant difference as a volunteer
7. Ways volunteers are able to enhance the park experience
8. Ways volunteers enhance visitors' experience
9. Behind-the-scenes stories of teamwork
10. Forming and sustaining friendships as volunteers
11. Belonging to a group of dedicated volunteers
12. The diverse backgrounds of volunteers
13. How people share and grow their skills as volunteers
14. Personal impact in shaping the organization's success
15. Fun and exciting experiences volunteering





# FUND RAISING

1. Putting donations of all sizes to work
2. Going from fund raising to completed project stories
3. How specific donations have made a difference in the park
4. Maximizing every donation's impact
5. Ways that donors have targeted giving and created important impacts
6. Changing park experiences through broad donations
7. Celebrating donors who went above and beyond
8. Reasons why people donate to the organization
9. How every new contribution makes a positive difference
10. Feature how nature within the park environment benefits
11. Stories of annual improvements from volunteer donations
12. Profiles of those whose legacy donations impacted the park
13. Before and after stories in the park impacted by visitor giving
14. Donors who found annual giving it surprisingly easy (rewarding)
15. Making a generational impact through a donation





# MISSION RAISING

1. Little-known stories about the organization's history
2. How the local chapter and park have grown together
3. Ways the organization's mission has adapted to stay relevant
4. The organization's personalities – yesterday and today
5. How the organization has created an impact beyond the park
6. The local economy's benefit from the local chapter
7. How the chapters benefit communities statewide
8. Adapting our mission to current issues and opportunities in the environment
9. Ways that the organization addresses contemporary challenges
10. Important partnerships for the organization's impact
11. Collaborations that expand the organization's mission and reach
12. How our organization looks ahead to the future
13. Ways that new supporters can impact the organization
14. Families that have made multi-generational impacts to the park
15. How we actively collaborate throughout the state





# INTEREST RAISING

1. Volunteers living out our values to make a positive impact
2. Traditions that continue shaping our organization and chapters
3. Modernizing how our organization works to benefit state parks
4. Volunteers that have become supporters for years
5. Stories behind our most important accomplishments
6. Anniversaries demonstrate the long-lasting impact of chapters
7. The stories behind creating decades of impact as an organization
8. How our team members have found their call to our mission
9. How volunteers discovered their call to our mission
10. The ways that education plays a part throughout the organization's programs
11. Where our volunteers find the passion to contribute
12. Growing our recognition of under-represented groups in state parks
13. Inviting local communities into our priorities and programs
14. Profiles of volunteers enriching parks and the state
15. Volunteer stories about their motivations and accomplishments





# RESOURCE RAISING

1. New ways that we make resources accomplish more
2. Creative approaches to repurpose and expand how we use resources
3. Innovative ways that staff and volunteers adapt to serve parks and visitors
4. How filling an emerging resource need will directly impact visitors
5. A look ahead at service and projects we're planning to put in place
6. How contributors turn great ideas into great experiences for park visitors
7. The story of a successful partnership and its impact
8. Calling potential partners to join our volunteers in making a difference
9. Turning today's resources into years of benefit for parks and visitors
10. A surprising collaboration formed by shared aspirations
11. Turning new collaborations into a strong community
12. How we invite other people and organizations into furthering our mission
13. Looking for the collaborators to turn a dream into reality
14. The strength of our collaborations with park staff make all the difference
15. Positive impacts from surprising gifts and resources





# LINKING STORIES AND IMPACT WITH WHOLE BRAIN METRICS

Quantitative & Qualitative  
Actions, Impacts, Returns



# WHOLE BRAIN METRICS

|   | Activities<br><i>(What you do)</i>                        | Indicators<br><i>(Reactions to what you do)</i>            | Results<br><i>(Ultimate returns related to your activities)</i>                    |
|---|---|--|--|
| <b>Quantitative</b><br>• (Return on Investment) | <i>Number of times we are doing something</i>             | <i>Numbers related to early indicators from activities</i> | <i>Measures that demonstrate returns; social, environmental, financial impacts</i> |
| <b>Qualitative</b><br>• (Return on Intangibles) | <i>What we're hearing and seeing about our activities</i> | <i>Perceptions about these interactions</i>                | <i>Reactions and perceptions relative to your activities</i>                       |



# WHOLE BRAIN METRICS EXAMPLE

|  | Activities<br>(What you do)  | Indicators<br>(Reactions to what you do)                  | Results<br>(Business returns related to your activities)   |
|--|--|---|--|
| <b>Quantitative</b> <ul style="list-style-type: none"><li>(Return on Investment)</li></ul> | 15 professional development programs annually<br><br>3 new technology-specific training programs                 | 1,000 sign-ups annually for professional development      | \$30,000 profit in professional development<br><br>125 new members and \$8,000 in incremental membership fees annually |
| <b>Qualitative</b> <ul style="list-style-type: none"><li>(Return on Intangibles)</li></ul> | We are marketing professional development with “bring a friend” emphasis to targeted lists of previous attendees | Teachers are bringing peers with them to training classes | Teachers are sharing success stories from professional development learning  |



# How can we expand storytelling tools and opportunities?







**Questions for Tools in:**  
**Experience**  
**Delivery**  
**Behaviors & Motivators**  
**Expertise & Influence**  
**Media**



# Questions – Experience

- What are the park's attributes?
- How is the park's personality described?
- What available assets does the organization possess?
- What emotions do we want to evoke?
- Who are all the audiences that participate in the park?
- Who/what are ambassadors & cheerleaders for our parks?



# Questions – Delivering Stories

- What vocabulary do we use to talk about our parks?
- What vocabulary don't we use in talking about our parks?
- Where (& how) could we educate our audience members?
- What interactions/steps happen when a visitor decides to come to the park (where we can tell stories)?
- Where do our audiences congregate and/or receive park-related messages?
- How can we get permission & information to keep sharing stories with audiences?



# Questions – Audience Behaviors & Motivators

- What or who motivates our audiences to perform desired behaviors?
- What are the personal interests of our audience members?
- What are our audience members passionate and/or emotional about?
- Who or what influences our audiences?
- What information sources do our audiences follow and respect?



# Questions – Expertise & Influence

- Who would we like to have involved with our organization?
- Who would like to be involved with our organization?
- Who could we help make more successful (thus creating a potential advocate for us)?
- What experts/partners could we reach out to for help?
- What relationships do we have that might be relevant to expand our support?



# Questions – Media

- What communications vehicles are in place with our audiences?
- What new communications vehicles could we put in place with our audiences?
- In what ways do other parties communicate with and reach our audiences?



What tools or ideas  
can we “steal”?



# Artificial Intelligence





Where are **YOU** at  
on AI **right now**?

Where do you  
**WANT** to be?



# Everything!

# Watch Out!

**keenfolks** [HOME](#) [PROJECTS](#) [SERVICES](#) [ABOUT US](#) [RESOURCES](#) [CONTACT](#) [START YOUR PROJECT](#)

ARTIFICIAL INTELLIGENCE  

## 5 Reasons Why AI is the Future of Content Marketing

[in](#) [t](#) [e](#) [s](#)

### Why AI is Taking Over Content Marketing

### Artificial Intelligence in Content Marketing Definition

AI plays a vital role at every stage of the content marketing process. From topic selection and content creation to SEO optimization and personalization, AI helps marketers streamline processes and leverage increasing amounts of data to improve content marketing performance.

AI can identify new content topics, write compelling email subject lines, conduct SEO optimization, personalize a copy for specific audience

ARTIFICIAL INTELLIGENCE  

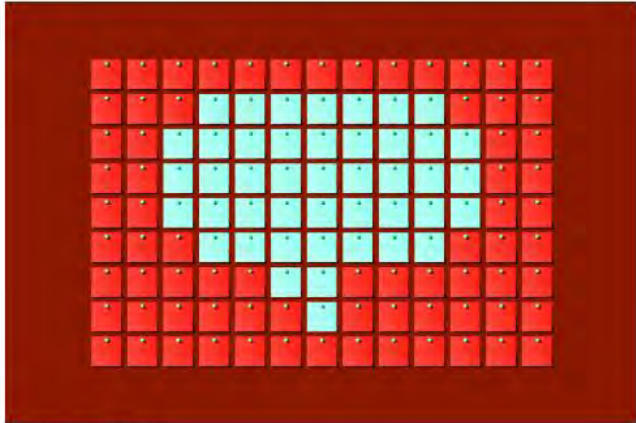
### 5 Ways You Can Successfully Leverage Artificial Intelligence For Your Business

**WIRED** [BACKCHANNEL](#) [BUSINESS](#) [CULTURE](#) [GEAR](#) [IDEAS](#) [SCIENCE](#) [SECURITY](#) [SIGN IN](#)

WILL KRISTOFF SECURITY AUG 1, 2023 7:00 AM

## A New Attack Impacts Major AI Chatbots—and No One Knows How to Stop It

Researchers found a simple way to make ChatGPT, Bard, and other chatbots misbehave, proving that AI is hard to tame.



PHOTOGRAPH: SHUTTER/GETTY IMAGES

CHATGPT AND ITS artificially intelligent siblings have been tweaked over and over to prevent troublemakers from getting them to spit out undesirable messages such as hate speech, personal information, or step-by-step instructions for building an improvised bomb. But researchers at Carnegie Mellon University last week showed that adding a simple incantation to a prompt—a string text that might look like gobbledygook to you or me but which carries subtle significance to an AI model trained on huge quantities of web data—can defy all of these defenses in several popular chatbots at once.

The work suggests that the propensity for the cleverest AI chatbots to go off the rails isn't just a quirk that can be papered over with a few simple rules. Instead, it represents

SCOTT GORDON VIDEO  




# AI's Ideas for Using AI

1. Inspiring Content Ideas (Creative Partner)
2. Generate First Drafts
3. Repurpose Content
4. Targeting Content at Specific Audiences
5. Create More Content
6. Data Analysis and Insights
7. Chatbots and Virtual Assistants
8. Image and Video Enhancement
9. Language Translation
10. Storytelling Apps
11. Social Media Engagement
12. Interactive Experiences
13. Collaboration with AI Developers
14. Virtual Tours and 360-Degree Videos



# Artificial Intelligence I've been using.

## What are you using?



Ideas, thinking, first drafts, lists and ranges of possibilities, content themes, summaries, short posts, shortening content, aggregating content

Talk to Pi,  
your personal AI



One-on-one perspectives, bouncing ideas back and forth, starting lists of ideas, advice, personal counseling (seriously)



Recording conversations and transcribing them with voice recognition



Searches delivering sourced summary descriptions to answer questions



ChatGPT may follow a requested pattern but then forget it, only to return to it randomly later.

Be on the lookout for LIFU (Last In, First Used) responses.

It doesn't always check for accuracy or embrace brevity; that's your job.

ChatGPT will brown nose the boss after being proven wrong.

Unless asked, it doesn't provide references for many of its answers.

Creating mutually exclusive categories and excluding outliers? ChatGPT hedges and tries to include everything.

It's friendly, helpful, and looking for more work.

## Insights from Delegating to ChatGPT



# 1

## Use your imagination about “who” you’re interacting with

- A persona for the AI
- A persona for the requested work

# 2

## Develop a short brief guiding the work

- Do your own homework
- Share what you want and expect, what to include, what you already know, things to exclude
- The right prompts are critical

# 3

## Manage the process

- Let it know what you’ll be sharing upfront and when it should start
- Share as much of your own content as you need to (and let it know whether it can veer from the content)
- Course correct as needed
- Start fresh if you’re in a loop

# 4

## Check the work

- Factual accuracy and availability of sources
- Grammar and brevity





## Our Mission

The mission of Friends is to partner with, promote and preserve Georgia State Parks & Historic Sites. Statewide, Friends works to raise awareness of the economic and intrinsic values of Georgia's greatest treasures. We work with state and community leaders to help make sure that our natural and cultural resources are well protected, well maintained and well preserved for generations to come.

## Our Chapters

At the local level, more than 50 chapters work with their respective sites to support individual projects and programs. Statewide, volunteers contributed more than 75,000 volunteer hours last year. That equates to an in-kind value of over \$1.5 million. In addition, our chapters raise funds to support local projects and programs that help make our parks and historic sites some of the best in the nation.



## **For Baby Boomers (Born 1946-1964): *Emotion: Nostalgia***

Mission - We, the Friends, are on a mission to safeguard and celebrate Georgia's precious State Parks & Historic Sites, preserving the treasures that have shaped our shared memories and experiences. Together, we ensure these natural and cultural wonders are cherished for generations to come.

Impact - On a local level, over 50 chapters work closely with their respective sites, rekindling the spirit of community and heritage. Through our combined efforts, we contributed over 75,000 volunteer hours last year, valued at over \$1.5 million. Join us in rekindling the passion for these incredible places.

*Emphasis on nostalgia and shared memories. Use of phrases like "our shared memories and experiences."*

## **For Generation X (Born 1965-1980): *Emotion: Pragmatism***

Mission - The Friends' mission is straightforward: we're dedicated to safeguarding and enhancing Georgia's State Parks & Historic Sites, recognizing their vital role in our environment and history. We're your pragmatic partners in preserving these treasures for future generations.

Impact - Our network of 50+ chapters collaborates with local sites, providing practical support for projects and programs. Last year, our volunteers dedicated 75,000 hours, equivalent to \$1.5 million. Be part of our pragmatic approach to protecting these remarkable sites.

*A pragmatic tone that emphasizes practicality and straightforwardness. Phrases like "straightforward," "pragmatic partners," and "protecting these treasures for future generations."*

## **For Millennials (Born 1981-1996): *Emotion: Purpose***

Mission - Friends of Georgia State Parks & Historic Sites is all about purpose. We're committed to safeguarding and promoting Georgia's State Parks & Historic Sites, recognizing their intrinsic value and the purpose they serve for our generation and those that follow.

Impact - With 50+ chapters across the state, we're driving purposeful change at the local level. Our volunteers logged an impressive 75,000 hours last year, worth over \$1.5 million. Join us in fulfilling the purpose of these exceptional places.

*A focus on purpose and intrinsic value. Phrases like "dedicated to safeguarding and promoting," "intrinsic value," and "fulfilling the purpose."*



## **For Generation Z (Born 1996-2012): *Emotion: Inspiration***

Mission - Our mission is to inspire and protect Georgia's State Parks & Historic Sites, recognizing their potential to inspire your generation and future ones. We're here to ensure these incredible places continue to be sources of inspiration.

Impact - Our chapters, numbering over 50, are at the forefront of inspiration, working directly with local sites. Last year, our volunteers contributed a staggering 75,000 hours, valued at over \$1.5 million. Join us and be part of the inspiration for these remarkable destinations.

*An emphasis on inspiration and potential for future generations. Phrases like "inspire your generation and future ones" and "be part of the inspiration for these remarkable destinations."*

TL;DR: We're here to inspire your generation and beyond by protecting Georgia's amazing State Parks & Historic Sites.

Quick Message: "Discover the Magic: Join Us in Inspiring Generations at Georgia's Parks!" (Accompanied by an inspiring nature image).

## **For Gen Alpha (Born 2013-2025): *Emotion: Discovery***

Mission - Friends of Georgia State Parks & Historic Sites embarks on a journey of discovery with your generation and the ones to follow. We're here to ensure that these State Parks & Historic Sites remain places of wonder, waiting for your discovery.

Impact - Our chapters, exceeding 50, are shaping the future of discovery by collaborating with local sites. Last year, volunteers gave an astounding 75,000 hours, equating to over \$1.5 million. Come and be part of the adventure in discovering these incredible destinations.

*A focus on discovery and adventure. Phrases like "embarks on a journey of discovery," "places of wonder, waiting for your discovery," and "be part of the adventure in discovering."*

TL;DR: Join our journey of discovery as we preserve Georgia's State Parks & Historic Sites for your generation's wonder.

Quick Message: "Adventure Awaits: Explore Georgia's Hidden Treasures with Us!" (Accompanied by an adventurous landscape image).



# For Generation Z (Born 1996-2012)

1. **Emphasize Experiences Over Information:** Craft messages that focus on the exciting experiences and adventures that await at state parks.
2. **Use Visual Storytelling:** Utilize visually appealing content, such as short videos and striking images, to convey the beauty and excitement of park visits.
3. **Highlight Social and Environmental Impact:** Showcase how volunteering and supporting state parks contribute to social causes and environmental conservation.
4. **Leverage Social Media Trends:** Stay up-to-date with social media trends and engage with Gen Z on platforms like TikTok and Instagram to share dynamic and relatable content.
5. **Interactive Challenges and Contests:** Create interactive challenges, contests, or virtual events that encourage participation, such as photo contests or digital scavenger hunts.
6. **Authenticity Matters:** Be transparent and authentic in your messaging, as Gen Z values sincerity and is quick to spot inauthenticity.
7. **Environmental Education:** Promote educational content about the environment and conservation efforts, aligning with Gen Z's passion for sustainability.
8. **Mobile-Friendly Information:** Ensure that your website and content are mobile-friendly, as Gen Z heavily relies on smartphones for information.
9. **Partnerships with Influencers:** Collaborate with local influencers or environmental advocates who resonate with Gen Z to expand your reach and credibility.
10. **Youth-Centric Events:** Organize youth-focused events, workshops, and activities within parks to directly engage with this generation.



# For Gen Alpha (Born 2013-2025)

1. **Simplify Messaging:** Keep messages simple and easily digestible, as Gen Alpha is still in its formative years and prefers straightforward content.
2. **Engage Parents and Guardians:** Recognize that parents and guardians play a significant role in Gen Alpha's decisions, so messages should appeal to family experiences.
3. **Child-Friendly Content:** Create content that is child-friendly and encourages the exploration of nature, with a focus on interactive and hands-on activities.
4. **Safety and Inclusivity:** Emphasize the safety and inclusivity of state parks to reassure parents and guardians of a child-friendly environment.
5. **Storytelling Through Play:** Use storytelling through play, games, and animations to introduce Gen Alpha to the wonders of nature and the importance of conservation.
6. **Virtual Tours and Interactive Apps:** Develop virtual tours and interactive apps that cater to Gen Alpha's familiarity with digital devices.
7. **Colorful and Imaginative Visuals:** Utilize vibrant colors and imaginative visuals that capture the imagination of young children.
8. **Educational Programs:** Promote educational programs and events tailored to Gen Alpha's early learning experiences.
9. **Parent-Child Bonding:** Highlight the opportunity for parents and children to bond through shared outdoor activities and adventures.
10. **Generational Legacy:** Inspire a sense of generational legacy by emphasizing how visits to state parks can become a cherished family tradition.



# Directly For Gen Alpha (Born 2013-2025)

1. **Interactive School Programs:** Develop interactive and age-appropriate school programs that introduce Gen Alpha to the wonders of state parks through hands-on activities and outdoor exploration.
2. **Educational Games:** Incorporate educational games and activities that make learning about nature and conservation engaging and fun.
3. **Storytelling Workshops:** Host storytelling workshops where Gen Alpha can express their experiences and adventures in state parks through art, writing, or multimedia.
4. **Nature Clubs:** Establish nature clubs within schools that allow Gen Alpha to connect with like-minded peers and share their excitement for outdoor adventures.
5. **Field Trips:** Organize field trips to state parks, providing Gen Alpha with opportunities to experience the beauty and wildlife firsthand.
6. **Junior Ranger Programs:** Introduce Junior Ranger programs that empower Gen Alpha to become stewards of nature and earn badges for their accomplishments.
7. **Outdoor Classroom Initiatives:** Promote the idea of state parks as outdoor classrooms, where Gen Alpha can learn about ecology, biology, and environmental science in a natural setting.
8. **Environmental Art Projects:** Encourage artistic expression by involving Gen Alpha in environmental art projects that highlight the beauty of parks and the importance of conservation.
9. **Youth Ambassadors:** Select Gen Alpha students as youth ambassadors for state parks, empowering them to share their experiences and knowledge with their peers and parents.
10. **Family Engagement Campaigns:** Encourage Gen Alpha to take their newfound interest in state parks back home by launching family engagement campaigns that inspire them to plan family park visits and share their enthusiasm with their parents.



A 3D maze with a blue-to-white gradient background. The maze is composed of many concentric, winding paths that create a sense of depth and complexity. The walls of the maze are made of a material that looks like wood or a similar textured material, and the paths are illuminated from above, creating shadows that emphasize the three-dimensional nature of the structure.

# **SOLID RULE OF THUMB?**

**TELLING STORIES ABOUT WHAT YOU ORDINARILY DO  
ISN'T EXTRAORDINARY**



# Ask Big Questions

To Uncover  
Extraordinary Stories





# WHAT ARE THE COOLEST THINGS ABOUT THE PARKS AND AUDIENCES?



**“Lincoln Electric joins  
metal with fire.  
That’s cool!”**

*Craig Coffey  
U.S. Marketing Communications Manager*



**What do visitors  
OOH and AHH about  
when they first  
experience your brand?**

***- Schanee' Anderson***





If your VOLUNTEERS  
possessed  
**SUPERPOWERS,**  
what would they be?  
And how would you tell  
extraordinary stories  
about them?







What story would be

***bigger &***

***bolder*** than ever &

***potentially***

***impossible***

for us to tell successfully?



What used to be  
*questions*  
are now  
*prompts!*



## Storytelling Practices

- How can you incorporate *Strong Characters + Plot Twists + Surprising Resolutions + Just a Hint of What Happens Next* to inspire extraordinary stories for your organization?
- Where can you create long-form, compelling content (think major motion picture-like content) on significant societal issues your organization can address?
- What are seventeen ways you can imagine sharing every one of your most extraordinary stories?
- What are new ways to connect separate intriguing stories into longer or unusual formats that are truly extraordinary?

## Telling Organizational Stories

- What twists & turns would make it incredibly interesting to hear about & learn from the challenges & successes in your organization's journey?
- How could you use your content to create attention with companies, brands, and personalities who would gladly call attention to your mission?
- How can you innovate your approach and curate more content that both shares your organization's perspective AND celebrates the incredible work that others are doing?
- WHAT ARE THE COOLEST THINGS ABOUT THE PARKS AND AUDIENCES?
- What story would be *bigger & bolder* than ever & *potentially impossible* for us to tell successfully?

## Storytellers

- If your VOLUNTEERS possessed SUPERPOWERS what would they be? And how would you tell extraordinary stories about them?

- Beyond your familiar sources for great stories, where can you develop more unlikely or reluctant storytellers who have incredible stories that should be told?
- How could a poet laureate for your park system create high-impact, breakthrough forms of extraordinary stories?
- If you provided 3 weeks of training to volunteer storytellers in your organization, how would you best use that time?
- What steps will dramatically increase the ability of ALL your volunteers to help share amazing stories?
- What are creative ways to place your best storytellers in new settings to refresh their perspectives and share even more stories?
- What can you do to frequently give your storytellers different tools that prompt them to share stories in new ways?

## Visitors

- Where can you translate what you know about your visitors' expectations into content that pleasantly surprises them?
- What hidden aspects of the visitor experience hold new, untold, and extraordinary stories?
- What do visitors love about state parks that you can use to better celebrate THEM as you share new stories?
- How can you develop new stories out of ideas and comments your audiences share with you across all the channels they use?
- What are all the ways you could make it amazingly easy for the biggest state park fans to create AND share content about their experiences with your volunteer?

PROMPTS



# You want viral?

"I've never seen anything like that before."

"How is that even possible?"

"That can't be real?"

"This is mind-blowing."

"I can't stop watching."

"I need to share this with everyone."

"My jaw just dropped."

"This is too good to be true."

"It's like something out of a dream."

"I'm in awe of this."

"I can't believe I'm seeing this."

"This is pure magic."

"I've got to try this."

"This changes everything."

"Is this even legal?"

"I'm speechless."

"I'm inspired."

"I want to learn more about this."

"This is a game-changer."

"I can't look away."

"This is the future."

"I want to be a part of this."

"I'm on the edge of my seat."

"My mind is racing with ideas."

"I was today years old when I learned this."





# Making Big Ideas Possible

- What more achievable storytelling possibilities does this idea **inspire**?
- What's **one aspect** of this story idea that we *can* tell?
- Where does this story **resemble a story** that we can currently (or soon) tell?
- What **program ideas** does this story idea suggest?
- What's the **piece of (or tweak to) this story idea** that makes it tellable?



<https://unsplash.com/photos/YccQtENMuXw>







# STEPPING INTO THE SPOTLIGHT OF OTHERS MEMES AND NEWS DRAFTING





Me accusing my cat of cuddling with other people when I come home drunk after bottomless brunch.



**This is Bill.**

**Bill is on Facebook.**

**Bill sees something that offends him.**

**Bill moves on.**

**Bill is smart.**

**Be like Bill.**



**MEMES – A POPULAR  
FORMAT USING  
RECOGNIZED  
STRUCTURES TO  
HUMOROUSLY &  
CONCISELY CONVEY  
CONTEXT AND MEANING.**





# MEMES

## Concise and Immediate

## Shorthand and Structure

- Templates and Variations
- Repetition, Visual Consistency, and Remixing
- Pop Culture References
- Emotions, Expressions, Symbols, Icons

## Visual and Text Interplay

- Tension, Humor, and Complementarity

## Styles / Types

- Wordplay
- Visual Storytelling and Puns
- Universality AND Inside Jokes
- Absurdity and Satire
- Reaction Images/GIFs







# NEWS DRAFTING

## What News Can You Attach To?

### Great places to view the eclipse in Illinois

Here are some great places to view the eclipse in Illinois with times and duration. The moment of total solar eclipse comes shortly before 2 pm CDT.



Giant City State Park, Illinois

Partial eclipse begins at 12:42 pm CDT

Total eclipse begins at 1:59 pm CDT

Duration of total eclipse is 4 minute, 8 seconds

Partial eclipse ends at 3:18 pm CDT





 **Kansas City Public Library**  
Page Liked · November 1 · 📱

30 years... 2015 World Series Champions!!!  
#WorldSeries #TakeTheCrown Kansas City Royals

Like · Comment · Share

 Jason Alexander Greenwood, Leslie Royer Adams, Matthew Campbell and 6,401 others like this.

👍 3,294 shares

 Carla Riganti Russell Great job Kansas City Public Library. We enjoyed the creativity and all your posts. This, of course, is the best.  
Like · Reply · 📱 54 · November 1 at 9:53pm

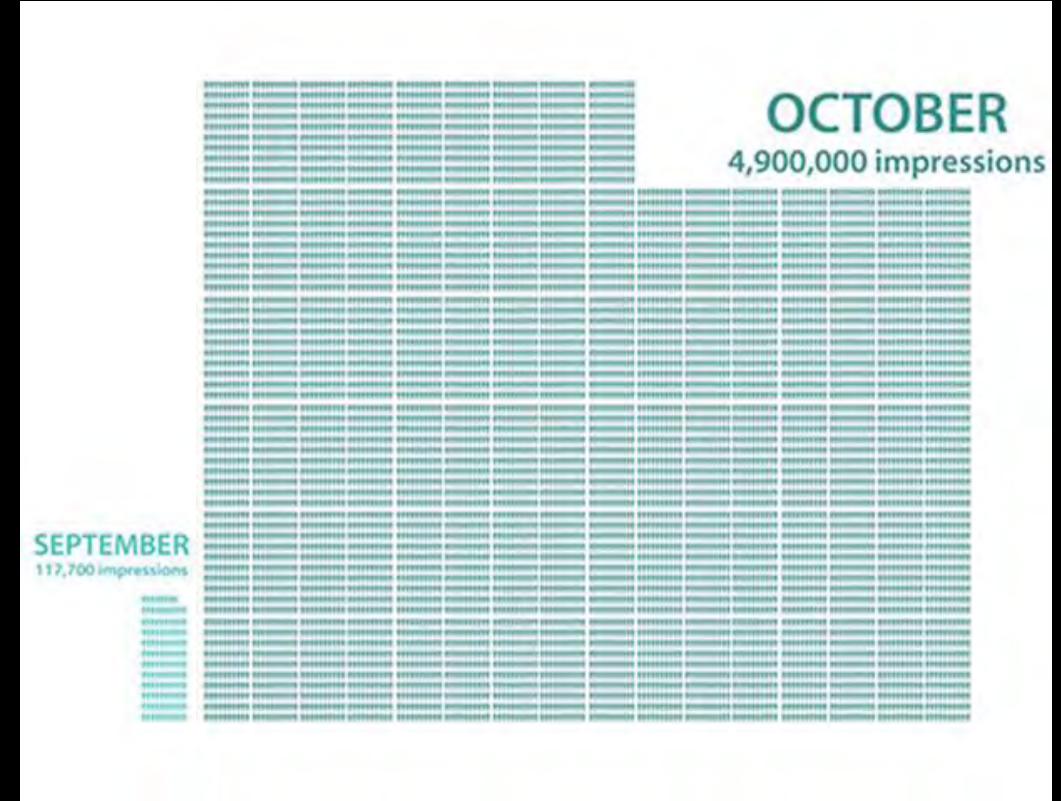
 Suzie Finley Scott Game, set, and match! Royals are the 2015 MLB WORLD SERIES CHAMPIONS!  
Like · Reply · 📱 3 · November 1 at 11:04pm

 Carmen Siemens I have totally enjoyed these book bind poems. I would share them with family and friends, who were quite impressed, Kansas City Public Library ROCKS!  
Like · Reply · 📱 15 · November 1 at 9:56pm

 Lisa Rinehart Hoffman I nominate the KC Public Library for Internet World Champions--great job firing us up with these posts and for bringing sexy back to the library...!!

Congratulations to all! 📱 26 · November 1 at 9:55pm

 Mary Boothe Shared in Alabama by a loyal fan to Baseball!







# Storytelling Toolkit Ideas

## Big Questions on Story Possibilities



### Storytelling (5)

- #StateParkStories Campaign
- Photo Contest
- Impact Stories
- Crowdsourced Videos
- State Park Poetry Slam

### Challenges (6)

- State Park Challenges
- State Park Trivia Challenge
- Park Cleanup Challenge
- State Park Challenges (Part 2)
- State Park Photography Competition
- State Park Puzzle Challenge

### Virtual Experiences (12)

- Virtual Park Tours
- Virtual Campfire Nights
- Live Wildlife Feeds
- State Park Playlist
- Virtual Art Exhibition
- Historical Reenactments
- Wildlife Webcams
- Outdoor Yoga or Meditation Sessions

- Behind-the-Scenes Park Tours
- Park-Themed Book Club
- Nature Sketching Sessions
- State Park Night Sky Watching

### Live Informational Events (4)

- National Park vs. State Park Debates.
- Live Q&A Sessions
- Park Ranger Q&A Panels
- Park-Themed Cooking Show

### Engagement (4)

- Community Partnerships.
- Participation Pledges
- Art in Nature Workshops
- Park-Themed Crafts for Kids

### Information Sharing (4)

- State Park Recipe Sharing
- State Park Geology Lessons
- Park Conservation Webinars
- Park-Themed Podcast Series

### National News Media Pitches (15)

- State Park Challenges: Create a series of exciting challenges or competitions that pit hosts or correspondents from these shows against each other in various state parks. Challenges could include outdoor cooking, wildlife tracking, or adventure races, with each challenge taking place in a different state park.
- Celebrity Hosts: Partner with well-known celebrities who are passionate about the outdoors and state parks. Having celebrities as hosts or guest reporters can attract the attention of major shows.
- Extreme Adventures: Showcase extreme adventures in state parks, such as rock climbing, white-water rafting, or cave exploration, with experienced guides and hosts. The thrill and adrenaline of these activities can be an attention-grabber.
- Unique Park Features: Highlight the most unique and lesser-known features of state parks, such as natural wonders, hidden waterfalls, or ancient ruins. These features can be fascinating to viewers.
- Wildlife Encounters: Coordinate wildlife encounters with experts who can lead hosts on safaris, bird-watching expeditions, or animal tracking experiences within state parks.
- Historical and Cultural Stories: Explore the rich history and cultural heritage of state parks, including interviews with local historians, indigenous communities, or reenactments of historical events.
- Conservation Projects: Showcase ongoing conservation projects within state parks, such as habitat restoration, wildlife protection, or sustainability initiatives.
- Human Interest Stories: Feature heartwarming stories of individuals or families whose lives have been positively impacted by their experiences in state parks. Personal narratives can be very compelling.
- Interactive Viewer Challenges: Engage viewers by inviting them to suggest challenges or activities for hosts to complete in different state parks, turning it into an interactive experience.
- Epic Road Trip: Plan an epic cross-country road trip visiting various state parks, capturing the diversity of landscapes and experiences across the nation.
- Local Cuisine: Explore the culinary aspects of state parks by focusing on local food traditions, campfire cooking, and the use of natural ingredients found in the parks.
- Park Ranger Spotlights: Profile park rangers and their roles in preserving and educating visitors about state parks. Show how their dedication contributes to the parks' success.
- Virtual Reality Experiences: Incorporate virtual reality (VR) experiences, allowing viewers to immerse themselves in state park adventures from the comfort of their homes.
- Live Broadcasts: Arrange live broadcasts from different state parks, capturing the excitement and spontaneity of on-site reporting.
- Audience Participation: Encourage viewers to share their state park stories, photos, or favorite memories on social media, with the chance for their content to be featured on the national shows.



### Storytelling (5)

- **#StateParkStories Campaign:** Encourage visitors and park enthusiasts to share their personal state park stories, photos, and videos on social media using the hashtag #StateParkStories. Feature some of the most compelling stories and content on the national association's website or social media channels.
- **Photo Contest:** Launch a national photo contest where participants can submit their best state park photos. Highlight winning photos on social media and award prizes sponsored by local businesses.
- **Impact Stories:** Share real stories of how state parks have positively impacted communities and individuals. Highlight the economic, environmental, and cultural benefits of state parks through video testimonials and written narratives.
- **Crowdsourced Videos:** Encourage park visitors to create short videos sharing their favorite state park moments, which can be compiled into a highlight reel that showcases the diversity of experiences.
- **State Park Poetry Slam:** Invite poets to perform and share original poems inspired by their experiences in state parks. Highlight the importance of creativity and self-expression in nature.

### Challenges (6)

- **State Park Challenges:** Create a daily or weekly challenge related to state park activities, such as a hiking challenge, wildlife spotting challenge, or photography challenge. Encourage participants to share their challenge experiences on social media.
- **State Park Trivia Challenge:** Host daily trivia quizzes on social media about various state parks. Encourage participants to test their knowledge and share their scores.
- **Park Cleanup Challenge:** Promote a nationwide park cleanup challenge, encouraging visitors to clean up litter and share before-and-after photos on social media to showcase their contributions.
- **State Park Challenges (Part 2):** Expand on the challenge

- concept by introducing creative challenges like nature photography, rock stacking, or geocaching, with prizes for the most innovative entries.
- **State Park Photography Competition:** Host a state park photography competition, encouraging participants to capture the beauty and diversity of state parks through their lenses.
- **State Park Puzzle Challenge:** Create online jigsaw puzzles featuring images of state park landscapes and wildlife. Challenge participants to complete them in record time.

### Virtual Experiences (12)

- **Virtual Park Tours:** Organize a series of live virtual tours on social media platforms featuring different state parks each day during the week. Collaborate with park rangers and enthusiasts to showcase the unique beauty and experiences offered by state parks.
- **Virtual Campfire Nights:** Organize virtual campfire nights where park enthusiasts can gather online to share campfire stories, songs, and experiences. Feature guest storytellers or musicians to make it engaging.
- **Live Wildlife Feeds:** Set up live wildlife cameras in select state parks and stream them online during the week. Viewers can observe wildlife in their natural habitats.
- **State Park Playlist:** Create themed playlists of music that evoke the spirit and ambiance of different state parks. Share these playlists on streaming platforms and encourage followers to listen while exploring their local parks.
- **Virtual Art Exhibition:** Host a virtual art exhibition featuring artwork inspired by state parks. Encourage local artists to submit their work for online display and sale.
- **Historical Reenactments:** Share prerecorded or live historical reenactments from state parks, showcasing significant events or figures from their past.
- **Wildlife Webcams:** Install webcams in different state parks to capture live footage of local wildlife. Stream this footage on the association's website and social media.

- **Outdoor Yoga or Meditation Sessions:** Host virtual outdoor yoga or meditation sessions, led by certified instructors, to promote relaxation and mindfulness in nature.
- **Behind-the-Scenes Park Tours:** Offer virtual behind-the-scenes tours of state park facilities, showcasing the work that goes into preserving and maintaining these natural wonders.
- **Park-Themed Book Club:** Start a virtual book club featuring literature set in or inspired by state parks. Discuss selected books and their connections to the natural world.
- **Nature Sketching Sessions:** Arrange virtual nature sketching sessions led by artists who teach participants how to sketch wildlife, plants, and landscapes.
- **State Park Night Sky Watching:** Coordinate virtual stargazing sessions led by astronomers who explain the wonders of the night sky as seen from state parks.

### Live Informational Events (4)

- **National Park vs. State Park Debates:** Host online debates or discussions comparing the advantages and unique features of state parks versus national parks. Invite experts and influencers to participate and share their insights.
- **Live Q&A Sessions:** Conduct live Q&A sessions with park rangers, naturalists, and historians. Allow viewers to ask questions and learn more about state parks' history and conservation efforts.
- **Park Ranger Q&A Panels:** Organize live Q&A sessions with park rangers from different state parks, allowing viewers to ask questions about park history, wildlife, and conservation efforts.
- **Park-Themed Cooking Show:** Partner with a local chef to host a virtual cooking show, where they prepare meals inspired by state park cuisine, such as campfire recipes or local specialties.



#### Engagement (4)

- **Community Partnerships:** Collaborate with local businesses and organizations to sponsor and promote the week's events. They can contribute prizes, offer discounts to state park visitors, or host related events.
- **Participation Pledges:** Invite people to take a participation pledge to visit a state park during the week and share their experiences online.
- **Art in Nature Workshops:** Host online art workshops where participants can create nature-inspired art using materials found in state parks, such as leaves, rocks, or pinecones.
- **Park-Themed Crafts for Kids:** Share simple, nature-themed craft tutorials for children, promoting creative play and learning.

#### Information Sharing (4)

- **State Park Recipe Sharing:** Encourage visitors to share their favorite state park recipes, whether it's campfire cooking or picnic dishes. Compile these recipes into a digital cookbook.
- **State Park Geology Lessons:** Collaborate with geologists to provide virtual lessons on the geological wonders found in state parks, from unique rock formations to ancient fossils.
- **Park Conservation Webinars:** Organize webinars on park conservation efforts, featuring experts who discuss the challenges and successes of preserving natural habitats.
- **Park-Themed Podcast Series:** Launch a podcast series dedicated to state parks, covering topics like their history, wildlife, and the personal experiences of visitors.

#### National News Media Pitches (15)

- **State Park Challenges:** Create a series of exciting challenges or competitions that pit hosts or correspondents from these shows against each other in

various state parks. Challenges could include outdoor cooking, wildlife tracking, or adventure races, with each challenge taking place in a different state park.

- **Celebrity Hosts:** Partner with well-known celebrities who are passionate about the outdoors and state parks. Having celebrities as hosts or guest reporters can attract the attention of major shows.
- **Extreme Adventures:** Showcase extreme adventures in state parks, such as rock climbing, white-water rafting, or cave exploration, with experienced guides and hosts. The thrill and adrenaline of these activities can be an attention-grabber.
- **Unique Park Features:** Highlight the most unique and lesser-known features of state parks, such as natural wonders, hidden waterfalls, or ancient ruins. These features can be fascinating to viewers.
- **Wildlife Encounters:** Coordinate wildlife encounters with experts who can lead hosts on safaris, bird-watching expeditions, or animal tracking experiences within state parks.
- **Historical and Cultural Stories:** Explore the rich history and cultural heritage of state parks, including interviews with local historians, indigenous communities, or reenactments of historical events.
- **Conservation Projects:** Showcase ongoing conservation projects within state parks, such as habitat restoration, wildlife protection, or sustainability initiatives.
- **Human Interest Stories:** Feature heartwarming stories of individuals or families whose lives have been positively impacted by their experiences in state parks. Personal narratives can be very compelling.
- **Interactive Viewer Challenges:** Engage viewers by inviting them to suggest challenges or activities for hosts to complete in different state parks, turning it into an interactive experience.

- **Epic Road Trip:** Plan an epic cross-country road trip visiting various state parks, capturing the diversity of landscapes and experiences across the nation.
- **Local Cuisine:** Explore the culinary aspects of state parks by focusing on local food traditions, campfire cooking, and the use of natural ingredients found in the parks.
- **Park Ranger Spotlights:** Profile park rangers and their roles in preserving and educating visitors about state parks. Show how their dedication contributes to the parks' success.
- **Virtual Reality Experiences:** Incorporate virtual reality (VR) experiences, allowing viewers to immerse themselves in state park adventures from the comfort of their homes.
- **Live Broadcasts:** Arrange live broadcasts from different state parks, capturing the excitement and spontaneity of on-site reporting.
- **Audience Participation:** Encourage viewers to share their state park stories, photos, or favorite memories on social media, with the chance for their content to be featured on the national shows.



A group of people are gathered around a campfire in a forest at night. The scene is illuminated by the warm glow of the fire, which is burning brightly in a metal fire pit. Several people are visible, some sitting on logs or stumps, and others standing. The background is filled with tall, dark trees under a clear night sky. The overall atmosphere is cozy and intimate.

# Telling Your Stories Back at Home

<https://unsplash.com/photos/fDostEIVhN8>



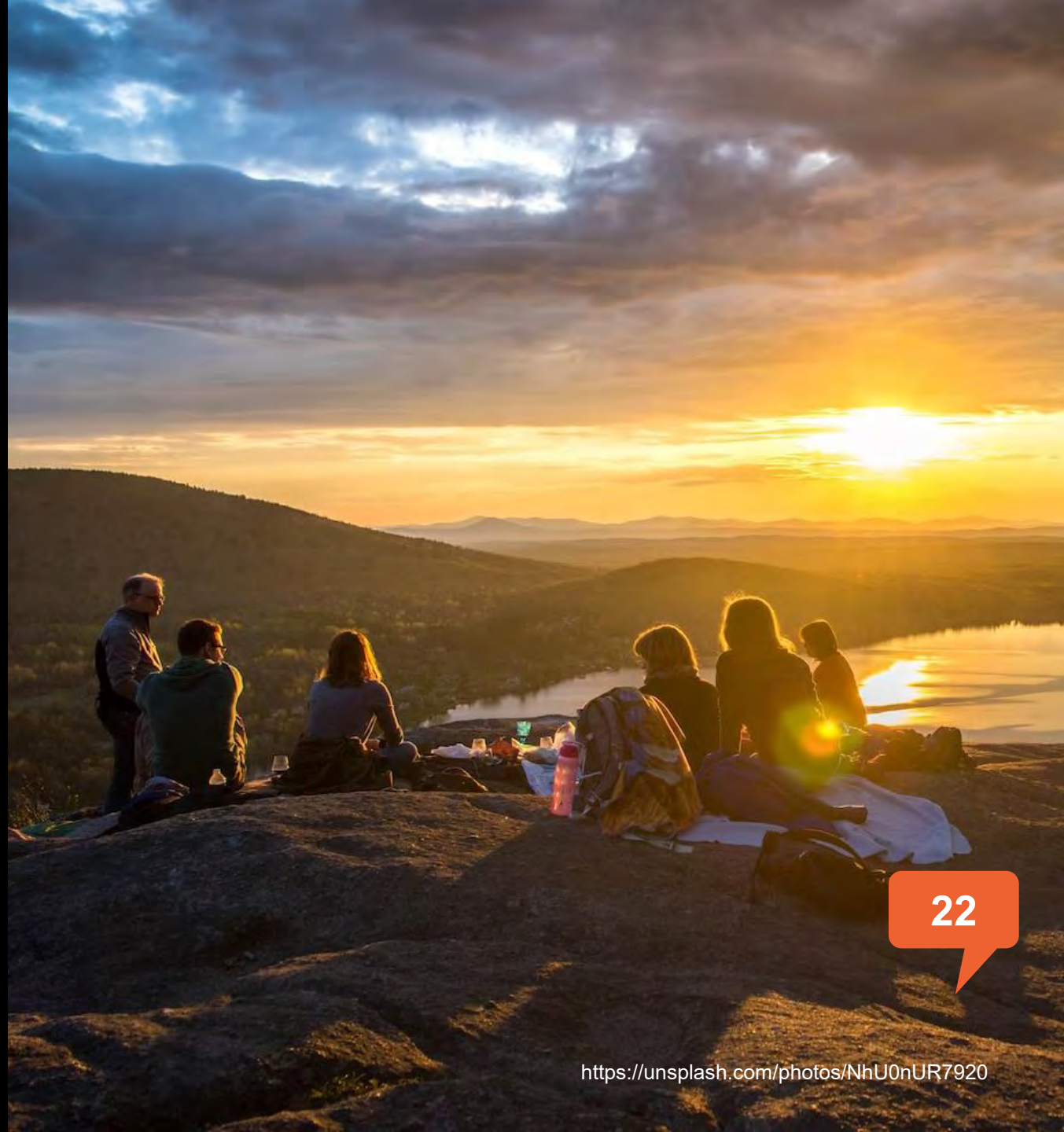
# Today

- Empowering Volunteers for Success
- Experiences and Environments
- Stories as Content Assets
- Getting the Most from Every Story
- Give Away for the PMIRQ



# Making Storytelling Easier for Volunteers

What's working for you?





# Making Storytelling Easier for Volunteers

- Share **support resources** – ad hoc and via training or workshops.
- Create an **internal story bank** for volunteers to share their experiences.
- Feature volunteer stories on the **website, social media, and in newsletters**.
- Encourage volunteers to keep a **journal** or blog about their experiences.
- Host volunteer storytelling events at the park, where **volunteers share stories with each other** and the public.
- Offer **incentives or recognition** for volunteers who share their stories.





# Roles Experiences Environments

## WHAT ARE ALL THE WAYS

**you could make it amazingly easy for visitors to create AND share content about their park and volunteer experiences?**

How can your volunteers readily supply extraordinary story ideas more frequently?

If you provided *3 weeks of training to volunteer storytellers*, how would you best use that time?

If combining live experiences, social, & crowdsourcing is the focus, how do you use social media to *let visitors actively influence* your storytelling?

How could you *bring visitors together in new ways to share stories* about other topics important to them?





**Roles**



A man with glasses and a blue shirt is looking at a rack of clothes in a clothing store. The background is filled with various items hanging on racks.

# Create 6-Point Volunteer Descriptions

## Story Sharer

- You are . . .
  - Regularly engaging with visitors
  - Have insights into how our organization makes a positive impact with parks and visitors
  - Eager to capture and share interesting stories you learn / hear / experience
- The role involves . . .
  - Documenting story specifics and sharing them
  - Making *warm* introductions to people involved in stories
  - Sharing stories via video, images, and / or words



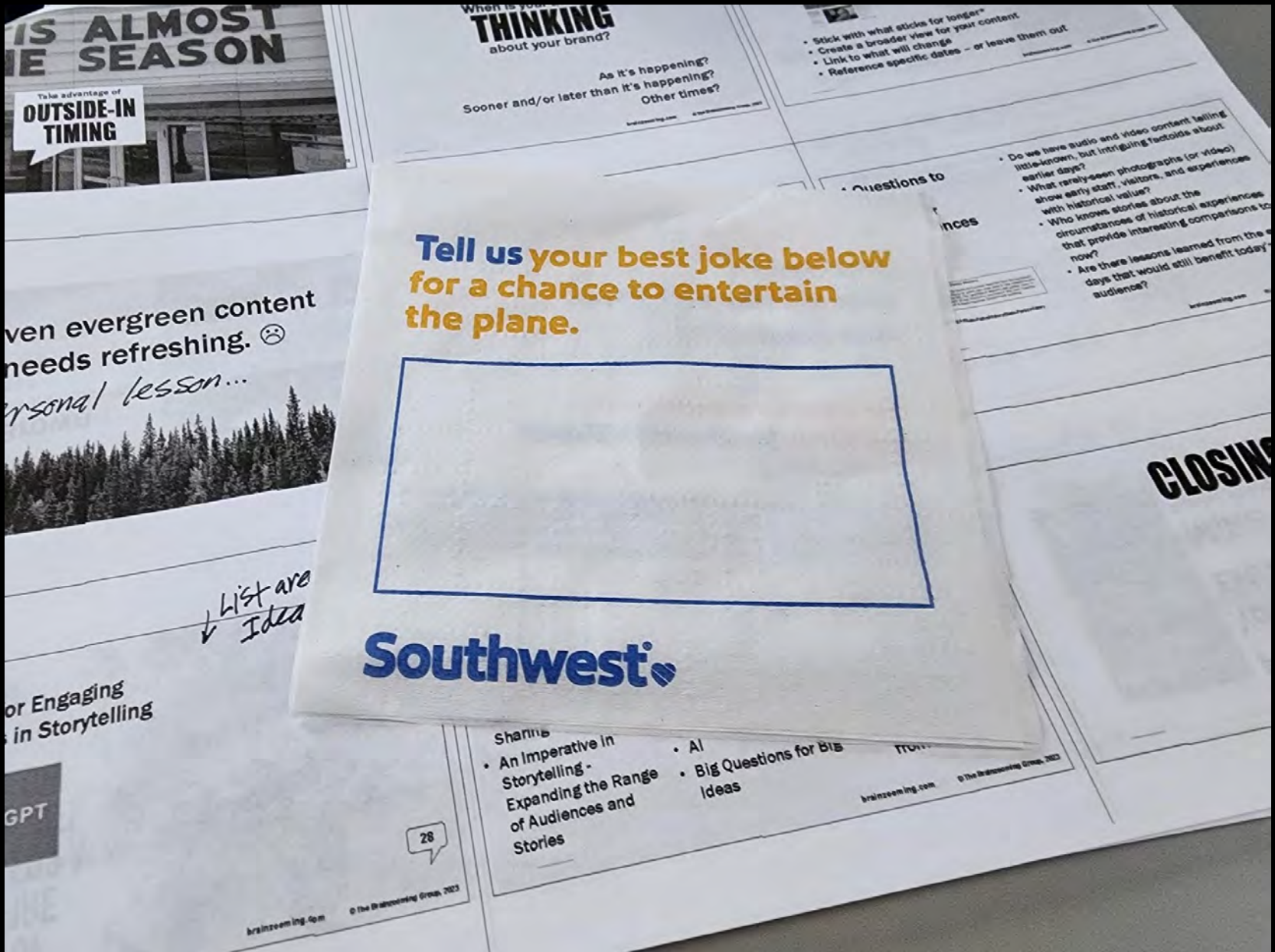
If you invited volunteers into  
the role of

# Extraordinary Storytellers,

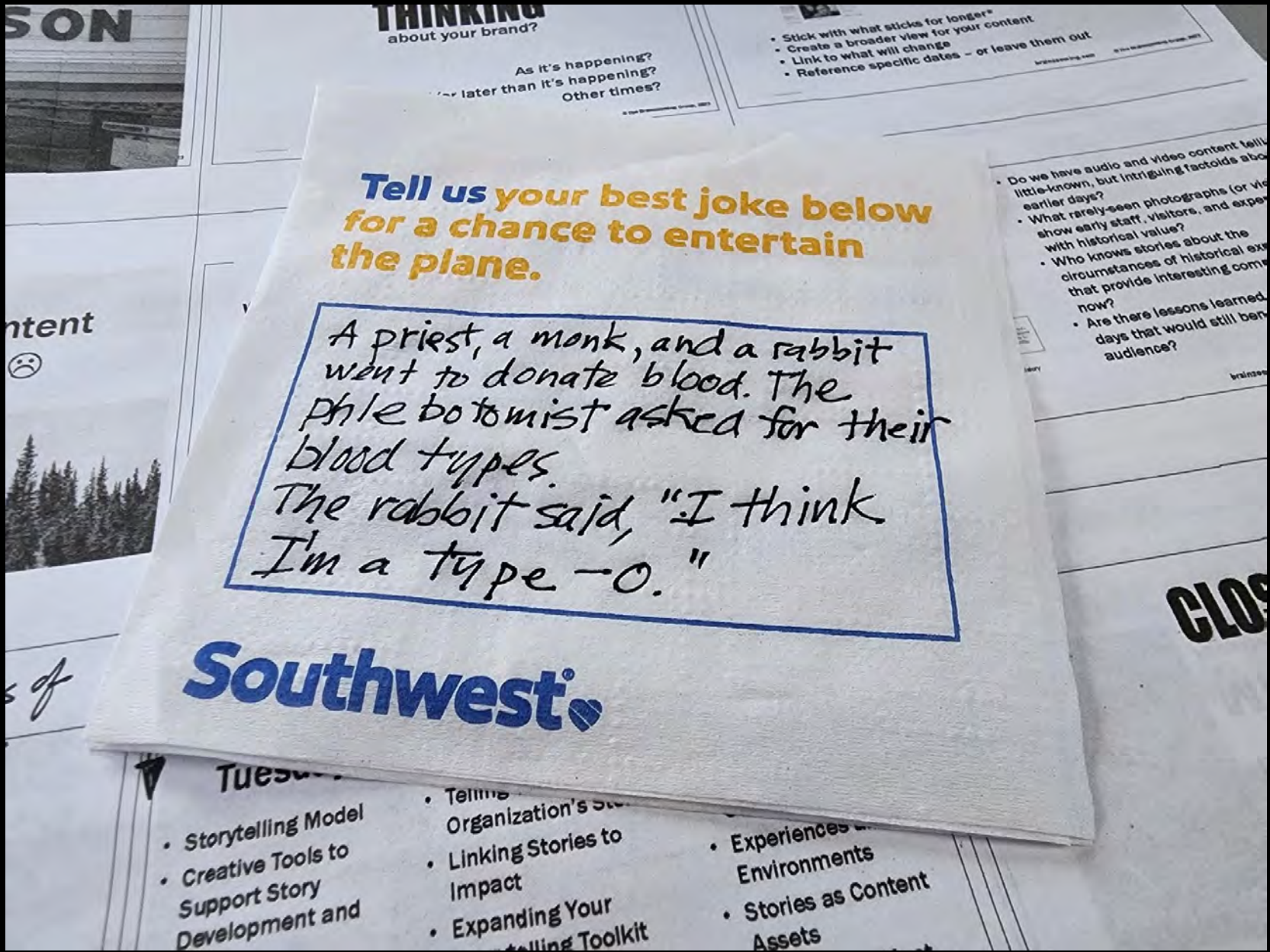
what might everyone do  
differently?













WHAT ARE CREATIVE WAYS TO PLACE YOUR BEST STORYTELLERS  
IN NEW SETTINGS TO REFRESH THEIR PERSPECTIVES AND  
YIELD EVEN MORE STORIES?





**WHAT CAN YOU DO TO FREQUENTLY GIVE YOUR STORYTELLERS DIFFERENT TOOLS THAT PROMPT THEM TO SHARE STORIES IN NEW WAYS?**

<https://unsplash.com/photos/4bGPIdCL4I8>



# EXPERIENCES

(Audience Experience x Capturing Content)

Editing

EQUALS

Plentiful Stories



# Event and Experience Opportunities

- Ask questions
- Observe
- Report on the event
- Offer to take images
- Art direct photos and video
- Share hashtags
- Go live
- Interview people
- Share where the best spots are for photos and videos
- Point out environments and experiences that are photogenic and memorable







**Environments**







# Natural Environments!

- Classic – Everybody takes that photo
- Little known / hidden spots
- Close up
- Far away
- Simple
- Grand / complex / majestic
- Subtle
- In the moment
- Over an extended period





## SHARE YOUR EXPERIENCE WITH US

USE #UNICOISTATEPARK AND BE SURE TO TAG US



@Unicoi



@UnicoiStatePark



@unicoistatepark



Enjoy the incredible scenery and picturesque views from a number of selfie-friendly spots around the park!

WARNING: Do not cross barriers put in place for your safety. The perfect photo op is the one that does not place you in danger.




# Created Environments!

How are you using  
storytelling  
environments?

David Hampton planted larch trees in the Douglas fir forest in Oregon to create a smiley face. It returns each fall and makes a happy showing.







**Q. Where and how  
do you tell stories  
across your  
digital footprint?  
A. Think of stories  
as content assets.**



# The Math of (dis) Aggregating Stories

**1 Video Interview  $\geq$  1 Podcast Segment + 1 Blog + 15 Images**

**Blog Post / 140 characters  $\geq$  10 Social Posts**

**Blog Post + “On Camera Talent” + Camera = Video**

**(Blog Post Links + Blog Title) \* 10 = Compilation Blog Post**

**(PowerPoint Presentation + “Voice Talent”) = Video**



# MATCHING TOPIC IDEAS AND SOCIAL CONTENT

Use this worksheet to mine your topic and content ideas for how they translate across social platforms!

**Initial Topic  
Ideas:**

HEADLINE IDEAS

RELATED FACTOIDS

**Compile your ideas  
to fit social formats:**

Tweets and Posts =  
Headlines

Infographics = Factoids  
+ Graphics

Blogs and Scripts =  
Story Ideas

Videos = Story Ideas +  
Images (+ Personalities)

Podcasts = Story Ideas  
+ Personalities

GIFS = Images and  
Graphics

Games and Apps =  
Headlines + Story Ideas  
+ Interactive

STORY IDEAS

POSSIBLE IMAGES

GRAPHICS

PERSONALITIES

INTERACTIVE IDEAS

**GREAT  
CONTENT ASSETS  
WORK TOGETHER  
ACROSS  
MULTIPLE  
PLATFORMS**



# STORYTELLING FORMATS?

- Be where the people you ever want to reach are.
- Share and integrate your message across platforms.
- Definitely video. And, more video. Of all kinds.
- Visuals galore.
- Have the words ready to share, too. Whether few or many.
- Email still works, too.



# Hashtags

## TOP 10 STATEPARK HASHTAGS

Best statepark hashtags popular on Instagram, Twitter, Facebook, TikTok:

#statepark - 40%



| Hashtag            | Percentage |
|--------------------|------------|
| #statepark         | 40%        |
| #nature            | 13%        |
| #hiking            | 9%         |
| #travel            | 6%         |
| #naturephotography | 5%         |
| #stateparks        | 5%         |
| #hike              | 5%         |
| #photography       | 4%         |
| #outdoors          | 4%         |
| #roadtrip          | 4%         |

#nature - 13%

#hiking - 9%

#travel - 6%

#naturephotography - 5%

#stateparks - 5%

#hike - 5%

#photography - 4%

#outdoors - 4%

#roadtrip - 4%



# Hashtags as part of stories and sharing

**What?** A way to create searchable & grouping terms within posts

**How?** Including a brief, distinct group of characters (without spaces) preceded by a #

## Uses

- Increase post **visibility**
- Readily **group posts** on the same topic
- See what **others are posting** on a topic of interest
- Enhance **searchability**
- Describe or **emphasize content** in the post

Descriptors vs. aggregators vs. being seen vs. clicking  
Check hashtags upfront based on your objective



# Shorter and easier to type alternatives for #ilovemystateparksweek



#StateParkLove

#LoveStateParks

#StateParkLoversWeek

#DiscoverStateParks

#MyStateParkJoy

#StateParkPassion

#ExploreStateParks

#MyStatePark

#StateParksRock

#ParkAdventures



**GETTING THE  
MOST FROM  
EVERY STORY**



# Curate Content Like a News or Entertainment Show

- Shoot and run lots of **video interviews**
- Edit and **repackage** previous material
- Before they run, **tease stories**
- Space stories over **multiple days**
- Have **discussions in multiple places**



<https://unsplash.com/photos/ArERn2KDH68>



## What are seventeen ways you can imagine sharing every one of your most extraordinary stories?

1.

7.

13.

2.

8.

14.

3.

9.

15.

4.

10.

16.

5.

11.

17.

6.

12.



STAR  
THE PHANTOM MENACE  
WARS

STAR  
ATTACK OF THE CLONES  
WARS

STAR  
REVENGE OF THE SITH  
WARS

STAR  
A NEW HOPE  
WARS

STAR  
THE EMPIRE STRIKES BACK  
WARS

STAR  
RETURN OF THE JEDI  
WARS

STAR  
THE FORCE AWAKENS  
WARS

STAR  
THE LAST JEDI  
WARS

STAR  
EPISODE IX  
WARS



1. Develop a story with multiple characters
2. Continue the story and add new characters
3. End the original story and resolve most things
4. Use elements of the original story format and share specific parts
5. Develop the prequel story before the original story with new characters that set up the backstories of some already-revealed characters
6. Continue the prequel story in multiple parts
7. Resolve the prequel, but leave room between the prequel and the original story
8. Refresh the original story with new storytelling techniques & previously unused material
9. Create events allowing the audience members to immerse in the story
10. Hand the story to a new creative leader to develop a sequel that happens after the original story
11. Continue the sequel in multiple parts
12. Select specific characters and build new stories around each of them
13. Select an as-yet-untold story and focus on answering big, lingering questions related to it
14. Adapt all parts of the story for different audiences with different media preferences
15. Let users create content stories from the original characters and storylines
16. Invite other professional communicators to reimagine the story with their preferred storytelling methods
17. Extend the legacy of a few characters through to the next generation of the story



# TIS ALMOST THE SEASON

Take advantage of  
**OUTSIDE-IN  
TIMING**

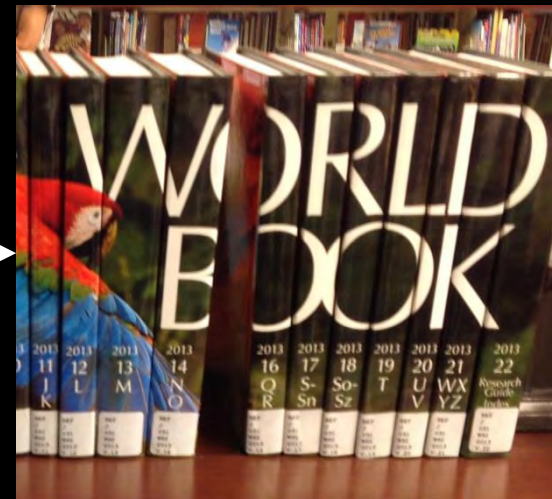
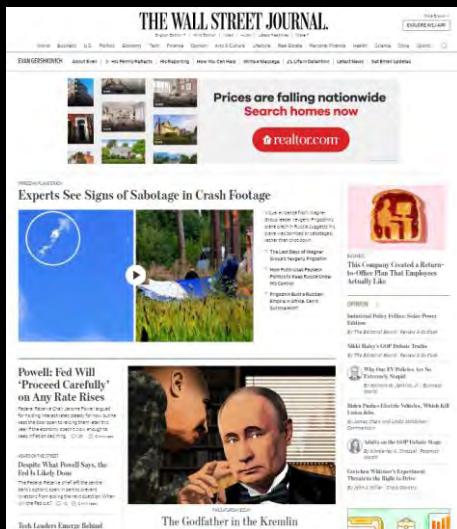


When is your audience  
**THINKING**  
about your brand?

As it's happening?  
Sooner and/or later than it's happening?  
Other times?



# How Many Evergreen Stories Can You Create?



- Stick with what sticks for longer\*
- Create a broader view for your content
- Link to what will change
- Reference specific dates – or leave them out



**\*Even evergreen content  
needs refreshing. ☹️**





# CONTENT SCHEDULING

What are **ALL THE TOPICS** you can create?

What should you cover **MULTIPLE TIMES / WAYS**?

What are **ANNUAL TOPICS** to cover?

What **REGULARLY-SCHEDULED TOPICS** are there?

What **SURPRISES** can you **ANTICIPATE**?



# 4 Questions to Repurpose Content for New Audiences

## State Parks History

### This day in CT State Parks History

On August 26, 1966, the Hartford Courant reported that the footprints made by dinosaurs millions of years ago may lead to the establishment of a new park in Rocky Hill. Top geological experts will gather soon to provide their evaluation of the discovery uncovered this past Tuesday during construction of a State Highway Department building.

<https://portal.ct.gov/DEEP/State-Parks/History/State-Parks-History>

- Do we have audio and video content telling **little-known, but intriguing factoids** about earlier days?
- What **rarely-seen photographs (or video)** show early staff, visitors, and experiences with historical value?
- Who knows stories about the **circumstances of historical experiences** that provide interesting comparisons to now?
- Are there **lessons learned from the early days** that would still benefit today's audience?



# 75 Ideas for Engaging Volunteers in Storytelling



- Easy Ways to Create Volunteer-Generated Content
- Simple Ways for Volunteers to Share Information for Stories
- Getting Volunteers to Share Images and Videos
- Helping Volunteers Grow in Comfort Being on Camera
- Interacting with Park Visitors to Capture Their Stories
- Using Simple Technology Apps (Including AI) to Generate Stories
- Inviting Visitors to Share Their Impressions and Stories
- Arming Volunteers with Stories from the Organization



# We've Covered a Bunch!

## Tuesday

- Storytelling Model
- Creative Tools to Support Story Development and Sharing
- An Imperative in Storytelling - Expanding the Range of Audiences and Stories

## Wednesday

- Telling Your Organization's Stories
- Linking Stories to Impact
- Expanding Your Storytelling Toolkit
- AI
- Big Questions for Big Ideas

## Today

- Empowering Volunteers for Success
- Experiences and Environments
- Stories as Content Assets
- Getting the Most from Every Story



# Specific Questions

## Tuesday:

- **Cross generational storytelling** – Personas for topics, varied structures
- **State pride angle to a story** – Use the audience interests first, then compelling delivery, then your brand development path
- **Differentiate stories** – Use alternative structures, personality and emotion options
- **Tell stories for those not in the park arena / primary audience** – Address important interests of a persona & find an authentic way for you to address them
- **Stories that share important concepts** – Vary story structure, Tell the story multiple times in multiple ways, Increase the emotional components

## Wednesday:

- **Stories to address fund raising and membership** – Covering that in the Raising (first) section

- **Succinct origin stories / why a group like ours AND Differences by Generation / Telling Stories to Gen Z (Short form, TLDR, Infographics)** – Cue ChatGPT
- **How to attract more diversity** - More accessible, younger audience, more diversity – Cue ChatGPT Again
- **Sharing a story's economic impact** – Whole Brain Metrics
- **Upscale / put a storm on a bigger platform** – Big Questions to tell stories more dramatically
- **Press / earned media** – Develop reporter / influencer personas, News drafting to bigger stories of interest, Pursue them
- **Viral stories - message in a bottle story (Marci's letter in a bottle story)** – Reactions

## Thursday:

- **Telling stories when you are removed from the story or are not the only one telling the story** – Engaging other storytellers



# **GREAT STORIES DEPEND ON THE RIGHT MIX!**

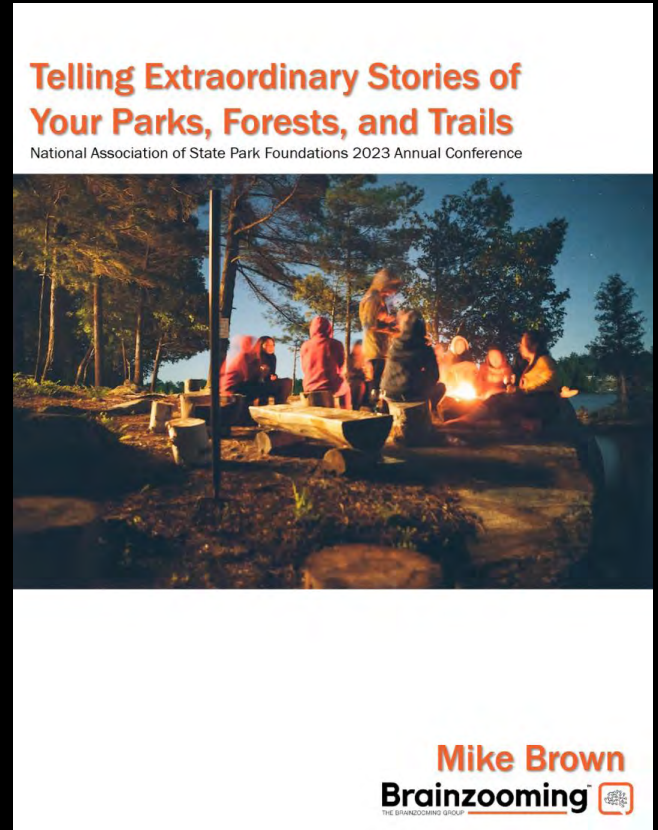




# YOU CAN FOLLOW ALONG AND SHARE ALL THE RESOURCES

<https://info.brainzooming.com/naspf>

Plus a special offer  
for those downloading  
before the conference ends!





**Telling Extraordinary Stories of  
Your Parks, Forests, and Trails**

National Association of State Park Foundations 2023 Annual Conference



**Mike Brown**  
**Brainzooming**   
THE BRAINZOOMING GROUP

# Thank you!

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