



Local Story concept note.

Local Story creates sustainable storytellers. We work in tandem with people and organizations until they're comfortable leading their own storytelling agenda.

the Local Story approach

Local Story creates sustainable content from those living the story. We work in tandem with organizations and stakeholders to co-create and sustain their own storytelling agenda.

Some organizations need to continually update promotional materials, websites, newsletters, visuals, or content. Others want to deepen their ability to tell their own stories better.

*There is no one “right” approach.
Each partnership is tailored to an organization’s needs,
resources, timing and its budget.*

what we believe

- ❖ Anyone can be a great storyteller.
- ❖ Long-term relationships increase impact.
- ❖ Stories:
 - begin in communities.
 - are empowering, therapeutic, and strengthen culture.
 - are living. They grow and evolve. They are not static.



the needs assessment



Just like every story is different, so is every organization. Local Story works directly with your stakeholders to unearth your unique story, tell it authentically, and in your voice.

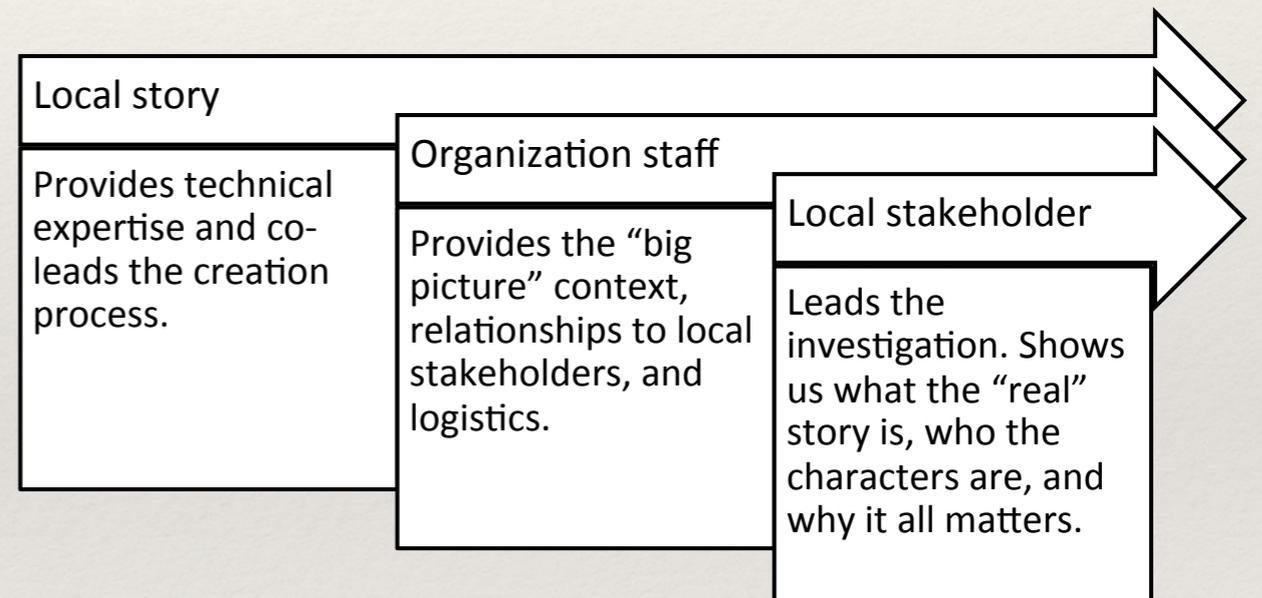
Based on an initial needs assessment, a proposal is developed to:

- Plan which stories are needed to raise awareness and grow your audience;
- Identify who within your organization should be trained to ensure sustainability;
- Create a timeline and plan logistics;
- Develop a manageable budget.

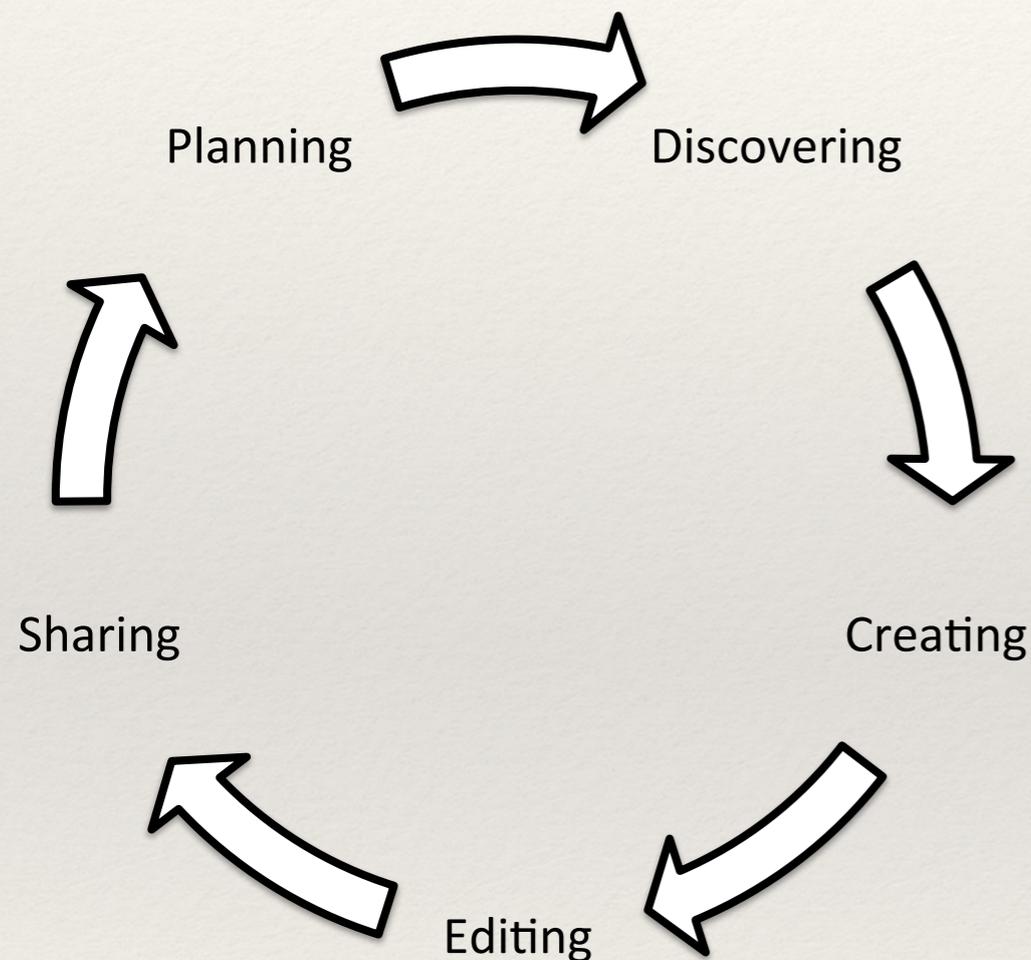
the co-creation team

The project team consists of three members: staff from your organization, on-the-ground stakeholders, and Local Story trainers.

Staff and stakeholders learn how to craft stories using *experiential learning* (learning by doing), as the team goes through the storytelling process together. Local Story leverages team skills to ensure great storytelling and authentic learning happen simultaneously.



the storytelling process



Planning: Organization staff and Local Story discuss the factors that will influence the storytelling process, including time, money, potential storylines, accessibility of locations, and other factors.

Discovering: Local stakeholders show us what the “real” story is, who the real characters are, and lead us to insights that would not be possible without their participation.

Creating: Content is made in the field using photography, video, audio, and narrative writing.

Editing: Organization staff and Local Story work side-by-side editing one or several stories so that staff learn by doing. Staff are taught on how to use content in a variety of ways. For example, a single image may be used on social media as a “teaser” for a more substantial series of images.

Sharing: The story is reviewed by the co-creation team and broader organization. Opportunities for long-term storytelling are identified if applicable, and the appropriate audience and medium(s) are agreed upon. Local Story and the organization distribute the stories and, based on both internal and external feedback, begin iterative planning stage of the process.

building sustainability

a multi-phased approach

Local Story uses a multi-phased approach to ensure your content reflects your organization's mission and goals, stays interesting and relevant to the public, and is easily refreshed. Typically, Local Story visits your organization a few times to ensure that staff are comfortable with the storytelling process. Each visit shifts more responsibility to your staff, building confidence and competency as we go.



deliverables



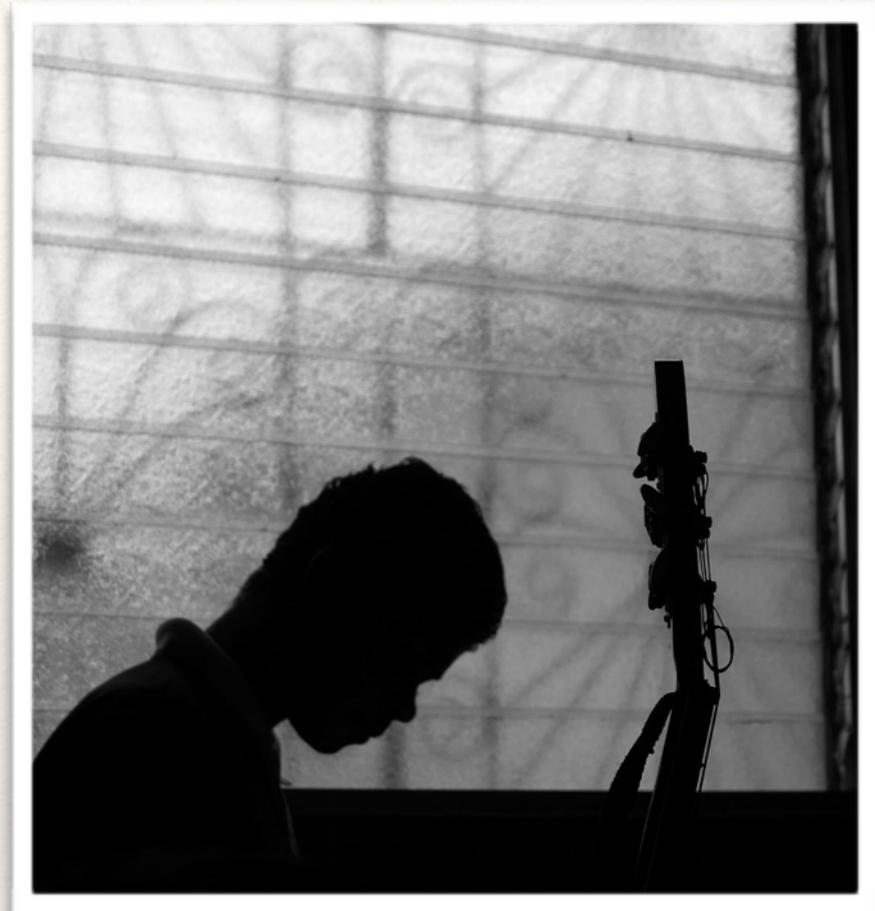
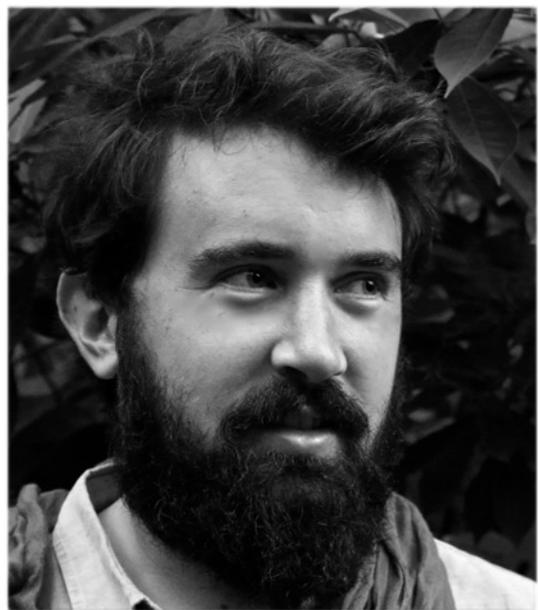
Deliverables are always customized, here are some examples:

- Still photos montaged / edited to tell a story
- Photography slideshows with dialogue and music
- A promotional video giving a broad overview of your organization's programming
- Short video stories (~5 minutes) that reveal a succinct window into a stakeholder's world
- Longer video story (~10 minutes) that goes further in depth into a stakeholder's life, including ancillary characters and locations
- Documentary film (~30 minutes) that tells a linear story from beginning to end.

the entire storytelling process is done collaboratively, with several follow-up visits to ensure sustainability.

more information

Lee Cohen, founder of Local Story, has worked on educational mandates around the world for the past ten years. His background marries policy, monitoring and evaluation with creative and non-fiction writing and documentary photography. Previously, he was a Foreign Service Officer for the US Agency for International Development (USAID). Lee is currently based in Bangkok.



Links for more information:

[the local story homepage](#)

[lee cohen's photography portfolio](#)

[personal photo essays](#)

next steps

Local Story does not believe in a “one size fits all” solution. Now that you have an idea of what Local Story can do for your organization, let’s discuss what kind of partnership makes the most sense for your organization.

Contact Us:

leecohen@localstory.world

098-860-4639

localstory.world

