

***Recommended reading prior to Dr. Olson's presentation***

"Nicholas Kristof's Advice for Saving the World"

Go to: <http://www.outsideonline.com/outdoor-adventure/Nicholas-Kristof-s-Advice-for-Saving-the-World.html?page=all>

***USFWS YouTube videos to watch prior to Dr. Olson's presentation***

<http://www.youtube.com/playlist?list=PL69649DDC950D8A14&feature=plcp>

Numbers 2, 3, 4, 5, 10, 14,

AGENDA

10:30–Noon: "Connection: Winning Hearts and Minds Through a More Critical Approach to Storytelling"

Stories are universal and powerful. From the ancient Greeks to our current President (whose most important television campaign commercial was nothing more than a simple story), stories continue to be the most effective means of connecting with the general public. Neurophysiological research now reveals how stories unify the brain activity of audience members, allowing for smooth and effective communication, but to take advantage of this, you need to be able to tell stories that are both well-structured and humanized. In this talk Randy will present some simple techniques to achieve this and help you shape your stories into a form that will be compelling, interesting, accurate AND effective.

1:00–3:30: "Video Analysis: Maximizing Storytelling on YouTube"

In this workshop we're going to take a look at some of the videos you've created. Randy will offer his thoughts; talk with the filmmaker(s) and have general discussion. Trust Randy, this exercise will be very, very, very positive and constructive. It will make you feel good. Randy went through this in film school at an advanced age. He knows what it's like to have your creative work treated poorly. Ugh. This will be a friendly discussion to think aloud about the ways to expand and develop each film.