



Speak to be Remembered

Science Communication and the Art of Storytelling

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Speak to be Remembered



**"Mr. Osborne, may I be excused?
My brain is full."**

The human brain
has a strong
tendency to lose
focus

Speak to be Remembered

Your Brain Receiving Facts



- WERNICKE'S AREA: *Language Comprehension*
- BROCA'S AREA: *Language Processing*

Your Brain Receiving Stories



- SENSORY CORTEX: *Touch*
- MOTOR CORTEX: *Movement*
- WERNICKE'S AREA: *Language Comprehension*
- BROCA'S AREA: *Language Processing*
- AUDITORY CORTEX: *Sounds*
- VISUAL CORTEX: *Colors & Shapes*
- OLFACTORY CORTEX: *Scents*
- CEREBELLUM: *Touch*

Stories are 22 times more memorable than facts alone

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Brain Activity

A well told story engages eight separate regions of the brain.

Neural Coupling

Occurs when two people's brains synchronize

Brain Chemistry

Dopamine and Oxytocin are released

Mirroring

Listeners experience similar brain activity to each other AND to the speaker



Speaker-Listener Neural Coupling



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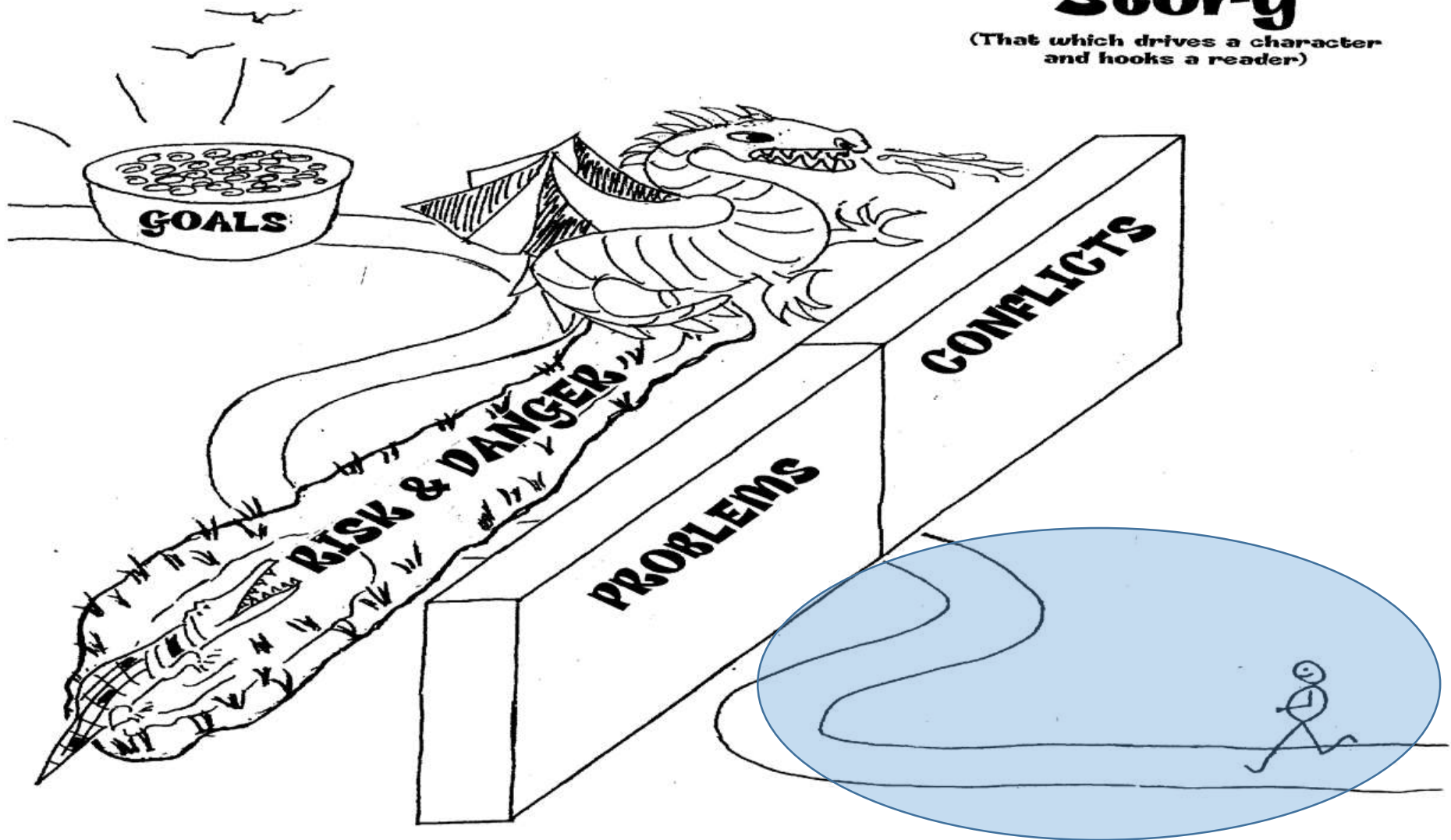


We are all natural storytellers

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The Core of a Story

(That which drives a character
and hooks a reader)



Speak to be Remembered



Don't commentate;
Describe

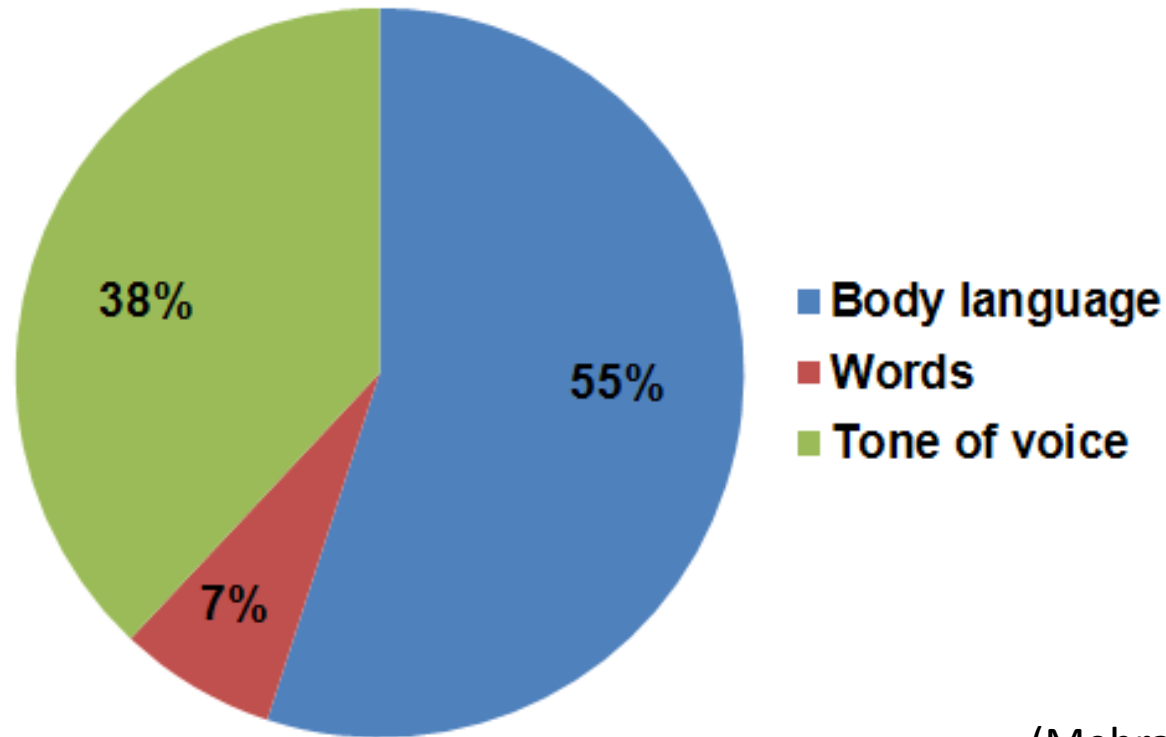
Use Sensory
Information

Emotions are Key!

Edit, Edit, and then
Edit

More Tips

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(Mehrabian, 2007)

The importance of non-verbal communication

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Understanding Stewardship through
Storytelling

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Thank You!



A scenic landscape featuring a coastline with waves crashing against a rocky shore. In the background, there are rolling hills and mountains under a dramatic, cloudy sky. The foreground is filled with dense, green coastal vegetation.

The story of Lady Blue

...and how Park Stewardship saved her







