

Food Storytelling Project Workbook

This workbook can be completed at anytime during the process of creating a storytelling project. It might serve as a brainstorming catch-all for ideas that once recorded reveal an obvious direction the project should take. If you have not decided on a specific method or project type, the section that asks you to take stock of your resources will be particularly useful for understanding which method best suits your goals while also fitting within the parameters of your financial, emotional, and physical resource budget. Please visit the Project Types sections of the website for a better idea of what each method requires to be successful.

Some of the questions in this workbook are more analytical than practical and ask you to meditate on your goals and values. This project is built upon the belief that self-representation through storytelling is a form of power. Storytelling projects have the potential to elevate and make space for voices that are often left out of the dominant narrative and not given the opportunity to be heard. Those who are stepping aside to make space for other voices can work as allies to provide resources, support, and frameworks for the continuation of these projects.

Workbook Steps to Start a Food Storytelling Project

One

Identify your why. Before the big planning begins, take a moment to understand your motivation and purpose for starting a food storytelling project. What inspires, frustrates, motivates you? What do you want to change or celebrate and why are food stories an important part of this?

Two

Find your voices and target audience. What voices and stories do you want to elevate with this project? Who will your storytellers be and why? Just as important as the storytellers themselves are the audience members who will be consuming the story. Who needs to hear these stories?

Three

Understand your mission and goals. Now that you have a better understanding of why food stories are important to you and/or your organization and have identified the types of stories you want to highlight; it is time to start thinking about collection and distribution. How do you want these stories to be experienced?

Four

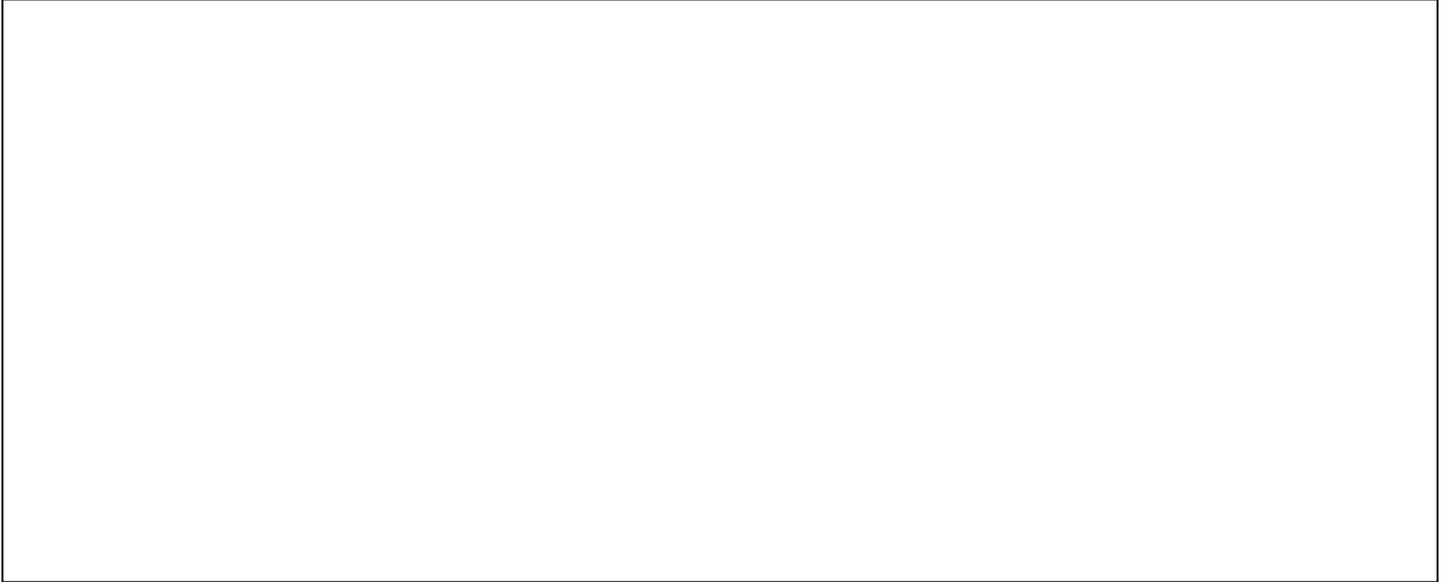
Take stock. The type of storytelling project you chose to pursue is largely dependent on the resources you have available. This refers not only to financial resources but social capital, time, labor, community connections, expertise. In this step you will take stock of all the resources you have available to help you find a project method that best suits your goals and your bandwidth.

Five

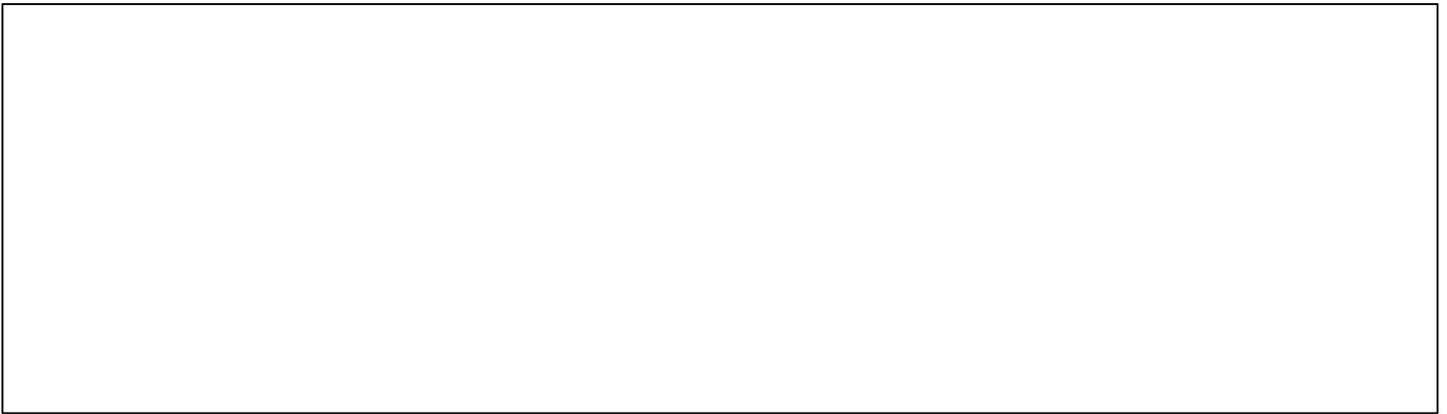
Find inspiration. Before taking the plunge into starting your own project, take time to explore existing food storytelling projects to get inspiration and ideas. From here you can begin building your own.

Identify Your "Why"

Describe yourself, your group or organization. What are your values? What is your broader mission?



What are aspects of the food system that frustrate you that you would like to challenge or change?



What aspects of or players in the food system inspire you or give you hope for positive change?



Identify Your "Why"

How would you describe a food story?



Why are food stories important and why do you want to create a space where they can be shared?



Identify Voices and Audience

Describe the voices you hope to elevate. Who are your storytellers?

Why do you believe these voices should be elevated through story?

Describe your target audience? Who will read, watch, listen to, consume these stories?

Define Project Goals and Impact

What values center your story collection practice or the project as a whole?

How will you identify and invite narrators to be part of this project?

If you are an "outsider" to the community or population of storytellers whose voices you wish to elevate, how will you create a relationship of trust and honor their stories without imposing your own expectations or experiences?

Define Project Goals and Impact

What is the desired impact of this project – on the storytellers, the audience, the food system as a whole?

Describe how stories will be collected

Describe how the stories should be distributed and experienced to have their greatest impact. Should they be written down, recorded, preformed?

Define Project Goals and Impact

Will this project be on-going or a one-time event or publication?

Describe how stories will be preserved- in an archive, on a website, social media, in an audience's memories, etc.

Take Stock

Do you have a budget? What type of funding is available for this project?

Do you plan on fundraising or finding financial support in another way?
Make a list of your fundraising plans or ideas

Who is the primary point person for this project? How much time will they devote to this project? Is it their full-time job, a side project?

List the supporting individuals who will be working on this project and the amount of time they will each allocate to it (per week/ month/ event/ publishing cycle)

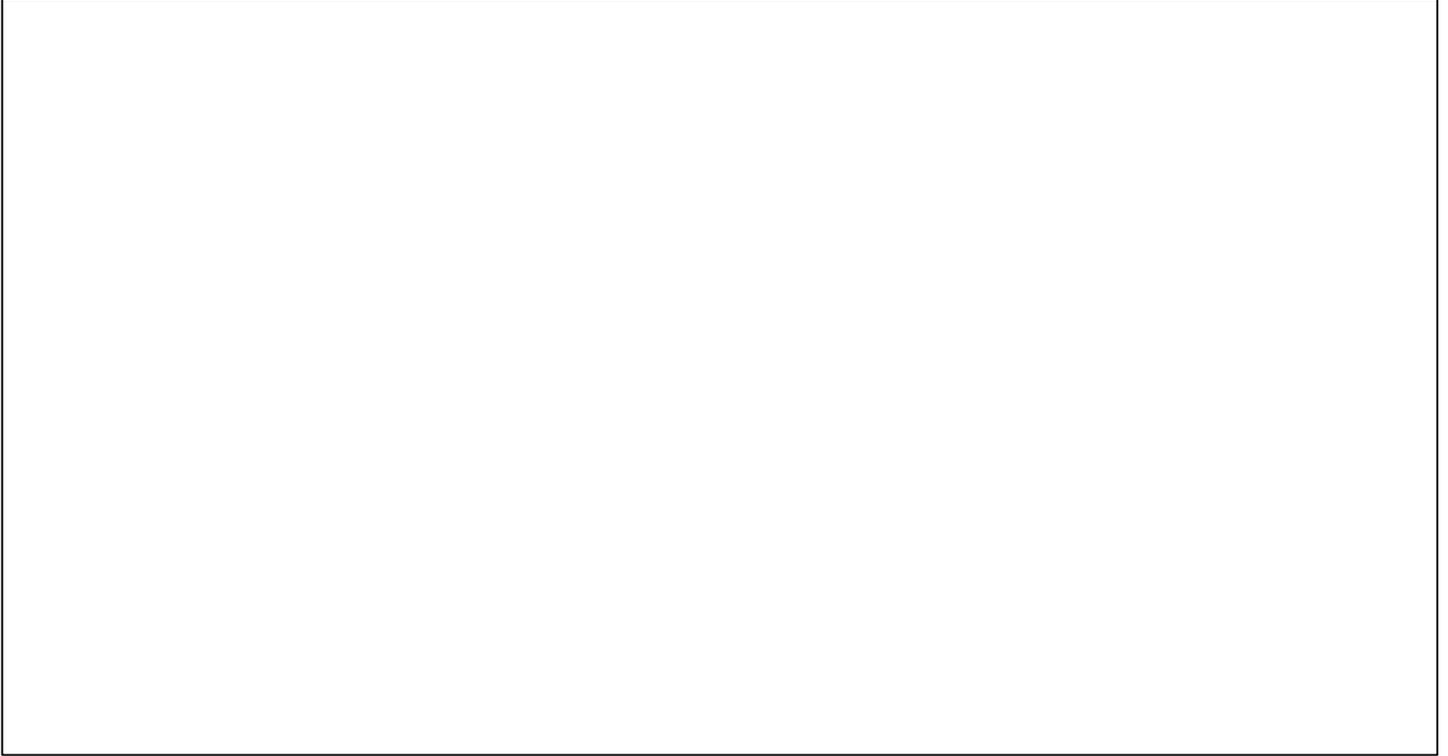
Take Stock

Make a list of the skills that members of the project team bring to the table, especially as they pertain to story collection and distribution. (Ex: interviewing, transcribing, networking, audio-video editing, recipe testing, mentoring, people gathering, writing, copy-editing)

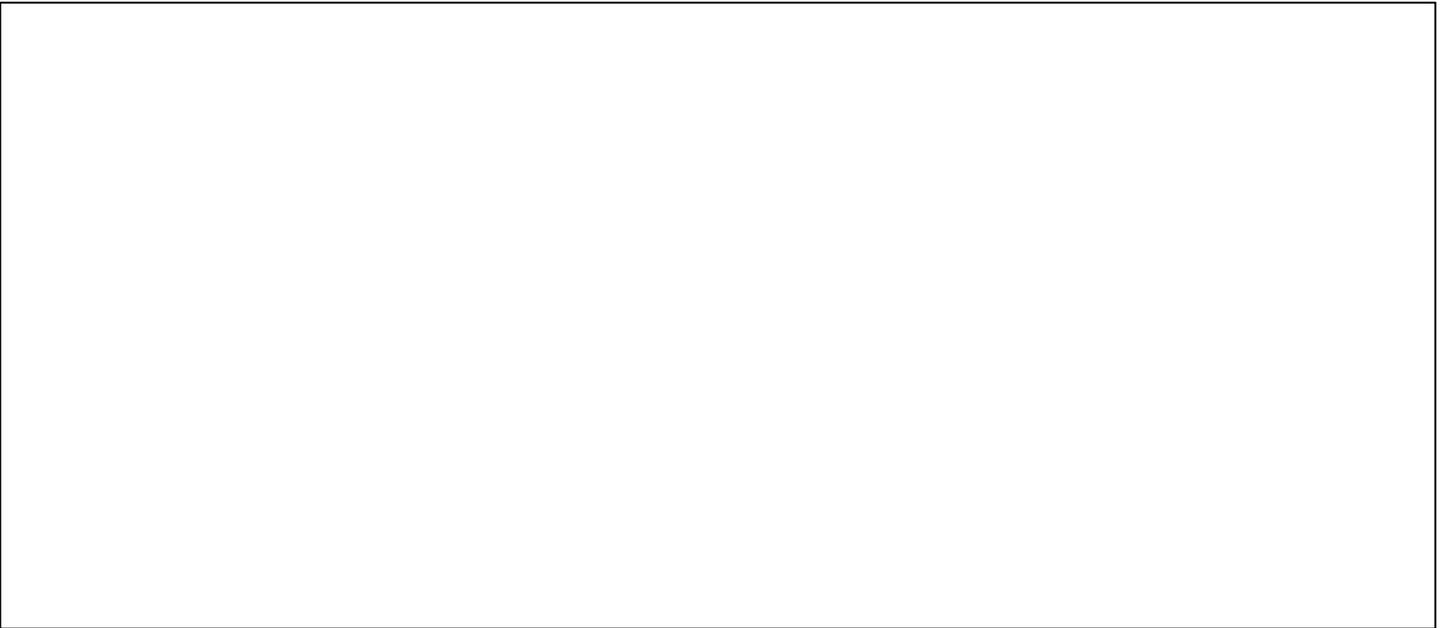
Make a list of the resources you or your organization have at your disposal as they pertain to story collection and distribution (ex: event space, commercial kitchen, grant funding, recording equipment, institutional or community connections, transcription software, access to archives)

Take Stock

Make a list of community members and organizations that could potentially partner with you or support the project in some way. Note the resources they could provide (ex: event space, material distribution, potential readership/ audience, storytellers)

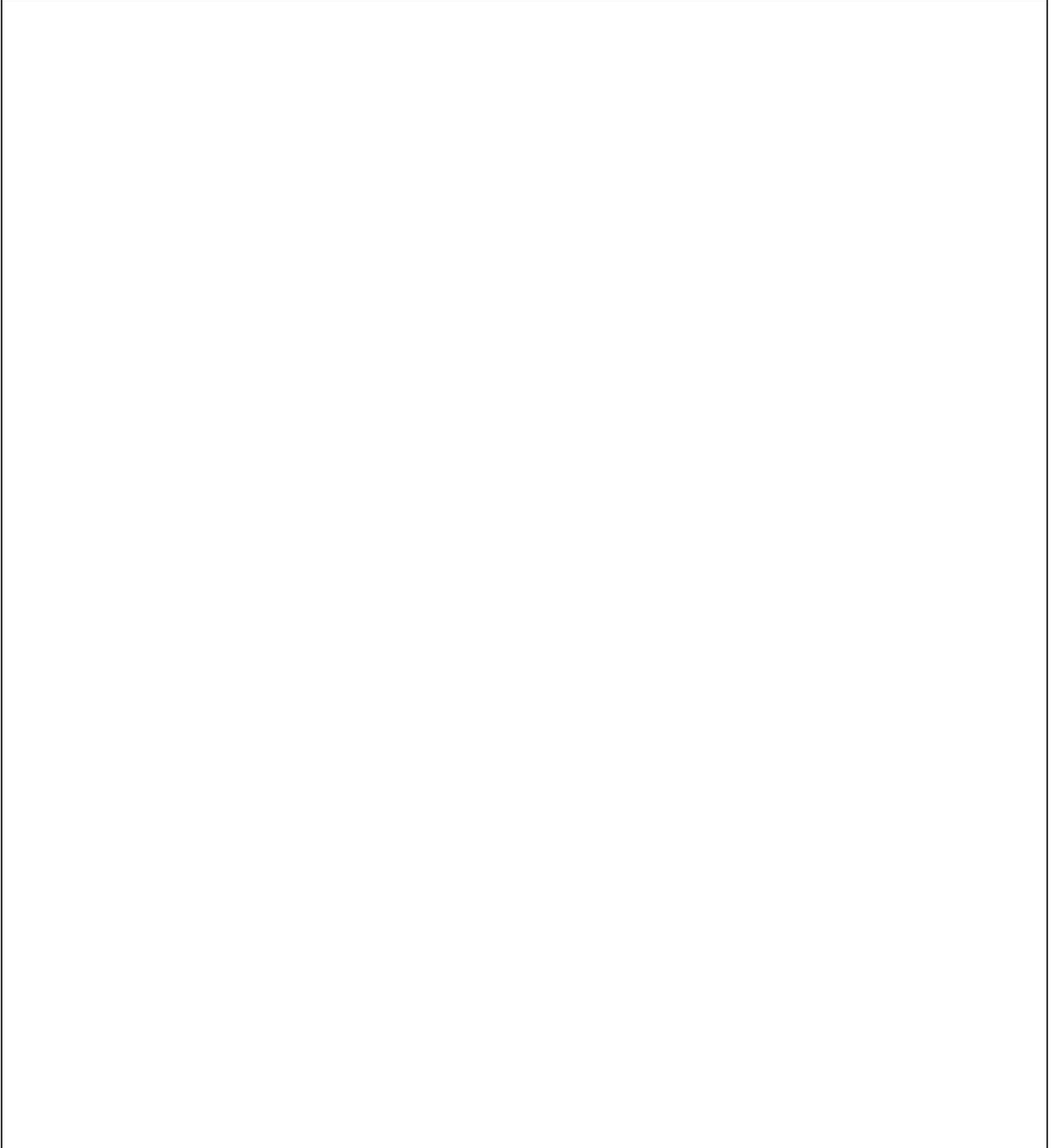


Make a list of obstacles you might encounter and resources that you still need



Find Inspiration

Explore existing storytelling projects and take notes on what you like and dislike. What elements would you like to incorporate in your own project? What can your project contribute to the discussion that you do not see in existing projects?

A large, empty rectangular box with a solid black border, intended for taking notes on existing storytelling projects and their contributions to the discussion.

Find Inspiration

Barriers and limitations aside, describe your ideal storytelling project in detail.