Digital Storytelling for Tobacco Prevention and Health Equity

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A woman-owned and Indigenous-focused training company that specializes in digital storytelling with an emphasis in health education, policy, and cultural preservation.

Since 2008, we have co-created over 1200 digital stories across 15 states
“nDigiFamily”
When I was a young girl, my grandfather gave me a bowl he made and inside was a design that looked like a spider web. He told me that one day all the Native people would be spread out across the earth and that there would be war, sickness and much suffering—but, there would be a web, like a spider’s, that would connect them all.

And through this web the Native people of the world would share stories that would make them strong again.

-Rita Pitka Blumenstein, Yupik elder, (2008)
Jessica’s Digital Story
(Michigan)

The Learning Effects of Commercial Tobacco
http://youtu.be/ZuCnKJkQ9DY
What is Digital Storytelling?

Combines still photos

Short video clips

Music and Voice Narration

3-5 minute “mini-movie”
Joe’s Digital Story
(Washington)

Wellness Warrior
http://youtu.be/tK4hTjkQS5c
Four Directions Approach

- Story Idea
- Elements of Storytelling
- Story Circle
- Script

- Screen DS
- Evaluation
- Dissemination

- File Management
- Storyboard
- Gather Media

- Record Voice Narration
- Rough/Final Cut
Digital Storytelling Process

1. **Story Idea**
2. **Story Circle**
3. **File Organization**
4. **Script / Shot List**
5. **Gather Photos & Video / Music**
6. **Storyboard**
7. **Record Voice / Music / Song**
8. **Edit Photos & Voice/Music**
9. **Burn DVD**
10. **Play Final Movie**
Scriptwork

• Script is approximately 3 paragraphs or 400 words long

• Like a “coffee conversation;” use the first person voice

• Be descriptive and find an interesting turning point or transformative moment when things changed

• Keep asking…who is my audience? What is my message?

• A story is a journey; there is no right or wrong way, but just finishing.
Shotlist

- Organizes your script into “scenes” section by section
- Helps you see where the gaps are and vice versus
- You can also use graphics, charts, or perhaps fill the screen with a question or statement
- Be mindful and be meticulous
- Keep asking…does it fit for my story? Will it keep my audience engaged?
Gathering Photos
Photos

- Use your own first, then find others
- Use full-sized (at least 640 x 480 pixels)
- Edit pictures with free software (PC= Paint; MAC=iPhoto)
- Be creative, resourceful, and respectful (no copyrights)
- Keep asking...does this photo or image work?
- A photo can tell a thousand words.
Creating Storyboard
• “Strings” the images in sequential order before you bring them into video editing program

• Put the sequence number in front of name (001, 002, 003)

• Be careful and be attentive

• Keep asking...are there enough photos? Are there too many?
Recording Music
Voice and Music

- Use Audacity (free software download) for either PC or MAC to record audio and create “a mix”
- Find a quiet room to record
- Use an external USB microphone
- Practice, practice practice
- Be relaxed and be sure to breathe!
- Keep asking…Does it work? How is my pacing?
Editing Final Movie
Video Editing

- Edit in Movie Maker for PC and iMovie for MAC
- Use headphones
- With PCs, save multiple projects (Project 1, Project 2, ...)
- Roughcut: Sync audio to photos with “fade” transition in between; insert title and credit
- Final: Go back and sprinkle a few more transitions, effects and pan-and-zooms
- Keep asking...Is my audience still engaged? Did the message come across?
Final Movie

• “Save movie” as PC file or burn a DVD
• Back up files and revisions
• Be careful to not erase
• Keep asking…Does my movie make the audience think and feel? Is there a lasting message?
Staying Organized

• A place for everything and everything in its place!

• Decide on a naming convention for all your media (i.e. date and project name)

• Back-up all project files, movies, images
Screening Digital Stories

Lost and Found

Play
TV, Radio, Internet

Theresa Halsey: Host of “Indian Voices”

Suzanne Alkman: Host of “alterNative Voices”
A New Beginning
A video on Rommy Manuelito's struggles to receive brain surgery, created by his sister, Brenda Manuelito, and Carmella Rodriguez of NDigiDreams, a company that teaches digital storytelling, and Mr. Manuelito.

Produced by

Online Newspapers
Exhibits
Digital Storytelling: New Media for Engaging Indigenous Communities One Story at a Time

Brenda K. Manuelli, MA and Carmella Rodríguez, MA, nDigiDreams, LLC

Purpose
Historically, university-trained researchers and practitioners have used digital storytelling as a way to empower and engage communities. nDigiDreams, LLC is working to build a digital storytelling platform that can be used by indigenous communities to share their stories and connect with others.

Results
In 2018, we have trained hundreds of Native and non-Native storytellers across 11 states between the ages of 8 and 82 years old. These storytellers bring "voice" to everyday lived experiences and disseminate across a wide range of delivery formats (i.e., books, DVDs, mobile devices, community settings, social networking, online newspapers, and museum exhibits). Our widespread distribution has brought numerous state, county, tribal, and community programs together with tribal colleges and universities to create training workshops. The digital stories we co-create are stories of both "where we come from," voice, and authority that are returned by the people first, then intersects research and technology in new ways.

Conclusion
Digital storytelling is a powerful tool for preserving culture, enhancing community engagement, and empowering indigenous communities to share their stories and experiences.
Facilitator’s Manual

Table of Contents

Purpose and Implementation ........................................ 6
Sample-Group Norms .................................................. 6
Individual Digital Story Summary ................................. 6
   Accepting Life’s Journey — Ariene Naganoche ................. 10
   Building a New Life — Barbara Raphael ...................... 11
   Morning Lightning — Chris Ballew ......................... 12
   Water Spirit — Eva Petoskey ................................ 13
   Healing and Forgiveness — JoAnne Gasico .............. 14
A Gift of Love — Linda Woods .................................. 15
Canoe Keepers Song — Terri Tavenner ....................... 16
Full Circle — Martha Kase ..................................... 17
Lost and Found — Stephanie Ballew ...................... 10
Walking in Two Worlds — Ariene Kashia ............... 10
Mishkiken — Ambrose Peschakai ...... 20
Tony’s Song — Anthony Davis ................................ 21

Digital Story Video Note
(handout) ................................................................. 22
Digital Story Evaluation
(handout) ................................................................. 24
Nati’s Digital Story Example (Arizona)

To Thine Own Self Be True

http://youtu.be/JVDaBm30N7U
Questions and Answers?

Healing Our Communities One Story at a Time™

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