Stories to Action
NOT YOUR USUAL SUBJECTS

Share-Net
Netherlands
The Knowledge Platform on
Sexual and Reproductive Health & Rights

Creative storytelling for change:

Learn how to create your own podcast with Sanne Thijssen (Stories to Action)

Tuesday August 9th, 2022

What makes podcasting effective for knowledge generation and translation?

1 Podcasts are a uniquely `content-led` media, leading to in-depth exploration of 'niche' topics and perspectives, especially those that are publicly found to be controversial and complex.

2 Podcasting using a `human-centred design` can centre the voices of marginalized persons/groups left out of mainstream media. They enable the production of long informal discussions that brokers the relationship between marginalized communities and wider publics by drawing attention to socio-political issues that remain neglected, and stories are presented without filtration or a tokenizing.

3 Podcasts rely on `listening`, allowing the audience to encounter stories in new ways. Hearing the emotion and tone in a speaker's voice can evoke different understandings in the audience in ways that are missing in conventional reporting.

4 `Narratives` have made positive influences to inspire and empower policy inquiries, as educational and awareness tools to initiate policy discussions and gain public support, and as advocacy and lobbying tools to formulate, adopt or implement policy

① Determine your WHY

Determining why you want to create a podcast is important. First of all, it's important to pinpoint what your goal is. This can be a range of different ambitions you may have: creating awareness around a certain issue, advocating for change or action on a specific challenge, linking up and connecting people – whatever comes to mind, jot that down. Secondly, what makes your goal(s) important? Think about how your goal relates to the work around you; key trends, pressing issues or important needs you see. By creating this clear link, you are defining the added value of your goal. Thirdly, define who you're trying to impact with your podcast. Visualize your main audience as well as others that might benefit from the podcast indirectly. Keeping this focus in mind will make sure that your podcast 'voice' stays true to your listeners. Lastly, determine when you'll consider your podcast a success. This can be by determining a number of listeners you'd like to reach, change you'd like to see/ influence, feedback you'd like to receive etc. By having this in mind, you'll have a clear target to guide you.

② Get your shizz together

There are different approaches to get the technical resources you need for your podcast. Be creative and curious to find those that work for you and are within your means. Explore different fora, podcasting websites and reviews from podcasters.

When exploring resources, keep accessibility in mind! For example, think of including transcripts and translations for your listeners. Also, consider the accessibility of speakers and your team (e.g. providing a budget for them to access the internet).

Do you have the financial means to make your podcast come to life? Not only do the technical resources need funding, but compensating your team and guests is important in valuing their time and shared insights. Some tips: explore potential grant opportunities, look for potential sponsors or explore non-profit/free resources that you can use.

③ Get your team together

To go far you need to work together. When looking for team members, focus on skills, competencies, resources and team-spirit. The right team can help you go a long way. It's also important to determine clear boundaries and role divisions during the recruitment and onboarding stages. Also, communication is key! Make sure to discuss how you will ensure clear and transparent communication throughout the process.

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④ Plan it out!

A goal without a plan is just a wish – so get planning! Think of: what do you want to visually/ audibly portray (e.g. branding guidelines, social media image, intro and outro music or narration), how many episodes you want to have, which topics will be discussed and which speakers you want to have? Make sure to create a realistic planning that gives room for flexibility and rest.

⑤ Be prepared

Prior to the recording stage, make sure to prep your host and guests – this can be during an introduction call or email. Also, plan out the interview structure to have a guideline on hand when recording. On tech, make sure to send all speakers an overview with all tech issues they need to consider beforehand (think of quiet surroundings, the proper mic set-up, etc.). Lastly, prior to recording make sure to do a check-in and tech-check. Now you're set to record and edit!

⑥ Create community

The more people feel connect with your podcast the more likely they are to listen to, engage with and share further your podcast. Some tips to consider: use social media to give listeners space to influence or respond to the content, to launch the podcast, to show behind-the-scenes (e.g. fun bloopers) of the podcast development process and to link the audience with speakers.

⑦ Reflect on the process

Reflecting needs are real. Make sure to plan enough time throughout the process for processing and aligning with your team. These moments will be important for sharing lessons learned and for celebrating your wins!

Stay Connected!

Stories To Action: www.storiestoaction.com | @storiestoaction

Sanne Thijssen: sanne@shakethedust.co | @letsshakethedust

Creative storytelling for change:

Learn how to create an animation video with Madhabi Halder (RedOrange Media)

Thursday August 11th, 2022

Divide the Animation process into 3 segments.
1. Write down a Script
2. Create a Storyboard
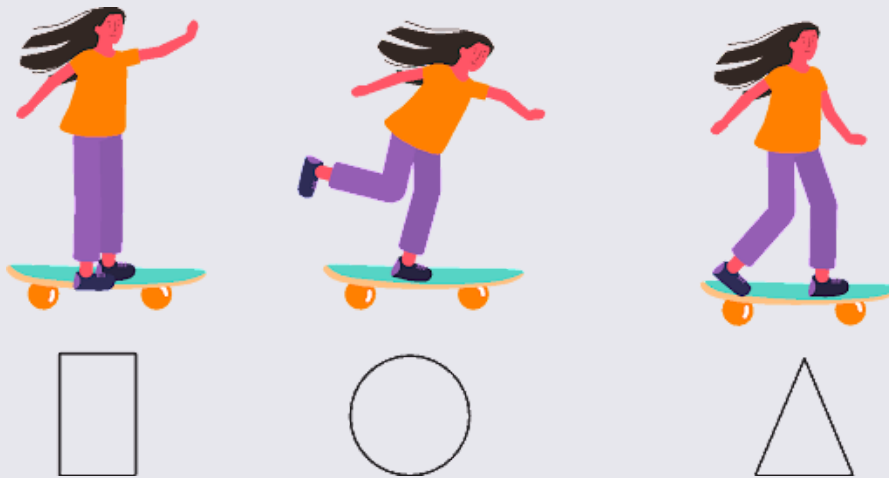3. Animation

Animation

① Breakdown

Arrange the parts into separate layers that need animation.

For example, if you want to animate a human character, you need to create a layer for the head. Similarly, you need to create separate layers of eye-balls for pupil movement, or hands and legs etc.

Basically, you need to create each and every layer of moving parts of a character according to your storyboard demand.
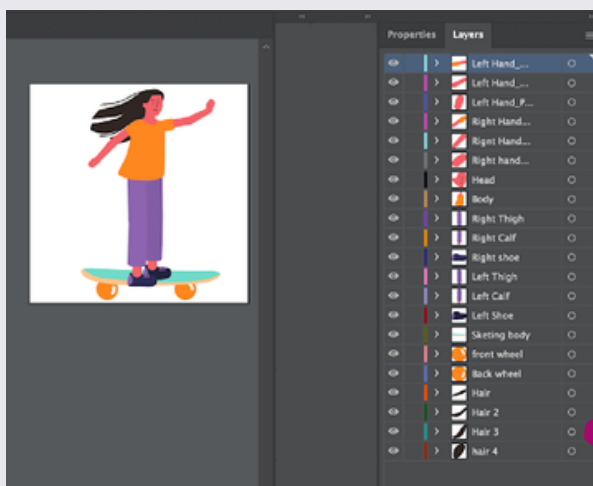
Draw a character with a basic shape:

② Simply Animation

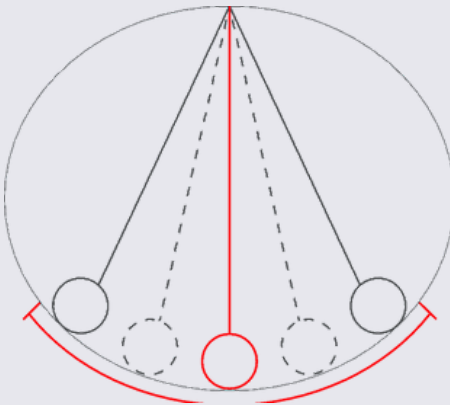**The Animation has to be done by a certain Path for each Subject**

Figure 1 & 2: Curved Path Animation

Figure 4: Loop Animation

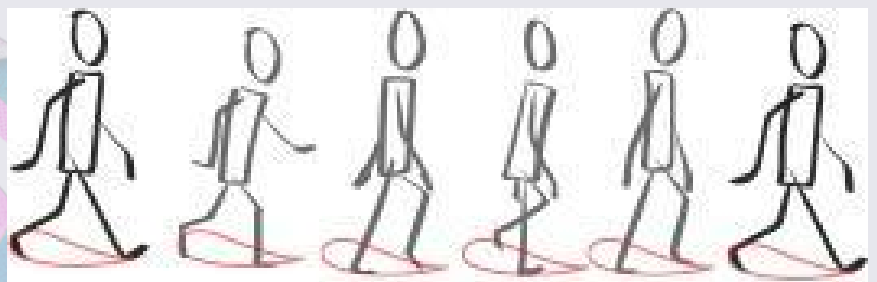Figure 3: Straight Path Animation

3 Search for what you want to learn

Whatever you want to animate, just go for a quick **Google** or **YouTube** search for Tutorials. Like, how to animate a **Walk Cycle** or **Flight Path**.
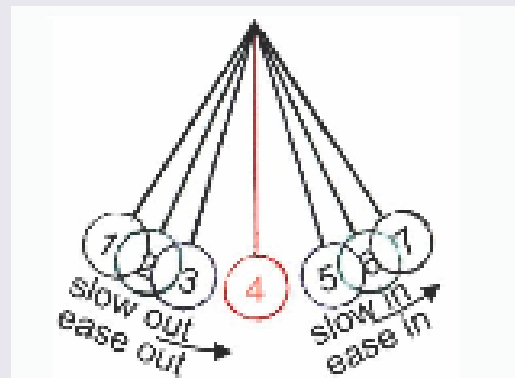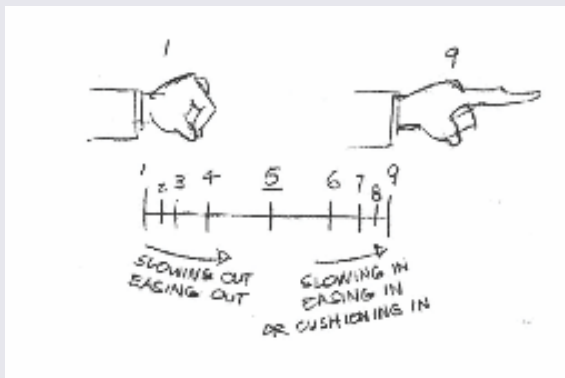
N.B. Do **NOT** search "How to do Animation".

4 Use animation principles:

The **12 Principles of Animation** are the most crucial techniques you must master as an animator. But it's a bit complicated for a beginner. So as a beginner, you must learn 3 principles that are most commonly used.
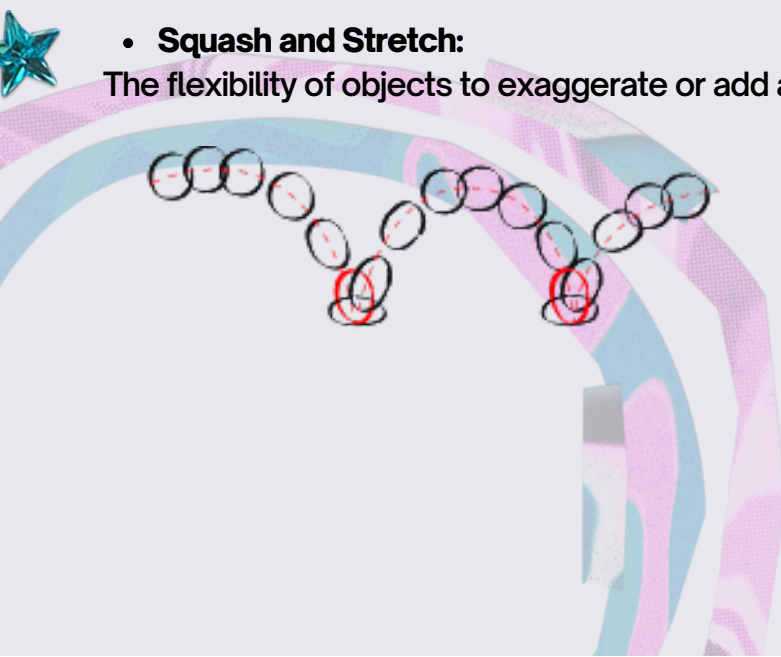
- **Easing:**
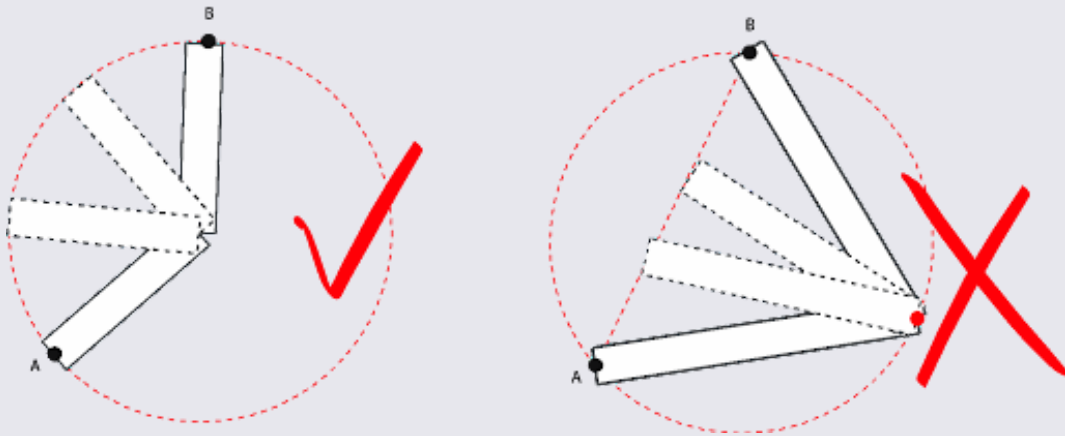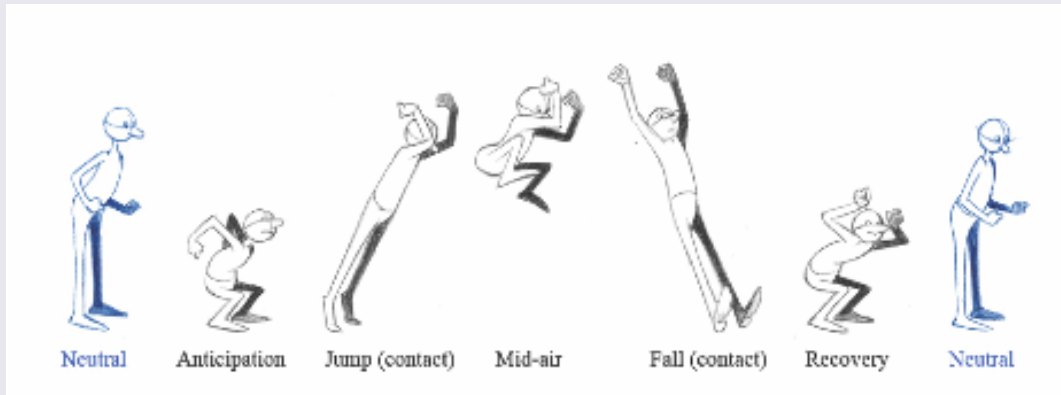The time for acceleration and deceleration of movement.

- **Squash and Stretch:**
The flexibility of objects to exaggerate or add appeal to a movement.

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- **Arcs:**

The principle that smooths animation and moves action in a realistic way.

Neutral   Anticipation   Jump (contact)   Mid-air   Fall (contact)   Recovery   Neutral

5 Softwares for Animation:

1. Adobe Aftereffect (for any type of animation)
2. Adobe Photoshop (for frame by frame animation)
3. Blender Software (for frame by frame animation)

Stay Connected!

Madhabi Halder: madhabi@redorangecom.com

Creative storytelling for change:

Learn how to make a zine with Victory Nwabu-Ekeoma (Share-Net Netherlands)

Wednesday August 10th, 2022

Ideating: What should your zine be about?

Whatever you want!

Some ideas include:
- A poetry zine
- A photography zine
- A comic
- A short story
- A collection of essays
- A little cookbook full of your own recipes
- An informational zine about your favourite subject
- An illustrated glossary of terms
- A zine about your home country or heritage
- A collection of your favourite quotes
- An instruction manual on how to make something

A zine is a self-published small circulation booklet. It's similar to a magazine but it has a DIY ethos and rebellious nature.

Creating: My tried and tested steps

① Brainstorm ideas, visuals and concepts

Get inspiration for what you want by reading other zines and magazines, going through online platforms like Instagram, going to zine fairs or zine libraries.

② Decide if you want to collaborate with someone

- Getting people involved can bring different voices, perspectives, talents and resources to your zinemaking project
- You can get people to submit their creative work like poems, illustrations, photography, essays etc
  - Getting submissions can be as easy as asking your friends, announcing it on social media, sharing it with networks and communities you already know
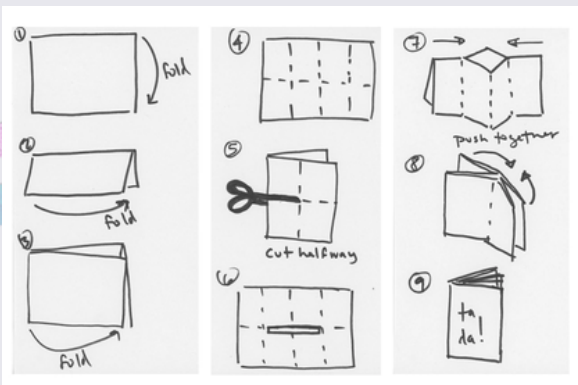
This is a zine I made called Spilt Milk Mag

③ Decide the format of the zine

- Stitch bound zine?
- Staple bound zine?
- Folding zine?
- A5 booklet?
- Professionally printed?
- DIY?

8-page mini zine

A5 Booklet

Tips for printing

- Use resources you have access to already!
- Apply for funding!
  - Professional printing can be very pricey, see if there are any creative grants available to help you print your zines.
- Make sure you format your pages correctly!
- You can make a zine either digitally (Canva, Photoshop, InDesign) or physically (handwritten, collages, drawing) or a mixture of both!
- Zines with a large page number count might need to be professionally printed. Look around for and support your local printing press if you take this route!
  - You can also use online printers like Mixam which is a good one or Blurb if your US based

- Zine printing decision-making guide:

Is my zine personal, short, and physically made (i.e. collages, written etc)? → I would recommend DIY printing, hand binding as opposed to professional printing

Is my zine collaborative, longer than 60 pages, and digitally made? → I would recommend professionally printed or digitally accessible zines. It's hard to stitch or staple larger zines and they'll need to be "perfect bound" which is a process of connecting the spine with a special glue.

Sharing: How to get your zine out there

- Give copies to your contributors and collaborators!
- Share it at zine fairs.
- Find independent book stores willing to stock your zine.
- Share it on social media.
- Join your local creative communities and share your work!
- Throw a party to launch and promote it!
- Publish a digital version online
- Swap your zines with other zine-makers around the world!
- Look up zine hashtags on social media and get talking to other zine-makers!

Stay Connected!