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Interpretation Canada

PRESENTING PARTNER



2022 National Conference

Storytelling: Making People Care Since ... Forever

It's difficult (if not impossible) to separate the human experience from storytelling. We have a fundamental need to connect with each other and ourselves through the sharing of stories. They are the tool we use to make sense of our lives, experiences, events in history and the world around us. Stories, like interpretation itself, help us make meaning of the world.



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Photographer: Scott Munn



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Credit: Destination Cape Breton Association
Photographer: Adam Hill

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Thanks to our organizing committee for their hard work!

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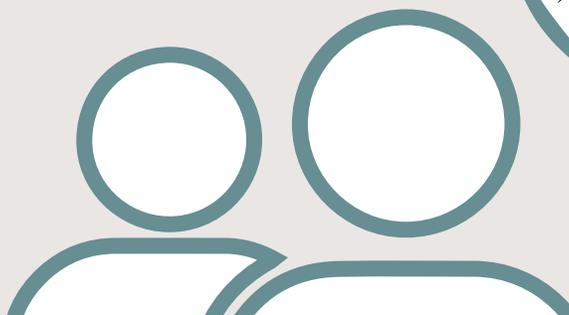
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Making People Care Since... 1977



InterpCan

Welcome to Halifax! We're here and we're together. Through a global pandemic and so soon after Hurricane Fiona, bringing together our community of interpreters to connect, learn, inspire, support one another, and share stories was quite the undertaking. I am so grateful for the incredible team of volunteers who have planned and are now executing our gathering. Please give them all a nod of thanks when you see them this week.

Interpretation Canada is celebrating our 45th anniversary this year. While storytelling has been an important part of our profession since long before 1977, in this time and in this place I believe storytelling is more important than ever. Research shows us that facts don't change hearts and minds — but stories can. Stories can literally change our brains. They help us create connections and build empathy. They help us find meaning in the world around us and are easier to remember than facts. As interpreters, we have the passion, compassion, and skills to weave facts into narratives that can intrigue and inspire change. I can't wait for you to hear stories from all our wonderful presenters about how they are making a difference at their sites and in their communities.

Thank you for joining
us in Halifax!

Jennifer Dick
Chairperson
Interpretation Canada



Land Acknowledgement

Welcome. We would like to acknowledge that we are in Mi'kma'ki — the traditional territory of the Mi'kmaq people. We extend our appreciation for the opportunity to learn on this territory in mutual respect and gratitude. Nova Scotia is also the birthplace of Black culture and heritage in Canada going back over 400 years.

Thank you to our Host Sites

Conference attendees have free admission all week to our host sites. For entrance, please identify yourself as part of the IC National Conference.



Halifax Citadel
National Historic Site



Canadian Museum of
Immigration at Pier 21
Musée canadien de
l'immigration du Quai 21

Canadian Museum of
Immigration at Pier 21



Nova Scotia Museum
of Natural History



MARITIME MUSEUM
of the ATLANTIC
A PART *of* THE NOVA SCOTIA MUSEUM

Maritime Museum
of the Atlantic

Conference Schedule

Monday, October 3, 2022

Pre-registered Pre-conference Workshops		
Interp Active Visitors with PIE and TALK	8:30–11:30 a.m.	Museum of Natural History
IGA Apprentice Interpreter Course	10:00–11:30 a.m.	Saint Mary's University
Registration Table	11:30 a.m. – 12:00 p.m.	Halifax Central Library
Keynote Speaker: Lawrence Hill	12:00 p.m.	Halifax Central Library
Registration Table	1:30–2:30 p.m.	Halifax Central Library
Pre-conference Workshops Continue	1:30–4:30 p.m.	
Special Session with ANSM	2:00 p.m.	Saint Mary's University
Registration Table	4:30–5:30 p.m.	Pier 21, Saputo Hall
Welcome Address, Awards Showcase	5:30 p.m.	Pier 21, Bronfman Theatre
Welcome Reception	7:00 p.m.	Pier 21, Bratty Hall

Keynote Speaker



Monday, October 3, 2022, 12 p.m.

Lawrence Hill **Faction: Merging History and Fiction**

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Parks
Canada

Parcs
Canada



Storytelling should be more engaging and entertaining than real life. Otherwise, why turn the page? Lawrence Hill will speak about how he draws upon contemporary and historical events to dramatise little known or long forgotten nuggets of the experiences of peoples in the African Diaspora. We all need good journalists and historians, but a storyteller can leap directly into the listener's heart.

Lawrence Hill is the internationally bestselling author of eleven books of fiction and nonfiction, including (most recently) Beatrice and Croc Harry, The Book of Negroes (which was made into a six-part TV mini-series) and The Illegal, both of which won CBC Canada Reads. Hill's nonfiction work includes Blood: The Stuff of Life (the subject of his 2013 Massey Lectures), and the memoir Black Berry, Sweet Juice: On Being Black and White in Canada. Hill is a professor of creative writing at the University of Guelph. Hill is writing screenplays for a TV miniseries in development, and a novel about the African-American soldiers who help build the Alaska Highway in northern British Columbia and Yukon during World War Two. He is a member of the Order of Canada, and a winner of the Commonwealth Writers' Prize and the Rogers Writers' Trust Fiction Prize.

Thank you to the Halifax Central Library and Bookmark Halifax for supporting this session.

Special Session with ANSM

Unlocking Community Museum Collections

Many community museums in Nova Scotia contain artefacts associated with Nova Scotia's four founding cultures: Mi'kmaq, African Nova Scotians, Acadians and Gaels. In many cases there has been a loss of cultural knowledge and stories associated with the artefacts. This summer, the Association of Nova Scotia Museums (ANSM) began the development of a digitization strategy for these collections, with a focus on making them more accessible through NovaMuse.ca, ANSM's collections portal. The first step of this work was visiting the cultural communities to hear and understand their needs relating to these collections.



Join ANSM for an afternoon session which will include presentations and group discussions about this work and next steps. We will review the results of the first 8 community engagement sessions between Mi'kmaq, African Nova Scotian, Acadian, and Gaelic communities and community museums. We will also look at research conducted in partnership with Saint Mary's University students. This session, although open to all, is highly recommended for all ANSM Advisory Service member museums. Presented in partnership between the Association of Nova Scotia Museums and Saint Mary's University Faculty of Arts and Department of History. This project was funded by the Government of Canada.

Monday Evening Event

Awards Showcase and Opening Reception

Canadian Museum of Immigration at Pier 21 5:30 p.m.

Celebrate the winners of Interpretation Canada's Awards of Excellence and Association of Nova Scotia Museum awards. We also recognize 15 Nova Scotians in the museum sector with Queen Elizabeth II's Platinum Jubilee Medals. The IC Conference Opening Reception follows with food and cash bar.

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Bagpiping by Rod MacLean, IC Board Member and award winning piper.

Tuesday, October 4, 2022

Registration Table	9:00–9:30 a.m.	Halifax Citadel
Concurrent Sessions A	9:30–11:00 a.m.	Halifax Citadel, Rooms as Listed
Health Break	11:00 a.m.	Halifax Citadel, North Magazine
Concurrent Sessions B	11:30 a.m. – 1:00 p.m.	Halifax Citadel, Rooms as Listed
Lunch and Exploring the Citadel	1:00 p.m.	Halifax Citadel, North Magazine
Concurrent Sessions C and D	2:30–4:00 p.m.	Halifax Citadel, Rooms as Listed
Supper and Interpretation Canada AGM	5:00 p.m.	Museum of Natural History
Keynote Performance: <i>Salar: A Salmon Story</i>	7:00 p.m.	Museum of Natural History

Concurrent Sessions A

Tuesday,
October 4
9:30 a.m.

Garrison Room, North Magazine

Interpreting Controversial Stories at Parks Canada Administered National Historic Sites with a Doubled-Edged Sword

Caitlyn Quade (she/her), Linda Wong (she/her), Valerie Martin, (she/her), and Aarin Crawford (she/her), hosted by Fred Sheppard (he/him)

Parks Canada interpreters present their experiences adapting and sharing the stories of some of Canada's most controversial historical figures and heritage buildings at national historic sites.

Caitlyn Quade is the Visitor Services Team Leader at Fort Wellington National Historic Site in Prescott, Ontario. She has been interpreting Canadian history to the public for fourteen years. Linda Wong is the Interpretation Officer at Bethune Memorial House National Historic Site in Gravenhurst, Ontario. She has fourteen years of experience interpreting at historic sites and producing visitor experience products for Parks Canada. Valerie Martin is the Interpretation Officer at Bellevue House National Historic Site in Kingston, Ontario. She has a PhD in History from Queen's University.

Casemate A

Drawing in Heritage Interpretation

Dr. Tim Fedak and Gerald Gloade

Artists and museum educators discuss the power of drawing for heritage interpretation and storytelling, through heritage comics and use of 'drawing docents' and 'case studies' to encourage drawing communities.

Dr. Tim Fedak is the Curator of Geology with the Nova Scotia Museum, with a primary professional focus on the history of geoscience and palaeontology. Gerald Gloade is an artist and educator who is currently the Program Development Officer for the Mi'kmawey Debert Cultural Centre.

Casemate B

Nobody Reads My Signage!

Lauryn Record (she/her)

Let's explore how mixing narrative styles in interpretive writing can create dynamic, multi-sensory signage and engage audiences more deeply in our stories.

Lauryn works with the Wilder Institute/Calgary Zoo to weave stories of people, land and wildlife into the fabric of the visitor experience at the zoo. She combines theming, atmosphere, narratives, art, and science into visitor journeys that ignite passion for the natural world and conservation of wild places.



Credit: Tourism Nova Scotia
Photographer: Acorn Art & Photography

Concurrent Sessions B

Tuesday,
October 4
11:30 a.m.

Garrison Room, North Magazine

Telling Tales on TikTok! Joanna Northover (she/her)

Are you interested in adding TikTok to your social media outreach?

Success on this platform can be frustrating, exciting, and mysterious. Let's explore, and share tips, for creating engaging posts, having meaningful interactions with the public, and different ways to use this popular app to tell your unique stories (in 1 minute or less).

Joanna is a Science Communicator/Museum Educator with a M.Sc. in palaeontology and a love of fossils. She is currently exploring the world of full-time parenting and using social media to continue her journey in educating, interpreting, and learning!

Casemate A

Win-Win: Museum Meets Community Theatre Thea Wilson-Hammond (she/her)

When a rural museum wanted to tell the stories of residents living in the 1940s, they helped create a community theatre group and forged a beautiful partnership.

Thea Wilson-Hammond is the Executive Director of Memory Lane Heritage Village, a living history museum depicting life in the 1940s on Nova Scotia's Eastern Shore. From an early age Thea was steeped in the stories of these rural coastal communities, and while she has had many adventures further afield, she is honoured to be part of the Memory Lane team since 2005.

Made of Lies: The Multiple Truths of Storytelling Katherine MacLeod and Hannah Krebs

Using storytelling in first person animation at Baile nan Gàidheal | Highland Village Museum to interpret multi-faceted history through a Gaelic Nova Scotia cultural lens.

Katherine MacLeod, Manager of Interpretation, B.A. Celtic Studies, Canadian History, St.F.X., Adv.Dip. Museum Studies, Algonquin College. Katherine MacLeod began her career in 2008 at Baile nan Gàidheal and has been in her current role as Manager of Interpretation since 2017. Growing up in a Gaelic community, Katherine has been immersed in her culture from birth. She went on to take degrees in Canadian and Celtic history as well as Museum Studies. Hannah Krebs, Ban-chleasaiche, B.A. Celtic Studies, St.F.X., Cert. H.E. Gàidhlig is Conaltradh, Sabhal Mòr Ostaig, Hannah Krebs is a Ban-Chleasaiche | Gaelic Cultural Animator at Baile nan Gàidheal. She is a fluent Gaelic speaker and holds a degree in Celtic Studies. Outside of her work at the Highland Village, she teaches community Gaelic language classes, and always enjoys a good céilidh or square dance.

Casemate B

Changing The World in 100 Words or Less Don Enright (he/him)

In this interpretive writing session you will take scientific abstracts and turn them into rich, evocative interpretive texts. You will offer and receive constructive feedback on your writing. Don will offer techniques and guidance on how to get there.

Don Enright is a freelance interpretive planner and visitor experience advisor with over 30 years' experience in Canada. Don is passionate about working with heritage sites, parks, museums, and other organizations to ignite social change through storytelling and hands-on experience with the world around us.

Concurrent Sessions C

Tuesday,
October 4
2:30 p.m.

Garrison Room, North Magazine

Unearthing the Untold: The Impact of Bioarchaeological Evidence on Interpretation at the Fortress of Louisbourg National Historic Site

Sarah MacInnes (she/her), Daniel Pitcher (he/him), and Dr. Amy Scott

How can the physical remains of the deceased inform the stories we share? An exploration of how bioarchaeological research is shaping our understanding, and telling, of lived experiences in Louisbourg.

Sarah MacInnes works to support the development of visitor experiences, facilitate research opportunities and increase public accessibility to Louisbourg's extensive collections. Daniel Pitcher has decades of experience in interpretation and cultural resource management at the Fortress of Louisbourg National Historic Site. His previous research focused on the lived experiences of Louisbourg's labourer-soldiers.

Casemate A

Using Storytelling to Inspire Youth Engagement in the Sustainable Blue Economy

Inda Intiar (she/her), Students on Ice Foundation

SOI Foundation shares the ways it has relied on storytelling to engage youth in various programming through a range of platforms, including engaging them within Canada's Sustainable Blue Economy as part of the Blue Futures Pathways program.

Inda Intiar is a program outreach coordinator for Blue Futures Pathways, a program led by the SOI Foundation that connects youth in Canada with educational resources, training, mentorship, funding and employment in the Sustainable Blue Economy. Inda comes to SOI with a background in journalism. At SOI, she helps tell stories of people involved within Canada's ocean and water sectors to inspire youth to explore similar career pathways.

Casemate B

Beyond Words: What Stories Do Interpretive Sign Designs Tell? Christie Brodie (she/her)

Join Christie as she dives into the world of sign design: including the strategies, considerations, and stories that can be told from an interpretive sign without using any words.

Christie has been an Interpretation Coordinator at Royal Botanical Gardens since 2014. In this role she has worked on dozens of interpretive projects, from complete exhibit creation to leading meet the animal shows. Christie also moonlights as RBG's Print Shop Coordinator, where she strives to make signage anything but boring.

Health breaks have been
GENEROUSLY SUPPORTED BY



Concurrent Sessions D

Tuesday,
October 4
3:15 p.m.

Garrison Room, North Magazine Interpreting Enslavement – The Importance of Broad-based Collaboration

Nadine Neima-Drover, Charlene (Missy) Chasse, Jennie Skeete,
Trina Roache and Lillian Marsman

Who owns the story of enslavement? How does an agency ensure that the appropriate voices are brought into the discussion and decision making circle?

A working group has been established with employees from Parks Canada and a number of community members, including representatives from African Nova Scotia Association, Kwilmu'kw Maw-klusuaqn Negotiation Office, Membertou First Nation, Potlotek First Nation, Unama'ki Institute of Natural Resources, etc. The mandate of this group is to ensure a community lead initiative and it meets every few weeks (depending on research uncovered, or progress being made).

Casemate A: Rapid Fires Be inspired by this compilation of short presentations.

Let Participants Tell Their Stories About the Impact of Interpretation

Glen Hvenegaard (he/him)

Question: How do you share effectively exciting research results about the benefits of interpretation? Answer: Let the research participants tell their own story.

Glen Hvenegaard is a Professor of Environmental Science at the University of Alberta. His researches human interactions with nature, focusing on interpretation, parks, and birds. Glen is a member of the World Commission on Protected Areas and co-editor of Parks and Protected Areas: Mobilizing Knowledge for Effective Decision-Making (2021).

Keeping Programming Out of the “Upside Down”

Amber deKam (she/her)

Identify what “Program Bleed” is, its risks, and understand the benefits of mitigating programs that bleed into one another... or slip into the “Upside Down”.

Amber is an Interpretation Coordinator for Parks Canada's Lake Louise, Yoho, Kootenay Field Unit. There she supports a diverse programming offer of campground Interpretation, Park Guardians and Burgess Shale / Conservation guided hikes.

Story Telling or Story Sharing?

Dr. Jacquie Gilson (she/her)

Consider the difference between story telling and story sharing. Share your thoughts!

Jacquie has been engaging interpreters through training for the past 10+ years. She loves presenting interpreters with new ideas and seeing what they do with their inspiration!

Telling Stories That Matter: Professional Noticing

Kathy Beamer (she/her)

Telling stories that matter requires one to understand what matters. Professional noticing can help one attend to relevant aspects, interpret them, and respond in constructive ways.

Kathy Beamer is a passionate educator who has worked as a classroom teacher, instructional coach, and curriculum specialist in Calgary, Edmonton, London (UK), and Sydney (AUS). She is learning what it means to be an Antarctic Ambassador and how to tell stories about her epic journey to “The Ice.”

Bill2Law: From Quiet Experiment to Award Winning Program

Kelsy Edgerton (she/her)

Learn about the Interpretation Canada award-winning online program Bill2Law. Using under-utilized staff skills, careful approaches to sensitive material, and the reach of online programming made this program a success.

Kelsy is a visitor experience enthusiast, from determining how to measure it through to translating that information into meaningful and impactful changes in everything from programming to websites and the physical layout of spaces. She currently supervises the Education Guides and daily education programming at the Legislative Assembly of Alberta.

Concurrent Sessions D Continued

Tuesday,
October 4
3:15 p.m.

Casemate B

Bridging the Gap Between Research and Digital Storytelling in Online Collections

Sandi Stewart

This session will highlight research on the boatbuilding and shipbuilding industry in Shelburne County, Nova Scotia (1800s-1900s) that was completed at the Shelburne County Museum in efforts to strengthen digital storytelling and accessibility in online collections. Highlights from the research and digitization process that led to key connections will be shared, as well as results as seen by the public through online galleries on NovaMuse.ca. This research project was supported by the Shelburne County Museum and funded by the Helen Creighton Folklore Society Grants In-Aid (2018-2019).

Sandi Stewart is a part-time instructor with the School of Information Management (Faculty of Management) at Dalhousie University. She studied Folklore (MA, BA) at Memorial University of Newfoundland and has supported museums and archives through her work for approximately 7 years.

Tuesday Evening Event

Supper, Interpretation Canada Annual General Meeting, and Keynote Performance

Nova Scotia Museum of Natural History 5:00 p.m.

Finish a thought-provoking day of sessions with a pizza party at the Museum. Our Annual General Meeting is your chance to learn more about Interpretation Canada, and elect new board members. We will also enjoy our keynote performance, *Salar: A Salmon Story*.



Keynote Performance



Tuesday, October 4, 2022

Salar: A Salmon Story

“Salar” is an environmental theatre performance about the Atlantic Salmon that inspires a greater awareness of the salmon’s life cycle. This 50-minute interdisciplinary performance weaves together stories, myths and science through language, movement, live music and puppetry. By employing methods in knowledge translation and exchange, this transformative experience fosters a greater understanding of this fascinating creature’s importance to peoples across the northern hemisphere over the last 25 000 years and highlights the connection between ocean and forest, and our shared human responsibility to the environment.

Salar premiered at Stratford's SpringWorks PuppetWorks Festival in August of 2021, followed by a run at the 2021 Halifax Fringe and a tour to 5 Atlantic Region National Parks and National Historic Sites. The artists of Salar have woven their work into Nova Scotia's artistic tapestry over the past three decades, crossed paths at various intersections along the way, and now come together as the creative collective The Hatch, based in K'ijipuktuk/Halifax. The ensemble includes Benn Ross, Kersti Tacreiter, Cathy Porter and Alexis Milligan, with a special guest appearance by Mi'kmaw Elder and national park interpreter, Mary Louise Bernard. For this production they are joined by a number of supporting artists who have added their expertise and creative energy to the development of this new work. The Hatch fosters understanding, inspires action, and creates lasting connections through arts-based practices in knowledge translation and exchange. The artists of Salar acknowledge the support of the Canada Council for the Arts.

Wednesday, October 5, 2022

Depart for Off Site Visits NOTE: Please bring your own snack.

Off the Beaten Path Halifax
A Day in the Annapolis Valley
South Shore Spectacular

8:00 a.m.

Meet at Museum of Natural
History

Maritime Heritage Showcase

9:00 a.m.

Meet at Cable Wharf

Supper on Your Own & Discover Halifax

6:00 p.m.



Whether you're a longtime local or visiting from further away, let us help you experience all that there is to love about Halifax.

<https://discoverhalifaxns.com>



Wednesday In-Person Site Visits



Off the Beaten Path Halifax

Meeting Location: Museum of Natural History 8:00 a.m.

Board a bus to visit the Africville Museum. First settled in the 1860s, Africville was a thriving African Nova Scotian community that in the 1960s, had its buildings destroyed and residents displaced to free up land for Halifax's industrial expansion. Next stop will be Shubenacadie Canal in Dartmouth for a short guided hike with a Mi'kmaq curator. You'll be hungry by the time you arrive at Cole Harbour Heritage Farm Museum for an interpretive lunch with foods all produced or foraged on site. Then to the Black Cultural Center for NS in Cherry Brook to explore how the museum is a vibrant part of its community today. Finally, you'll get to experience the best view of Halifax for you return to downtown by ferry.



A Day in the Annapolis Valley

Meeting Location: Museum of Natural History 8:00 a.m.

Experience Grand-Pré – a National Historic Site and UNESCO World Heritage Site. Immerse yourself in the unique stories and lasting legacy of L'Acadie and its inhabitants. The Acadians were a self-sustaining people, known for their agricultural practice of dyking which transformed salty marsh lands into fertile farmland. During the age of L'Acadie, Grand-Pré was a cultural hub - the largest Acadian settlement East of Port-Royal (Annapolis Royal) and the site of the tragic "Le Grand Dérangement" (The Acadian Deportation). Enjoy a traditional Nova Scotian picnic on-site. In the afternoon, delight yourself in the tastings and tour of Domaine de Grand-Pré, the oldest farm winery in Nova Scotia, where you will overlook the renowned views of the Bay of Fundy. Close out the day with a friendly competition of disc golf at Haliburton House Museum.

Wednesday In-Person Site Visits



South Shore Spectacular

Meeting Location: Museum of Natural History 8:00 a.m.

Come find out why Nova Scotia's South Shore is filled with stories of mystery, adventure and danger that date back to the 18th century. We'll visit the iconic Peggy's Cove lighthouse to see their new accessible viewing areas. A quick stop in scenic Mahone Bay before heading to Fisheries Museum of the Atlantic for the ultimate waterfront experience in Lunenburg, a UNESCO World Heritage Site. While at the Museum and surrounding area, you will experience life in a fishing community and discover, up close, life at sea. Lunch provided in the Old Fish Factory.



Maritime Heritage Showcase

Meeting Location: Cable Wharf 9:00 a.m.

Located on Halifax's historic waterfront, there's no better place to discover Nova Scotia's rich maritime heritage than at the Maritime Museum of the Atlantic. And there is no better way to enjoy the scenic harbour views and immerse yourself in the history of Halifax than by taking a short ferry ride to explore Georges Island National Historic Site in the heart of Halifax Harbour. A guided tour of the island's historic tunnels and a picnic lunch is part of this morning excursion. Then head back to the award-winning Maritime Museum for the stories, people and events that shape this province and its connections with the sea including opportunities for hands on experiences in our Boat Shop or creating rope wreaths to take home.

Thursday, October 6, 2022

Registration Opens	9:00 a.m.	Halifax Citadel
Concurrent Sessions E	9:30–11:00 a.m.	Halifax Citadel, Various Rooms
Health Break	11:00 a.m.	Halifax Citadel, North Magazine
Concurrent Sessions F	11:30 a.m. – 1:00 p.m.	Halifax Citadel, Various Rooms
Lunch and Exploring the Citadel	1:00 p.m.	Halifax Citadel, North Magazine
Concurrent Sessions G	2:30–4:00 p.m.	Halifax Citadel, Various Rooms
Maritime Party and Live Auction	6:00 p.m.	Maritime Museum of the Atlantic

Concurrent Sessions E

Garrison Room, North Magazine

Tourism Tales - Niche Signature Experiences in Museums and Tourism Stops Amanda Gallagher (she/her)

Thursday,
October 6
9:30 a.m.

Join the Pickering Museum Village's program staff as we take participants through the experience of weaving a thematic, interpretive story into two signature tourism routes.

Amanda Gallagher is an emerging museum professional with a BA in History (Laurentian University), and a post-graduate certificate in Museum Management & Curatorship (Fleming College). She leads the PMV's tourism initiatives, and wants to tell the stories of artifacts, people, and intangible heritage in exciting ways.

A Case Study of Provincial Parks in Alberta, Canada: Visitor Motivations and Emotional Responses of Attending Personal Interpretation Programs

Clara-Jane Blye (she/her), Glen Hvenegaard, and Elizabeth Halpenny

Emotions have direct connections to story telling and creating memorable experiences through interpretive programs. The goal of this project was to examine visitor motivations, outcomes, and emotions associated with attending interpretation programs in provincial parks in Alberta.

Clara-Jane Blye is an Instructor of Recreation Management at Dalhousie University and a PhD candidate at the University. She studies environmental psychology and focuses on connecting diverse populations to Canadian parks. Her research is connected to individual's interactions with nature environments, tourism experience, environmental education, and environmental stewardship.

Concurrent Sessions E Continued

Thursday,
October 6
9:30 a.m.

Casemate A

A Tale of Two Early Years Programs Alex Hernould and Shannon Sveda (she/her)

Since 2011, the Wee Wild Ones program at the Museum of Natural History has been introducing young children and their caregivers to the idea that museums are wonderful places to learn through play. Get a little wild and take a closer look at this program as a case study for storytelling with Naturalist Interpreter Alex Hernould. Royal Botanical Garden's Oaks and Acorns is a nature-based program for 2–5 year-olds designed to inspire a life-long love of nature and the outdoors. Children explore the natural world together through nature walks, storytelling, imaginative and loose parts play, and hands-on discovery, with all programs delivered outdoors.

Telling Tales to Toddlers: Storytelling in the Early Years Shannon Sveda (she/her)

Once upon a time, I told a funny little story about two animals who raced across a pond. Join me to hear the story behind the story.

Shannon Sveda is a Registered Early Childhood Educator who has been working with young children and their families for almost two decades. Most recently, Shannon has incorporated her passion for nature into her work, facilitating outdoor learning experiences through community nature play programs, as well as school and public programs.

Alex Hernould (she/her) has been a Naturalist Interpreter at the Nova Scotia Museum of Natural History for the past 7 years. Her background in environmental anthropology paved the way for her passion for early years education. Her work on Nova Scotia Curriculum-based education program "Exploring Culture" for grades Primary/1 earned her the Minister's Award of Excellence in 2016.

Casemate B

Learning Science with Superheroes and Talking Fish – The Art of Science Storytelling

Michelle Campbell Mekarski (she/her) and
Renée-Claude Goulet (she/her)

How can dragons, superheroes, and talking animals contextualize science and its implications, relevance, and value for society? Stories are a powerful tool to connect science with the human experience. Curious?

Renée-Claude and Michelle are Science Advisors for Ingenium Canada, at the Agriculture and Food; Aviation and Space; and Science and Technology Museums respectively. As science advisors, their goal is to bridge the gap between the scientific community and the public – specializing in making science engaging, accessible, and fun.



Credit: Tourism Nova Scotia

Concurrent Sessions F

Thursday,
October 6
11:30 a.m.

Garrison Room, North Magazine Siawasik/Continuation: Collaborative Exhibit Development during a Global Pandemic

Amber Laurie (she/her), Salina Kemp (she/her), Roger Marsters (he/him), and Gerry Lunn (he/him)

Learn how an exhibit team committed to collaboratively developing interpretation reflecting contemporary Mi'kmaw people's relation to the waters of Mi'kma'ki navigated the disruptions of a pandemic during the exhibit-development processes.

Salina Kemp, Mi'kmaw historian, is particularly interested in helping provide Mi'kmaw youth with a sense of cultural pride through representation, & to educate Canadians about our treaty relationship. Roger Marsters is a marine & cultural historian; his doctoral dissertation examines the relation of Indigenous maritime knowledge to hydrographic mapping projects during the 18th & 19th centuries. Amber Laurie's current research focus on the early modern period, the concept of freedom, however it is defined & experienced, is what unites her interest in history across centuries. Gerry Lunn has been working within the museum interpretation field for over 25 years.

Casemate A Inspired to Share Stories

Jacque Gilson (she/her) and Richard Kool (he/him)

Story sharing in interpretation could inspire visitors more so than one-way storytelling. Nine characteristics of inspiration gleaned from the literature support two-way story sharing to inspire people. Let's explore!

*Jacque received her Doctor of Social Sciences degree from Royal Roads University in 2015, after studying inspiration in interpretation. Jacque retired from being an Interpretation Coordinator for Parks Canada and now runs her own company, InterpActive. Look for her book *Inspired to Inspire: Holistic Inspirational Interpretation* at <https://www.amazon.ca/Inspired-Inspire-Holistic-Inspirational-Interpretation/dp/B08SB3922Y>. Rick is a professor in the School of Environment and Sustainability at Royal Roads University, and in 1982, became the first secretary of the BC section of Interpretation Canada because at the time, he was the only one with access to a word processor.*

Casemate B "Talhelqua Gives Birth to New Calf!": How Stories Save Endangered Species

Athena George (she/her)

Join us in this hands-on workshop to explore best practices for communicating difficult topics to very diverse (and passionate) audiences.

In the summers, Athena George works as an interpreter at Gulf Islands National Park Reserve. In the winters, she develops visitor experience products for Parks Canada. Currently, she's creating programs to inspire visitors to save endangered Southern Resident Killer Whales.

Concurrent Sessions G

Thursday,
October 6
2:30 p.m.

Garrison Room, North Magazine

In the Beginning, There Were Stories...

Richard Kool (he/him)

More than 60 years ago, Yorke Edwards set a course for the development of interpretation in Canada, and Yorke's ideas about how to craft a good story are still relevant today.

Rick is a professor in the School of Environment and Sustainability at Royal Roads University, and in 1982, became the first secretary of the BC section of Interpretation Canada because at the time, he was the only one with access to a word processor.

Digital STORY sharing — Let An App Be Your Guide!

Fred Sheppard (he/him), Parks Canada

Parks Canada staff are storytellers, guides, and partners in sharing stories with Canadians. We recently started using a mobile guided tour app to share other stories and unheard voices with visitors. Join Fred as he weaves a tale of how Indigenous voices, difficult history stories, historic images and videos, flora, fauna, and geology all share their stories through a mobile guided tour app. The app is the medium, the story is the message! Digital Story sharing is another invitation to visitors to experience and engage with stories of a parks or site, at their own pace. Come share your stories with us!

Fred has been working, dreaming, and laughing about interpretation at Parks Canada for 500 million years! He is the recipient of two Parks Canada CEO Awards and the 2012 Queen's Diamond Jubilee Medal, for inspiring memorable visitor experiences. He's presently working in content development, dialogic spaces, and lifting unheard voices.

Casemate A

Unstructured Structure: Improv Activities for Interpreters

Carly Robillard (they/them or she/her), Lauren Markewicz (she/her),
and Heather Doyle (she/her)

These improvisation activities work to exercise an interpreter's skills with common challenges such as pacing, staying on theme, and admitting knowledge limits. All experience levels welcome, whether coaching or nervous about these skills yourself.

Carly, Lauren, and Heather have all spent several years working as heritage interpreters for Parks Canada and other heritage conservation organizations. They now supervise other interpreters in the craft at their sites. In addition, Carly has spent several off-seasons participating in community theatre and improvisational comedy as a hobby.

Concurrent Sessions G Continued

Thursday,
October 6
2:30 p.m.

Casemate B

Spirit of Collaboration: Sharing Diverse Stories Interwoven Through Time

Barb MacDonald (she/her/elle), Malve Petersmann (she/her/elle), Chantelle MacDonald (she/her/elle), Anne Marie Lane Jonah (she/her/elle), and Julie Pelissier-Lush (she/her/elle)

This panel discussion will focus on how Parks Canada has been working together with representatives from the Mi'kmaq of PEI, as well as cultural stakeholders of Acadian and British descent, to share the complex history of Skmaq--Port-la-Joye--Fort Amherst NHS from different perspectives. The project team worked collaboratively with an advisory committee to create interpretive media that focuses on universal themes and messages. Stories of the different cultures who lived or frequented the site were interwoven to highlight how they were connected through time. Members of the panel will discuss the benefits of sharing authority through collaboration for a more inclusive approach to story telling and will share best practices and lessons learned.

Barb MacDonald has worked for Parks Canada for over 35 years, mostly in the fields of Interpretation and Visitor Experience, and has led or participated on several project teams in the development of interpretive media projects over the years. She was a board member of Interpretation Canada from 2011 to 2017 and also served as the Awards Chair during this time. She is currently the Field Unit lead on the Stories of Canada project for Skmaq--Port-la-Joye --Fort Amherst NHS. Malve Petersmann is a Project Manager with Project Delivery Services, Visitor Experience Projects with Parks Canada's National Office and has a wealth of experience in leading projects that involve collaboration with Indigenous partners and stakeholders. She served as project manager for this project for the PEI Field Unit. Chantelle MacDonald is a Project Coordinator with Parks Canada in PEI. She has been involved in planning and coordinating several interpretive projects and currently works closely with Malve on this project. Anne Marie Lane Jonah is a Parks Canada Historian who was involved in developing the new Framework for History and Commemoration. She has worked on a number of interpretive projects that are based on the principles and best practices in the framework. Julie Pelissier-Lush is a Mi'kmaq Knowledge Keeper with L'nuey and is also the Poet Laureate for PEI. She wrote a poem about the site for the new interpretive film and has also contributed her knowledge in development of the script.

Thursday Evening Event

Maritime Party and Live Auction

Small Craft Gallery, Maritime Museum of the Atlantic

Wrap up the week of stories and connections with a Maritime Party to be remembered. Explore the museum, mix and mingle, visit the waterfront, and join the live auction fun. Thank you to our auctioneer Fred Sheppard.

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Post-Conference Field Trip

Friday, October 7, 2022

Post Conference Trip: Joggins Fossil Cliffs NOTE: Please bring your own snack.

Meet to Depart Halifax

8:30 a.m.

Museum of Natural History

Anticipated Arrival in Halifax

7:00–7:30 p.m.

Museum of Natural History

Joggins Fossil Cliffs

Led by: Deborah Skilliter

Team Lead, Outreach and Education, Natural Resources Education Centre

Explore world-renowned fossilized forests of the Carboniferous Period, home to the world's oldest reptile and land snail. After lunch and a behind-the-scenes tour of the exhibit centre and collections at the Joggins Fossil Centre, participants will take a guided tour of the beach.

Topics covered include:

- UNESCO World Heritage Site designation process
- Fossil identification, ecosystem, and biodiversity training
- Climate Change
- Museum policy
- Museum collections management
- Working with local, rural communities
- Outdoor education, how to develop and incorporate at your site
- Green building infrastructure and education



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Stories behind
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