



# Quote This Woman+ Storytelling Guide

*Standing up for planet Earth - 14 April 2022*

## Dates and details

Our third storytelling event will be hosted on Zoom, on the evening of the 14th April 2022 (7-8pm). It will be open to the public, and we will be playing recordings of your stories on the night (we find pre-recorded stories are easier than fighting hiccups with each storyteller's internet when we try to run live stories told on the night). The timeline is as follows:

9 March: you confirm your spot as a storyteller 👍👍👍

30 March: you send us the first outline/draft of your written story so that we know that you're on track 📝👍👍

4 April: you provide us with the final outline/write-up of your story 🍷👍👍

6 April: you send us your initial recorded story 🗣️ to check for quality & compatibility with our uploading systems 🗣️🗣️🗣️

11 April: you send us your final recorded story, if we've needed any revisions 🙏🙏🙏

14 April: storytelling event on Zoom 🌐 which we would love to have you and your support team present at, and where we'd love to have you answering any questions our audience may have about your story 🌻

Contact person at Quote This Woman+: Jordan, [jordan@quotethiswoman.org.za](mailto:jordan@quotethiswoman.org.za), 081 243 6653  
(Whatsapp preferred)

## Getting started: writing a story

### 1. What we we'd love you to bring to our Story Slam

First things first, here are a couple of stories to watch to give you an understanding of what we mean when we think of storytelling as activism

- [Sisonke Msimang on The Moth](#) (11min)
- [Hannah Morris on The Moth](#) (9min)

To be clear: we are not looking for lectures or jazzed-up interviews. We are looking to hear stories: real, live, true anecdotes from the storytellers history, that make the audience feel something. A New York Times Climate Hub session called [Hearts and Minds: Storytelling and Climate Change](#) says the following:

“Stories hold a power that science does not: The power to move hearts and minds, and connect people to a problem. A fact can be devastating, but when placed in the context of a story that people can relate to, that fact becomes part of a reality we can better comprehend, react to and address.”

We want to give you the space to tell your story about how you stand up for planet Earth. We want to give our audience hope that there are people out there trying to figure it all out - whether they are succeeding or not. We want to open up a space for you to be vulnerable about your work - to share some of your burdens. Maybe you'd like to tell us about a specific project that pulled at your heartstrings, or the journey you took to get to working in this space, or maybe you'd like to tell us about some of the barriers you've overcome - or something completely different!

Some parameters:

- It must be a story (with a beginning, middle & end)
- It must be no more than 5 minutes
- It must be true

## **2. Coaching**

Like to try but feeling a little intimidated? Not to worry - if you'd like, we have a great selection of coaches to help you through this process - and learn the skill of storytelling for yourself. Reach out to Jordan (jordan@quotethiswoman.org.za) by **9 March** to link up with someone to mentor you through your story development and telling process.

## **3. How to write a story**

There is no one way to write a story that works for everybody, but here are a couple of resources to look at, choose what feels best for you and get going. At any stage you are welcome to reach out to us for help or advice.

Resources:

- a) Weaving together prompts, from [Climate Generation](#). Allow 5-10 minutes of quiet journaling for each prompt.

### **PROMPT #1**

Tell a story about an experience that helped shape the person you are today. How has that influenced the way you see the world? (Note: this is not necessarily climate change related - reflection should be personal.)

### **PROMPT #2**

What is your experience of climate change? (How have you been impacted, what observations have you noticed...)

and/or

How have you been thinking about climate change lately? (What have you heard recently, what aspect resonates personally...)

### **PROMPT #3**

“To create a better future, we must first imagine ourselves there.” IMAGINE... what would a better world look like to you? What is the role that you will play in making it a reality?

### **WEAVE IT TOGETHER**

Look over your writings as a whole. Take notice of any big picture themes and possible connecting points. Remember that this is a process, and it may not be complete right away.

- b) A webinar on [The Power of Climate Storytelling](#) (it is 40 mins long, but the most helpful bits are in the first 15 mins). A note on this - we are looking to hear a little more directly about the work that you do, or something inspiring, not only a story about climate change in your life.
- c) A pdf guide by [APHA's Center for Climate, Health and Equity](#). This helpful guide talks about the audience quite a lot, so we've put together a little audience sketch to help you out:

#### *Audience profile:*

- *Women and other folk whose voices are not prioritised by mainstream media*
- *Approx 30 - 65*
- *Mainly South(ern) Africa*
- *Mainly tertiary educated*

- d) Non-climate resources: [storytelling tips and tricks](#), [6 rules for great storytelling](#), [8 rules for fascinating storytelling](#).

Once you've written your story, we'll ask that you send it to us so we know you're on track in terms of the brief. The deadline for this is **30 March**. We will get back to you ASAP if we have any input, and ask for your final story by **4 April**.

## Recording your story

Here are some guidelines for recording your story:

### 1. The space

Try to find a place where you can stand/sit with a relatively blank background. Make sure you are being lit from the front. Aim a light up towards a white ceiling to bounce light softly all around. Also put one lamp facing you to light your eyes and face. Turn off lights in the background, close doors and curtains behind you.

### 2. The video

Please record your story in landscape, so when we play it on the computer it will fill the screen. You do not need any specific equipment, you can record on your phone! Just make sure when you start, you do a quick test video to make sure you can hear yourself really clearly and at good volume.. The higher the quality the better. Please make sure your camera or phone is at eye level, and look into the camera, not at the screen.

### 3. Telling the story

We are **not** looking for the perfect recording, with no uhms or awkward silences. We would like you to try and do it all in one take, imperfections and all. Your authentic story is what we are after! Please do learn the story, as you would in a storytelling event - we do not want you to be reading it to the camera.

### 4. Editing

**Please do not edit the recording** - we need unedited videos so that we can get our video editor to stitch them together and adjust anything (maybe lighting or sounds). Please do not use any filters when you record - for continuity we want all the videos to look similar. If you urgently want something edited, please talk to us and we'll help you out.

Once you've done your recording, you'll need to send it to us to check by **6 April**. If we need you to edit anything, we will need the edited version by **11 April**.

### **The actual event**

On the evening of the event, we would like to have you able to answer any questions or respond to comments about your story (this will happen at the end of all the stories). We will need you to join the zoom for a mic check at 6:30pm (more details will follow once we have sorted out the platform we are going to use - but it will probably be Zoom).

We would love you to invite any friends, family or colleagues who you would like to hear your story, or who you think will enjoy listening to all the stories. Once we have confirmed the speakers and MC, we will send you an invitation to share.

We will be recording the event for our Youtube channel, so that anybody who can't make the live event can still experience the storytelling.

### **Now get going!**

And feel free to reach out at any stage in the process, we want to support you through this.

Best of luck,

Jordan and the QW+ team