

Telling Your Fire Story



Why Tell Stories?

“No story lives unless
someone wants to
listen.”

J.K. Rowling



Effective Stories Need Authentic Storytellers



Elements of a Good Story

- Center on a single character
- Hook your audience asap
- Chronicle a transformation
- Show, don't tell
- Convey emotions
- Include a clear call to action



Talking the Talk: General Conservation Language

DON'T:

Environment

Ecosystems

Regulations

Riparian

Aquifer

Watershed

DO:

Land, Air, and Water

Natural Areas

Fish and Wildlife

Safeguards/protections

Groundwater

Land along rivers and lakes

Talking the Talk: General Conservation Language

DON'T:

Environmental Programs

Agricultural Land

Urban Sprawl

Ecosystem Services

Landscape-scale

Conservaiton

DO:

Conservation groups

Working farms

Poorly planned growth

Nature's Benefits

Large, connected natural
areas

Talking the Talk

DON'T:

Wildlands

Wildland Urban Interface

Appropriate Management Response

Mechanical Thinning

Natural Fire Regime

Altered fire dynamics

DO:

Natural areas

Natural area near cities/towns

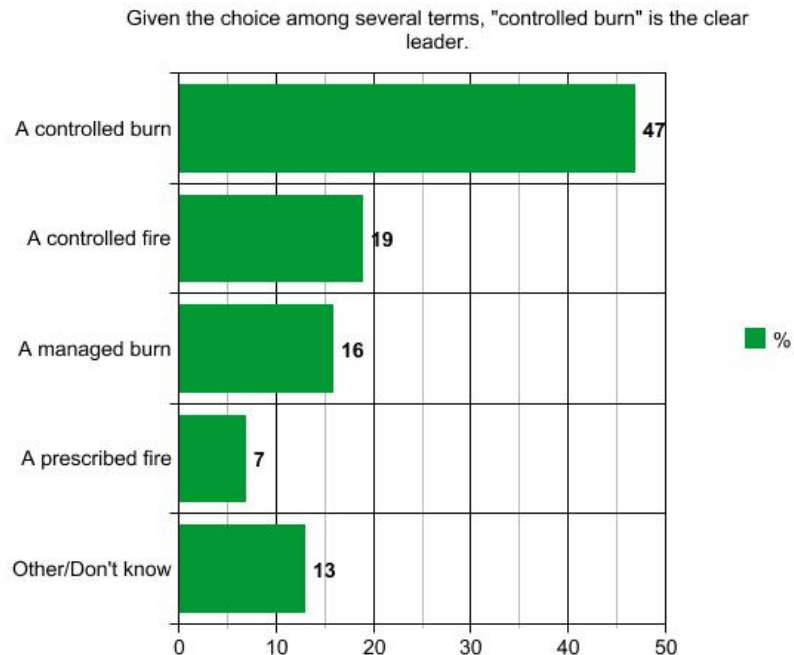
Talk about specific actions

Cut, trimmed trees

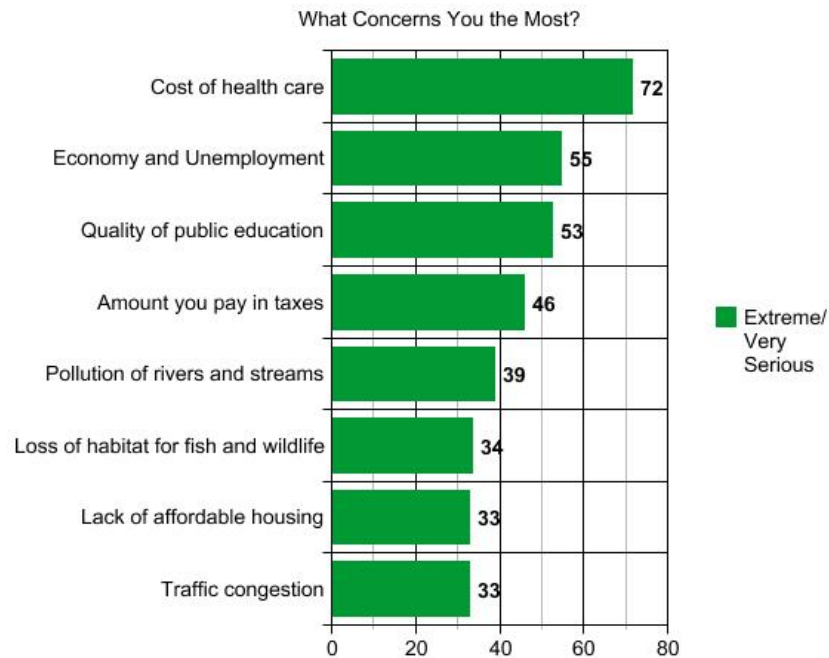
Fire history

What's changed?

Talking the Talk: Say Controlled Burning



Talking the Talk: Here's Why



Listen to Stephen King

“The most important things to remember about backstory is that everyone has a history and most of it isn’t very interesting.”

“The object isn’t grammatical correctness but to make the reader welcome and then tell a story.”

“One of the really bad things you can do to your writing is to dress up your vocabulary, looking for long words because you are ashamed of your short ones.”

Example: Mike Norris' Calloway Forest Story

Center on a single character



Example: Mike Norris' Calloway Forest Story

Hook your audience, asap



Example: Mike Norris' Calloway Forest Story

Chronicle a transformation



Example: Mike Norris' Calloway Forest Story

Show, Don't Tell



Example: Mike Norris' Calloway Forest Story

Convey emotions



Example: Mike Norris' Calloway Forest Story

Include a clear call to action



Questions?

