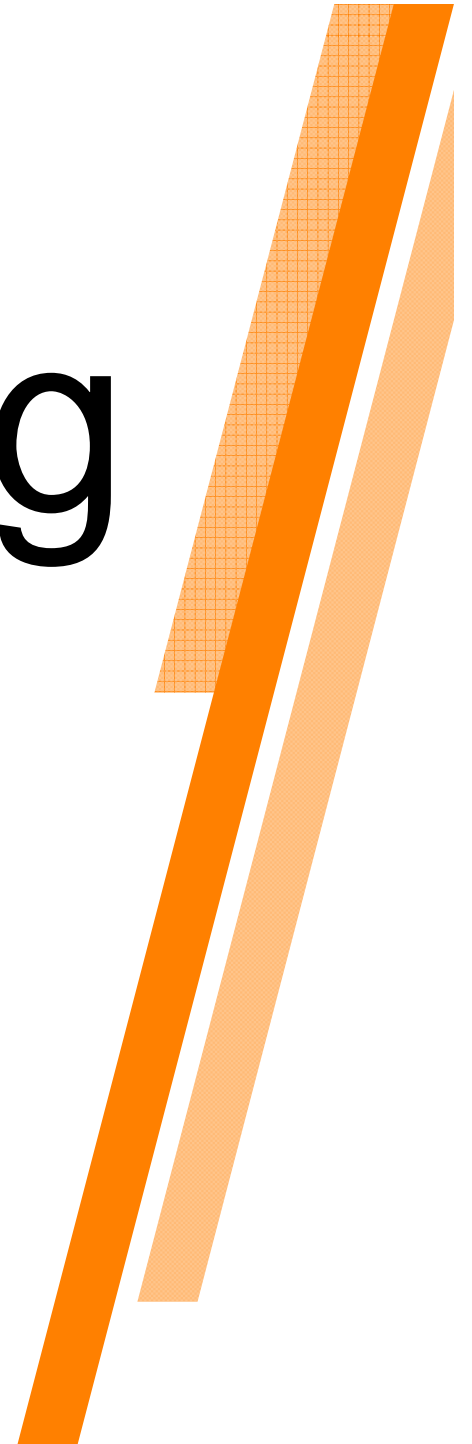


# Storytelling for Advocacy

**THE CAMPAIGN  
WORKSHOP**





Storytelling  
for advocacy



Overall goal





Make it personal





# How to use storytelling







Know your audience



# Personal stories







# Planning





A stack of approximately ten books is positioned on the right side of the frame. The books have various colored spines, including red, orange, yellow, green, and blue. The stack is placed on a light-colored wooden surface. The background is a solid blue color. The text "Find the right storytellers" is overlaid on the lower part of the image, in a white serif font.

**Find the right storytellers**



**Invent storytelling personas**

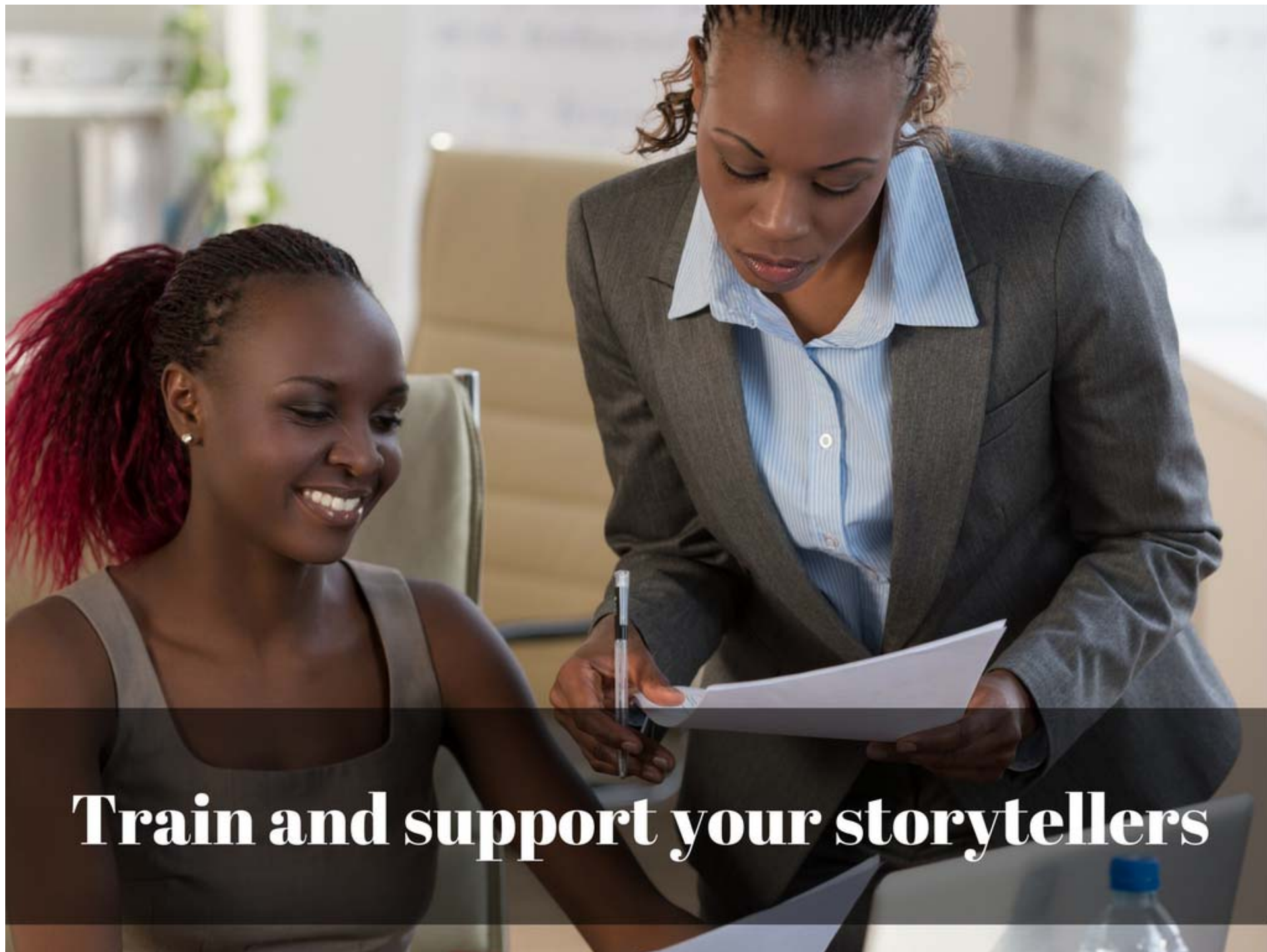


# In their own words







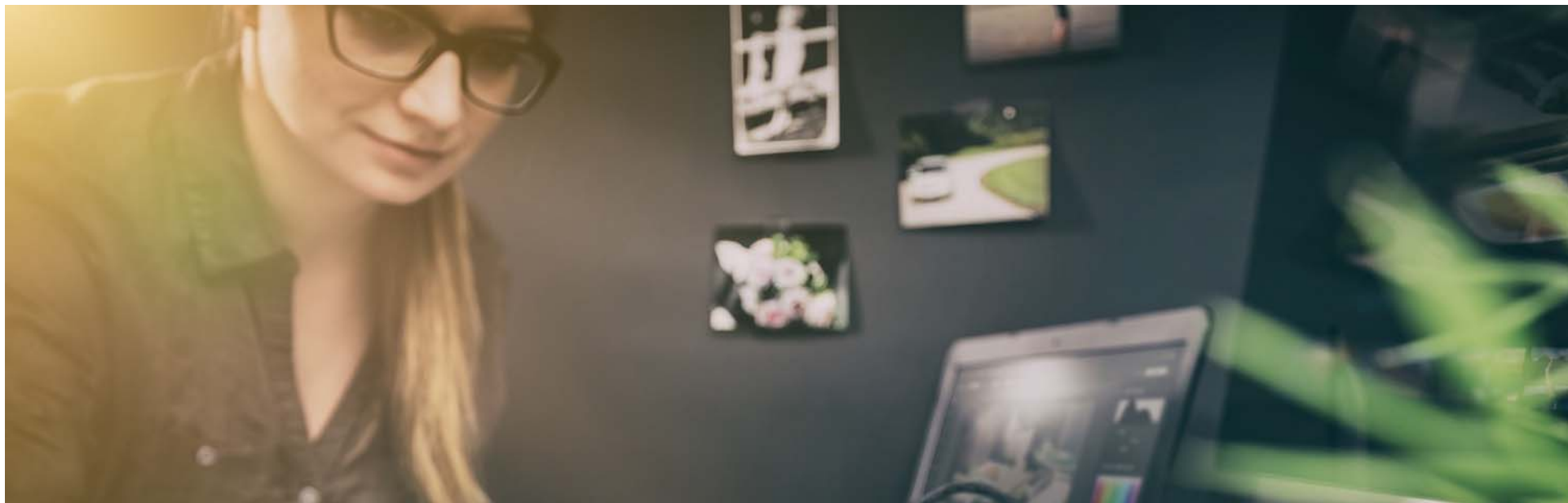


**Train and support your storytellers**

A top-down view of several hands of different skin tones (Black, White, and Asian) holding white puzzle pieces together in a circle. The hands are wearing business attire like suits and blouses. The background is a blurred blue carpet. The text 'Build a culture of storytelling' is overlaid in a white serif font on a dark horizontal band at the bottom.

**Build a culture of storytelling**





# Photos and videos



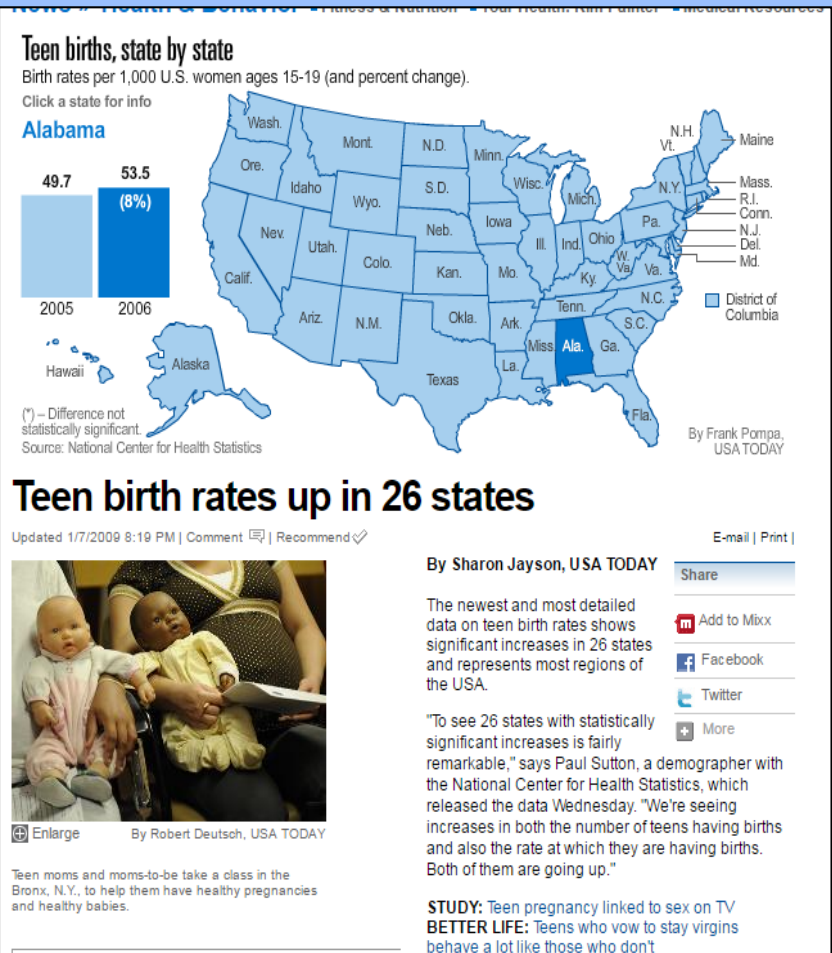
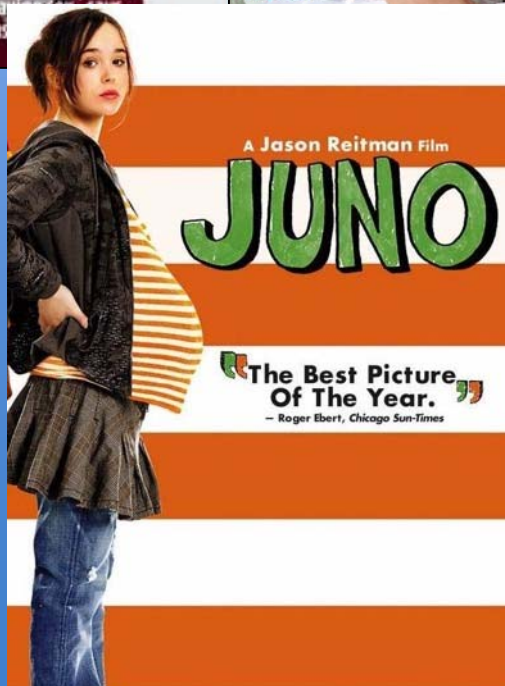


# Best practices





# Case study: Teen pregnancy



2008 - 2009



Hundreds of thousands of high school girls are getting pregnant—and living with the consequences. Six share their stories

Photograph by DAVID VELLA

TABLE 1. January 14, 2001. 56

## SHAINA JONES, 14

SHAYON BOURGAULT, 12

By Holly Lopez, Jill Smolowe and Michelle Tauber. With Nina Barleigh, Darla Atlas, Anne Lang, Wendy Grossman, Steve Hellinu, Ruth Laney and Alyssa Shelasky

Reprints by JORDAN H. SMITH and JEFFREY D. HILLER

## GIVING UP HER BABY

March 28 Ashley delivered a baby boy, then relinquished her rights—to her mother Lucia Bowman's dismay. "It had a devastating effect on our family," Bowman says. "I would have raised that baby." (Ashley has no contact with her own father, Stevenhowe Bowman is divorced.) But Ashley has no regrets. "I show pictures of [the baby] to people as often as they say, 'Oh, are so sorry,'" says the former back-country member, who is working toward her GED and considering a Nursing career. "And I say, 'No, I'm so proud of myself.'"

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FOR MORE INFORMATION [www.americanpregnancy.org](http://www.americanpregnancy.org); promotes wellness during pregnancy and suggests resources for prenatal care; [www.childwelfare.gov](http://www.childwelfare.gov); information and advice on adoption; [www.plannedparenthood.org](http://www.plannedparenthood.org); health centers offer gynecological care, pregnancy testing, abortion services

Photocopy by TONY YOUNG & CO. (BOOKS) 2495 VILLAGE

RECEIVED: January 14, 2009

## KATY M. MALDONADO

"I know myself. I would have a

...I know  
myself.  
I know  
how to

Electronics & Technology Ltd



16  
and  
Pregnant





April 10, 2011

## The New York Times

### Fighting Teenage Pregnancy With MTV Stars as Exhibit A

By JAN HOFFMAN

**D**URING the impatient weeks between episodes of MTV's "Teen Mom" franchise, fans (usually three million or Facebook alone) can still stay current with the girls' dramas.

They can linger over photographs from the wedding of Leah, 18, and Corey, 20, twins in tow (Us Weekly, April 4). They can follow the exploits of Jenelle, 19, whose mother has custody of her toddler, and who was videotaped heating up a girl (TMZ.com, March 25).

And they may be mighty curious about some of the girls' seemingly enhanced looks. A headline in the April 11 *Touch Weekly*, quoting unidentified pals, warns: "Teen Moms Addicted to Surgery." It said the girls are "falling victim to the pressures of fame."

Certainly MTV's so-called "sister shows" — "16 and Pregnant," as well as "Teen Mom" and "Teen Mom 2," which follow some of the girls through early motherhood — have received swipes for glorifying teenage pregnancy, and conferring girls-gone-wild celebrity on their stars.

But that is not how Megan Clark, who teaches family consumer sciences to high school students in a small Kansas town, regards the programs. They have become a popular element in her freshman life-skills classes, and in parenting courses for older students.

"They're sucked into the drama of it," Ms. Clark said, "but they see that they don't ever want to be in that situation. I talk about abstinence first and foremost, but I listen to them, so I know they're not abstinent. So the show offers a good opportunity to teach them about condoms and birth control."

With DVDs and episode discussion



**THE IMPACT** Maci and her son, Bentley, from the MTV show "Teen Mom" in 2010.

guides distributed by the National Campaign to Prevent Teen and Unplanned Pregnancy, public-school health educators, church-group leaders, clinic nurses, social workers and parents are using the shows to prompt discussion

about sex education, family and romantic relationships and shattered dreams.

In her classes, Ms. Clark notes how MTV's teenage mothers try to manage school, sick babies, sleep deprivation, rent, earnest boyfriends and rearview glimpses of their carefree lives. "Then I ask my students to make up a budget if they had to live on their own with a

Continued on Page 17

# Entertainment WEEKLY



INSIDE  
THE  
PHENOMENON

## Teen Mom

How it became  
the most addictive  
(and important)  
reality show on TV

BY JENNIFER ARMSTRONG

QUESTIONS FLY AT *Teen Mom* star Maci Bookout from all directions, all the time, about her life, her choices, what she's going to do next. At the moment, they're coming from her mother as the sprightly 19-year-old redhead tries to enjoy a fleeting summer afternoon with her almost-2-year-old son, Bentley, in her parents' Tennessee backyard. Will she move back home to Chattanooga to be closer to the father of her child, Ryan, or will she stay in the apartment she rented for the summer outside of Nashville, near new boyfriend Kyle?



It's a Hit! MTV's '16 and Pregnant'  
Delivers Huge Ratings

**Teen Mom 2 Season 5 Premiere draws 3.2  
million viewers, top rated show on cable**

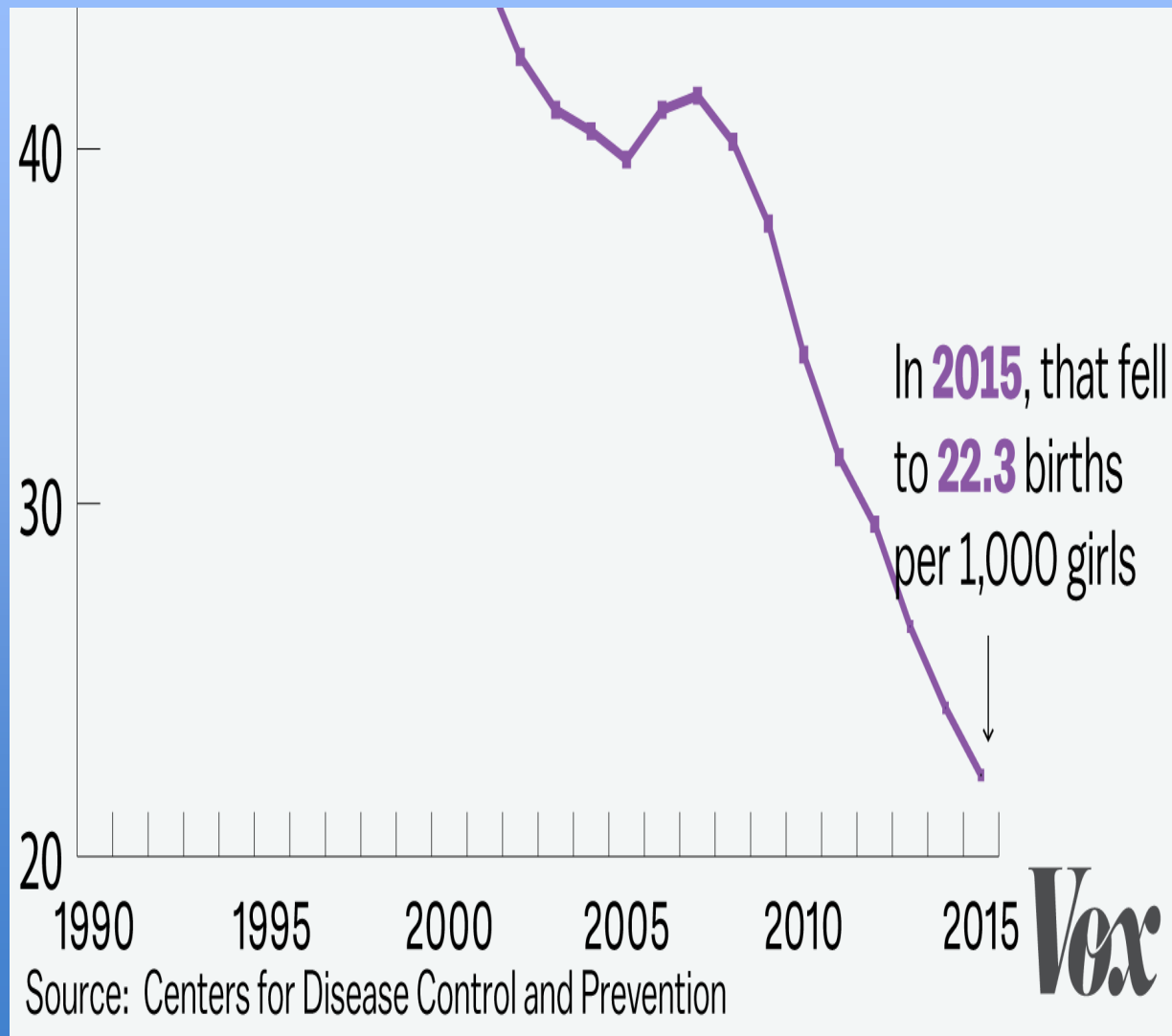
**This Just In: *16 and Pregnant* Delivers Great Ratings**

**'Teen Mom' sees ratings bump**

Teen Mom 2 top rated Thursday night  
cable show 3 weeks in a row, plus  
leads weekly DVR viewership

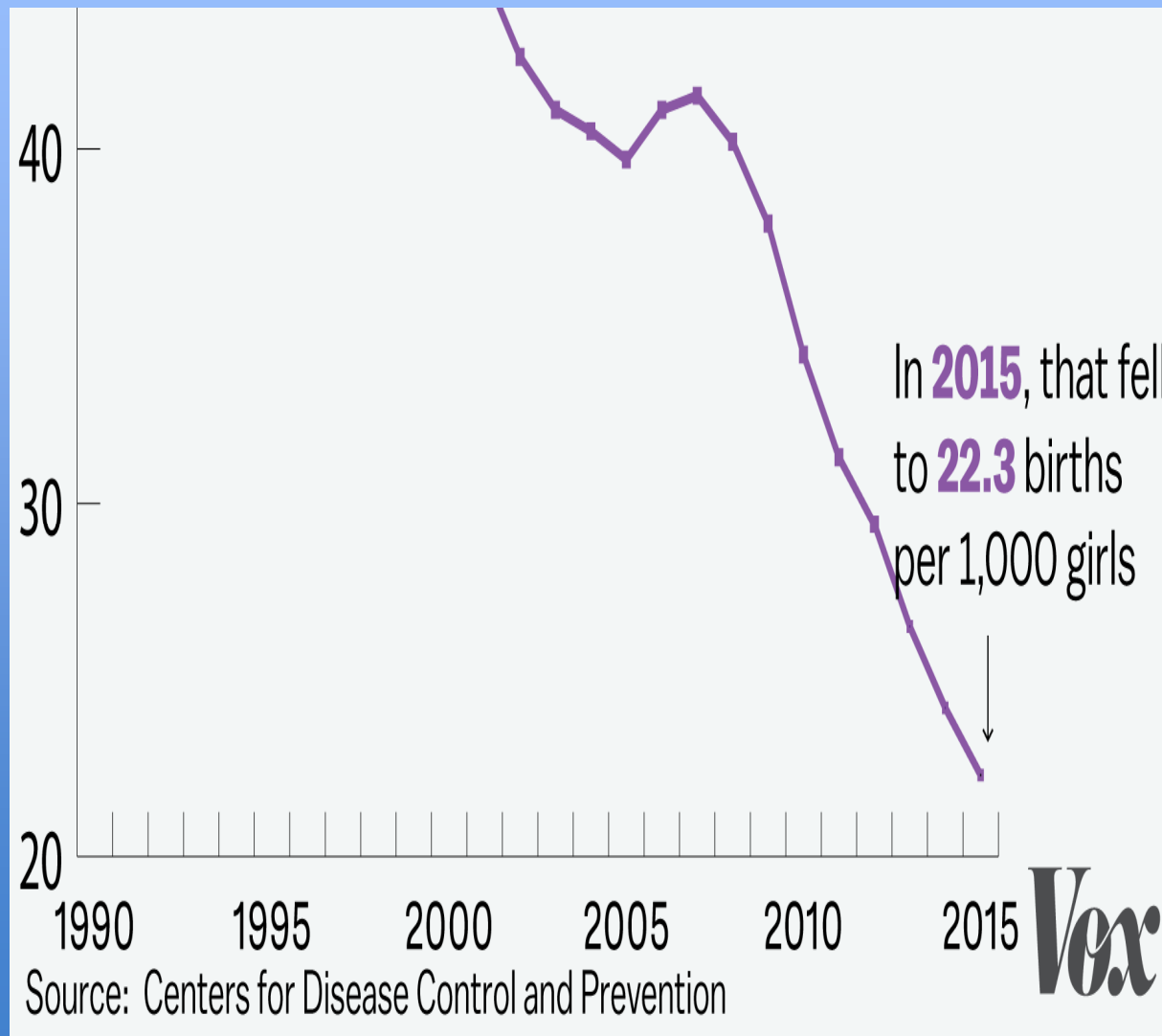


# Historic declines since 2009





# Historic declines since 2009



**45%**  
DECLINE

## DC Vote – Airport Advertisement

An airport advertisement for DC Vote. The background is a photograph of a woman with light brown hair tied back, wearing a white V-neck shirt, standing in front of a red barn with green foliage in the background. The text is overlaid on the left side of the image.

**I LIVE IN ILLINOIS, BUT I AM FOR  
EQUALITY FOR DC.**

**WE SHOULD LEAVE DC'S DECISIONS TO DC RESIDENTS.**

**"Members of Congress should focus on their districts  
and leave DC's decisions to the people who live there."**

**— Joanna Davies, Small Business Owner, Effingham, IL**

**SHOW YOUR SUPPORT — JOIN DC VOTE**

**DCVote.org**



# Storytelling takeaways

- ✓ Plan ahead
- ✓ Know your audience and goals
- ✓ What's your megaphone?

**Thank you, and stay in touch!**

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**(202) 236-9191**