

How to Design a Great Storytelling Project: Insights from NPR Training

Speaker Bio: Serri Graslie is the Sr. Digital Strategist on NPR's Training Team. In that role, she leads the overall direction of the team's digital storytelling efforts, including designing curriculum — both in-person and for npr.org/training— that helps public media journalists tell distinctive stories for online audiences.

Webinar Moderators: Randy Singer from iDigBio and Emily Graslie from The Brain Scoop.

Webinar Survey: <https://tinyurl.com/m3lwkyc>

Education and Outreach Working Group: https://www.idigbio.org/wiki/index.php/E%26O_Working_Group

What is iDigBio?: <https://vimeo.com/184552432>

Links from webinar:

[n.pr/blueprint](#)

[n.pr/storyquestions](#)

<http://training.npr.org/wp-content/uploads/2017/04/Project-Blueprint-%E2%80%94NPR-Training-v.-2.0.pdf>

Recording of webinar: <http://idigbio.adobeconnect.com/p9j6teh0fff/>

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Webinar Chat:

Molly Phillips: (4/12/2017 14:43) Webinar will begin at 3pm ET!

Winifred Kehl: (14:45) is that Amy H. from Carnegie, by any chance?

egraslie: (14:45) Hi, Winifred!

Winifred Kehl: (14:46) hey there :)

Winifred Kehl: (14:46) how are things?

egraslie: (14:46) Good, thanks!

Winifred Kehl: (14:47) good, I saw you have a new video coming out soon :) looking forward to it

Winifred Kehl: (14:47) hey do you guys actually have a tattoo parlor set up in the museum?? or did I misunderstand that

egraslie: (14:49) Yes! Next video is going up in 2 weeks. And you're' correct, we do indeed have a functioning tattoo parlor in the Tattoo exhibition here at the Field.

egraslie: (14:49) It operates on the weekend as part of the exhibit!

Randy Singer: (14:50) man I wanna go the field and get a tattoo

Winifred Kehl: (14:50) oh man that would finally put me over the fence and make me get a tattoo

Winifred Kehl: (14:50) was that a permit nightmare?

egraslie: (14:50) Right?! Our Director of Exhibitions went in and got a tattoo on Monday - of one of the hyenas from our new diorama, no less.

Winifred Kehl: (14:50) I saw on the Twitter :D

egraslie: (14:51) :p I can put you in touch with our legal team... it was a logistical feat, that's for sure. Pretty proud of them.

Winifred Kehl: (14:51) kudos to the museum for taking a risk on something like that

Winifred Kehl: (14:51) actually if no one has written about that, might make a good quick piece for AAM blog or something

egraslie: (14:51) do it!!

Winifred Kehl: (14:52) I will!

egraslie: (14:52) Whoo!

Winifred Kehl: (14:52) can you e-ntroduce me to the people who made it happen?

egraslie: (14:52) Yup.

Winifred Kehl: (14:52) sweet

Winifred Kehl: (14:53) and then to talk them into extending the tattoo sessions since the waitlist is already full

egraslie: (14:54) I think we already extended it once..

Winifred Kehl: (14:54) so there's precedent! ;D

egraslie: (14:54) Hah!

Randy Singer: (14:58) 2 min till start :D

Randy Singer: (15:01) For questions just typwe them here

Randy Singer: (15:01) and we'll jot them down

Randy Singer: (15:02) and ask them for you after

Melissa Islam: (15:07) audience

Gary: (15:07) audience

Sara Edelman: (15:07) The audience

Jennifer Leman: (15:07) Audience!

Meredith M: (15:07) audience

David Jennings: (15:07) audience

Debbie Paul (iDigBio): (15:07) the message

Andria: (15:07) Auieccce

Helen: (15:07) visitor

Andria: (15:07) *Audience

Christina Byrd (FHSM): (15:07) audience

jennifer Acord: (15:07) audience

Brian W: (15:07) THE message that you want the audience to take with them

Carrie Eaton: (15:07) Yeah, design thinking!

egraslie: (15:08) n.pr/blueprint

egraslie: (15:13) Raccoon collections are totally a thing.

Randy Singer: (15:15) Trash Pandas <3

egraslie: (15:24) n.pr/storyquestions

Randy Singer: (15:24) well add to chat list

egraslie: (15:24) Here's the .pdf: <http://training.npr.org/wp-content/uploads/2017/04/Project-Blueprint-%E2%80%94NPR-Training-v.-2.0.pdf>

cindy opitz: (15:31) will the audio be available for people who couldn't attend the webinar today?

Molly Phillips: (15:31) Yes!

Karen Bean: (15:32) is it worth doing the blue print process even if you have already started on project?

Rosemary Smith: (15:32) This seems well thought out. For novices, which steps are the biggest hurdles?

Molly Phillips: (15:32) https://www.idigbio.org/wiki/index.php/E%26O_Working_Group#E.26O_2016_Webinar_Series for the recording

Sara 2: (15:33) How would you suggest using this if we are pitching a project to a potential sponsor? should we change any of the questions or the language used?

Karen Bean: (15:33) thanks.

Chris Smith: (15:33) What's a way to avoid copying stuff from other places and bring creative? Example: I don't want to replicate the Brain Scoop, but I want to dissect an animal on Museum YouTube.

Debbie Paul (iDigBio): (15:33) do you have specific tips for how to tell a story (especially to an audience new to your topic)? or what not to do (example, ideas for showing, as compared to telling)?

Carrie Eaton: (15:34) This seems like a similar process to exhibit development - have you (or the NPR team) every used these blueprints for something more static?

Winifred Kehl: (15:34) one thing I notice is that there are a lot of great, well-made story telling projects out there that just don't get much love/views/likes... any tips on promoting stories?

Carrie Eaton: (15:34) *seems (typo sigh)

Jennifer Leman: (15:36) What strategies do you use to better understand audience needs? Formative evaluations?

Debbie Paul (iDigBio): (15:39) I think it's a broader question - of what makes a good story teller? or good story telling. I appreciate the experimentation answer - very similar to acting / theater.

Winifred Kehl: (15:40) what is it called?

Debbie Paul (iDigBio): (15:40) This? <https://media.azpm.org/master/doc/dimelo/>

Carrie Eaton: (15:41) Oh cool, thanks Debbie!

amanda: (15:42) I think Winifred's question about promoting stories got skipped?

egraslie: (15:43) thanks Amanda!

Randy Singer: (15:43) cheers

Debbie Paul (iDigBio): (15:44) Aha yes, amplifiers! Wonderful way to reach more people :-)

Karen Bean: (15:45) how long should you use the platform you choose, before deciding that it might not be the best platform? what's the best way to transition plat forms ? Like starting on twitter but then realizing Tumblr may have been better ?

Randy Singer: (15:45) +1 to Reddit

Randy Singer: (15:45) very high exposure

Winifred Kehl: (15:46) what does that mean? for us Reddit noobs? (I know what Reddit is and vageuly how it works but that's it)

Randy Singer: (15:46) Reddit has subreddit (sub pages) for almost any topic

Winifred Kehl: (15:46) oh ok

Randy Singer: (15:47) if you type Reddit + a topic you will most likely find a subreddit for it....its basically a page devoted to media posts about that topic

Randy Singer: (15:47) *topic

Randy Singer: (15:47) you quickly find most everything you eventually see on social media/in the news comes from Reddit

Randy Singer: (15:47) stay ahead of the curve!

Amy: (15:47) what are good ways to assess whether your platform or story was successful with your targeted audience?

Winifred Kehl: (15:48) I've avoided Reddit because of its Mos Eisley reputation XD

Debbie Paul (iDigBio): (15:48) how do you learn / find out what social media platform is used by which audience? (as you just asserted where the teenagers might be?)

Randy Singer: (15:48) Winifred its alot like the internet not everything is good but most of it is :)

Winifred Kehl: (15:48) ok :) maybe I will give it a try

Randy Singer: (15:49) when I say every topic I mean...every topic!

Randy Singer: (15:49) <https://www.reddit.com/r/UnderwaterBWeaving/>

Randy Singer: (15:49) underwater basket weaving

Vivien C -LSUMNS: (15:50) what's a good way to get feedback when most of your audience do not want to do a survey to help improve your content?

Winifred Kehl: (15:50) my previous museum had a large collection of underwater woven baskets

Randy Singer: (15:50) haha!

Winifred Kehl: (15:50) (wet archaeology site)

Randy Singer: (15:50) speaking of surveys! do ours!: <https://tinyurl.com/m3lwky>

Vivien C -LSUMNS: (15:51) yea definitely. thanks!

Winifred Kehl: (15:52) don't want to listen?

Winifred Kehl: (15:52) :O?!?! I always dig out my headphones and love playing the clips on the site. I must be odd.

Randy Singer: (15:53) not odd! just a unique audience right?

Debbie Paul (iDigBio): (15:53) Thanks for these insights :- (Not a question) FYI only: for example, at a Entomological Society of America a few years ago - they pointed out at a social media symposium - that Instagram is where the younger crowd is and where new species are even discovered because young people are posting images there.

Debbie Paul (iDigBio): (15:54) That info comes from @phil_torres

Jennifer Leman: (15:54) iNat! Great App!

Molly Phillips: (15:54) Webinar SurveyI <https://tinyurl.com/m3lwky> :)

VAD: (15:56) Any thoughts about posting controversial content on a social media like facebook? Such as prepping specimens or unboxing new specimens. Some people may be sensitive to organisms that have been sacrificed for science. Should we avoid things like that or should we post about it to help educate on the topic?

jennifer Acord: (15:56) as a communications dept, I love when our curators and collection managers use social media!

Winifred Kehl: (15:57) the curiosity rover (unofficial)

Cristiane: (15:57) (From Lisbon/Portugal) Does anyone has "social media policy" establish in your Museum institution? This could be available? Thanks

Molly Phillips: (15:58) Cristiane we have one here through the University of Florida and Florida Museum
Puget Sound Navy Museum: (15:58) Cristiane - we have a social media policy here. I'd be happy to share!
Debbie Paul (iDigBio): (15:58) +100 to "head-on" Emily!
Molly Phillips: (15:58) Happy to talk more too offline :)
Cristiane: (16:00) Thanks a lot! My e-mail: ccbsilveira@museus.ulisboa.pt
Winifred Kehl: (16:00) is there an online place where people like us can talk to other people like us about stuff like this?
VAD: (16:00) thanks!
Melissa Islam: (16:00) Thanks all!
Cristiane: (16:00) Sorry: cb silveira@museus.ulisboa.pt :-D Only one "c"
Nick Massa: (16:01) Start a sub-reddit!
Molly Phillips: (16:01) Good question Winifred! :) We have an E&O listserv at iDigBio
Randy Singer: (16:01) Webinar SurveyI <https://tinyurl.com/m3lwky> :)
Molly Phillips: (16:01) FB too
Michelle B: (16:01) @iamscicomm on twitter is a great community!
Debbie Paul (iDigBio): (16:01) nhcoll for SPNHC
Vivien C -LSUMNS: (16:01) MANY THANKS!
Jennifer Leman: (16:01) Thank you!
Elizabeth Merritt: (16:01) Great webinar! Thank you so much
Winifred Kehl: (16:01) thank you!
Talia: (16:01) Thanks!
VAD: (16:01) thanks!
Brooke Best (BRIT): (16:01) Super sisters!
egraslie: (16:01) sgraslie@npr.org
jennifer Acord: (16:01) thank you!!!!
Carrie Eaton: (16:01) Cool stuff - thank you!
Debbie Paul (iDigBio): (16:01) Thank you very much!
Michelle B: (16:01) How do we sign up for the E&O iDigBio listserv?
Robin: (16:01) Thanks!
Helen: (16:01) thanks so much. Great program
Andria: (16:01) Thanks!
James Erdmann (SLU): (16:01) Thank y'all much!
Brooke Best (BRIT): (16:01) Happy National Sibling Day!
Molly Phillips: (16:01) Thanks so much!!!!
Karen Bean: (16:02) thanks
Michelle B: (16:02) Thank you so much S & E! This was a GREAT webinar