DIGITAL STORYTELLING STRATEGIES FOR TRIBAL ENVIRONMENTAL PROGRAMS

TRIBAL LANDS ENVIRONMENT FORUM
AUGUST 13, 2018
SPOKANE, WA
The purpose of the NM RAID Grant is to protect the health and welfare of current and future residents of New Mexico by promoting environmentally sound methods for reuse and recycling. Offset the cost of scrap tire collection and recycling

• Establishing recycling facilities
• Purchasing equipment for recycling and scrap tire management
• Purchasing products produced by a recycling facility
• Providing education outreach regarding scrap tire management, recycling, and illegal dumping
• Developing recycling infrastructure
• Abating illegal dumpsites
• Contracting with vendors to promote recycling
ELIGIBILITY:

- Municipalities
- Counties
- Tribal Nations, Pueblos and Tribes
- Land Grant Communities
- Cooperative Associations (as defined in the Recycling & Illegal Dumping Act)
- Solid Waste Authorities

Ineligible entities are encouraged to partner with eligible entities. The applicant must be able to complete the project within one year.

Matching and in-kind contributions are not required but are encouraged.
PAST GRANT FUNDING OPPORTUNITY

• 2011 Hopland Band of Pomo Indians
  • USEPA R9 Multi-media Grant
  • Worked with Creative Narrations
  • Focus: solid waste
  • Creation of storyline
    • What events will the story tell?
    • How will the story enact change
    • Who is the audience
    • How will it be shared?

"When a Story is told...it exhales. When a story is listened to...it inhales. When a story is passed on...its blood flows.
-Meshekey

This is my story...
APPLICATION FOR FY2018 FUNDING

• 2018 Santo Domingo Tribe - $25,000
  • NM RAID Application
  • Educate community members using 3-5 minute digital stories
    • Topic: Illegal Dumping
  • Coordinate 2 digital storytelling workshops (3 days)
    • Pueblos & Tribes in NM
      • Natural Resources & Environment Programs/Departments
      • Use for outreach and education
  • Hire contractor to conduct workshops
    • Had to seek 3 quotes
    • Chose the best deal – Creative Narrations
  • Purchase software for participants
    • VideoPad
DIGITAL STORY + ILLEGAL DUMPING = INNOVATIVE STRATEGY

• Cleanup of reoccurring dumpsites is problematic and expensive
  • Where is the funding coming from?
  • Purchase of heavy equipment
  • Staff time
  • Impact to our environment and water resources

• Identifying new approaches to education and outreach
  • Campaign: Respect Our Pueblos, only YOU can prevent illegal dumping
  • Creation of digital stories – 3 to 5 minutes
  • Importance of message – what do you want your audience to walk away with?
• Stories told based on your own experience & perspective

• Practice working with:
  • Script development
  • Digital imagery
  • Video editing

• Voice is recorded and paired with:
  • Still photographs
  • Video clips
  • Text or other effects

• Your 3-5 minute digital story can be shared in any capacity:
  • Education/Outreach events
  • Public meetings
  • Internet
  • Facebook
  • YouTube
EQUIPMENT & OTHER MATERIALS

• Equipment
  • Laptop for presentation, portable external hard drive or USB, scanner, projector, power plug, adapter, laptop to record audio, snowball microphone, headsets, mice, computer speaker, extension cords

• Materials
  • Quotes, name tags, flip chart for project matrix, markers, music

• Recording room – will be separate room, in which there is little to no background noise

• Participant materials – laptop, an idea for their story, images (photo or video), music, artifacts, headphones, and a mouse
STORY DEVELOPMENT – THE BUILDING BLOCKS

• Scripts are typically most effective if they’re about 250, 300 words top!

• Elements of Effective Digital Storytelling
  • Point – Convey a message & why are you telling this story
  • Voice – Use your own language & rhythms, Let your VOICE carry the story
  • Emotion – Comes from the heart and not just the head
  • Change – All stories are ultimately about change
  • Details – the small details can make a story universal

• All stories are composed of two basic elements
  • An anecdote
  • Reflection on that anecdote

Jemez Pueblo Storyteller by Carol Lucero-Gachupin
NARRATIVE STRUCTURE

• A story is not just a straight line that takes you from Point A to Point B

• Think of an arc…with a beginning, middle and end.
  • May be driven by a question that is very important to the author

• What is a story? What is not a story?
  • In the beginning: set up the story, give viewer s sense of what your story is about and why it’s important.
  • The middle: where your story unfolds.
  • In the end: does not need to resolve the problem or answer the question, you can leave the viewer asking hin/herself about the issue.
GETTING STARTED & THE STORY CIRCLE

• Sentence starter/prompts
• Looping
• 3 x 5 index cards
• Bring an object that’s important
• Visual prompts
• Photo prompts
• Visual maps
• Timeline
• Your life in a minute

• Goals:
• To build community within the workshop through story
• To develop listening skills
• To learn how to give and receive feedback through story development
CREATING A STORYBOARD

• Goal: to understand what a storyboard is and be able to create basic board.

• Storyboarding involves:
  • Reconstruct a storyboard
  • Posterboad and stickies
  • Group storyboarding
  • Symbolic vs. representational imagery

• Another way is to lay photographs out and place in order for which you are telling your story
RECORDING AUDIO

• Goal: learn the role of voice and carrying a story & technical aspects of recording voice digitally.
  • Scripts are essentially – double space and don’t have paragraphs across page breaks
  • Watch out for paper rustling
  • Pauses are easier to cut out than add later
  • If you mess up, just start over from beginning of sentence
  • Keep microphone close and don’t move too much
  • BE AWARE OF BACKGROUND NOISE
  • Get into your story
  • Bring in other voices – laughter, singing, etc.
  • Can use music as background, but don’t drown out your voice
    • Be sure to avoid copyrighted materials
GATHERING IMAGES

- Goal: learn the basics of digital image gathering and manipulation.
  - There are several ways to create digital images
  - What is image manipulation software and why do we use it
  - Basics of digital image manipulation

TIPS for image collection:
- Use own images from your own lives
- Think beyond photos
- Bring in other image sources
- If using internet, watch out for thumbnails
- Use the same image for than once
- Get artistic
VIDEO BASICS & ROUGH CUT

- **Goal:** learn how to transfer clips of video to use in your story
  - Log – detailed list of shots & times
  - Transfer – to move the video
  - In Point – beginning point of clip
  - Out Point – end point of clip
  - Format – which technical “language” is video recording in?

- **Goal:** learn the basics of multimedia editing
  - Rough cut
  - Project
  - Track
  - Clip
  - Timeline
  - Monitor
  - Bin
  - Playhead
FINE TUNING & EXPORTING

• Goal: fill in gaps, use music, titles, transitions, and other effects
  • Title – text on a screen
  • Pan – an image pan created the effect of zooming in on, out of, or across the photo
  • Video motion – in video motion, is the photo or image that is moving across the screen

• Exporting is when we take all our different pieces and combine into one thing, it includes:
  • Story
  • Voice
  • Images
  • Etc.

• Exporting to DVD or hard drive/WEB/mobile device

• Publish through social media
USING YOUR STORY FOR CHANGE

• As participants work on their distribution plan, the following was considered:
  • How will the story be viewed? Alone? With presenter? In a group?
  • Where can you share your story, possibly venues? Who is the intended audience
  • What themes/issues raised?
  • Who will be potential allies in getting your story to your intended audiences online, if putting it online?
  • Can they link to/blog about/promote your piece?
  • Who can you invite to a community forum or screen to view your story?
Respect Our Pueblos Digital Storytelling
Media Release Form

I, the undersigned, ___________________________ grant the following organizations permission to use my image, voice, and all or part of my final digital story project for any and all promotional, educational, and outreach purposes, as well as any images of the process:

☐ Santo Domingo Tribe's Natural Resources Department
☐ New Mexico Environment Department
☐ Creative Narrations

I understand that my story may be shown or given to affiliates interested in the use of multimedia for education and community building.

Please Check:

☐ My story may be placed on the Internet for promotional, educational, and outreach purposes.
☐ My story may be shown and shared, but I do not want my story placed on the Internet.

I know that I have the right to voluntarily enter into this agreement. I release the above organizations from any privacy, defamation or other claims I may have out of use of this story.

_________________________________________        ___________________________
Signature                                                  Date

_________________________________________  ___________________________
Email Address                                                Phone
THANK YOU

QUESTIONS???

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