

# UNLOCKING THE POWER OF SUCCESS STORIES:

**If a picture is worth a thousand words, what do you want your profession to say about Alberta reclamation projects?**

**If you, as a profession, are not in tune with the most common questions the world is asking about your services, your jobs, and your results, you are losing the information war.**



**When the public sees a photo of a reclaimed site, you will test their trust and the integrity of the information, if your images don't match the messaging.**

## The DOs and DON'Ts of Communicating Reclamation Success Stories

### 1. DOCUMENT DATA FOR PUBLIC CONSUMPTION

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#### DO

- take before and after photos of your reclaimed sites
- include natural scenarios to show it is safe
- mark the exact GPS location
- note the direction the photographer is facing

#### DON'T

- include full PPE, if you don't have to
- forget to take BEFORE photos

### 2. MAKE RECLAMATION SITES ACCESSIBLE TO THE PUBLIC

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#### DO

- capture drone footage
- post a 360-degree link
- set up a wildlife camera
- work with groups who offer field trips, hikes or tours

#### DON'T

- rely on a sign or a plaque in a low-traffic area to advertise your successful project
- assume that a remote site will not be regarded as a work of art in its beauty and design
- assume it will become a destination location for the public

### 3. PROVIDE A VARIETY OF WAYS TO SIMPLIFY INFORMATION

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#### DO

- encourage teams to document fun statistics
- find a way to share statistics and facts with school kids
- increase awareness of how the next generation is learning
- use storytelling tactics and visuals

#### DON'T

- think the public will do their own research
- assume the public has access to your member-only publications
- assume that everyone can process information in the same way (keep it simple)

**When the public cannot access a site or feels unwelcomed, they are relying on you to translate what happened to reclaim it. This requires immense trust.**



**Not everyone has the same level of awareness as you, in terms of information and facts.**

**If the public is uncertain about reclamation success stories, they will be skeptical of the results.**

**ART has always been a reliable form of documentation of what we did and how we evolved and adapted as humans.**

#### **4. ANTICIPATE WHAT PEOPLE NEED OUTSIDE THE PROFESSION**

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DO

- identify personas for people who have not been exposed to your profession
- find ways to collect survey data and ask questions

DON'T

- focus only on people who are knowledgeable and aware of your profession

#### **5. USE CURRENT TOOLS**

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DO

- write less than two paragraphs on your project and post it on a public site
- post a two-minute video (and get to the point quickly)
- use modern social media tools
- repeat everything on every platform

DON'T

- post a 10-page technical report
- expect people to watch a one-hour video
- take down links or break them
- use scientific jargon

#### **6. FIND CREATIVE WAYS TO COMMUNICATE**

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DO

- find creative ways to communicate with the public to share success stories. Consider how you might offer:
  - school talks or STEM books
  - library demos
  - an article in the community newsletter
  - a contest for a short film
  - marketing or PR campaign that connects to nostalgia
  - a mural or painting for the community

DON'T

- think that you can grow supporters by keeping the status quo
- rely on the work to speak for itself. When reclamation is done with a high-level of excellence – it is completely invisible.



Shannon Carla King is a Canadian painter who, after 30 years in the energy industry is now a full-time artist focused on capturing the raw, natural beauty of reclamation, preservation, and conservation success stories in acrylic paintings.

Her mission is to ensure environmental projects have a voice by reaching new audiences to inform, connect and instill pride in the great work that is being done to protect and heal the earth.

Art can help increase environmental literacy by educating audiences on the acts of care for the land. Shannon believes that through art, we can facilitate crucial conversations and critical thinking in a way that is balanced and based on data. Her goal is to help individuals and organizations share their commitment of responsible development and land use using landscape paintings as a driver for curiosity.

Each reclaimed site is an untold story that shows how Canadian reclamation, innovation and consultation with Indigenous experts have evolved, and advanced Canada as a world leader in caring for the land which we all benefit from.

For more information on art as a communication and engagement tool, go to [shannoncarlaking.com](http://shannoncarlaking.com).

Thank you,

Shannon

A handwritten signature in red ink, appearing to read "Shannon C King".

SHANNON CARLA KING  
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***"Reframing the conversation on Canadian reclamation."***

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