

BRANDstorytelling



MEASURE UNDERSTAND INFLUENCE

AR&D's Brand Storytelling Program is an education and training program designed to develop and enhance a district's existing team of storytellers.



Stories with a powerful emotional component are remembered and shared. But frequently, a school district's approach to external communications resembles that of internal communications – putting the information out there to be understood and, hopefully, considered.

"The understood message is not powerful, rather it is the message that moves you in the right direction that is effective," education researcher Dr. Joan Ferrés has written. This "movement," she argues, is generated through emotions.

Communication research has documented the role emotions play in learning and, more importantly, persuasion. Researchers have consistently documented that "...an audience's negative and positive feelings create a powerful route to decision-making based on shortcut emotional cues rather than carefully deliberated cognitive processing." Stories that excite, anger, evoke empathy, sadness or joy can more easily capture attention AND transmit key elements of the district's brand.

AR&D trains America's great storytellers and news reporters. We estimate that 40% of local television reporters and multimedia journalists were trained by our professionals. Although our techniques and approach to storytelling have evolved through the decades, the goal has remained the same - make people "feel" something.

Our Brand Storytelling service is an extensive, skills-based training program for content creators, videographers, multimedia marketers and designated employees. With limited resources available for Communications and Marketing activities, the program is designed to create a district-wide team of talented storytellers, greatly enhancing your district's ability to consistently share its story.

The program is a formal curriculum, administered in group classes, one-on-one sessions and online training workshops.



For 40 years, AR&D has trained the professional storytellers in journalism on identifying and crafting powerful, emotional stories – stories that make people feel something.

Program Features

Key Components of Training Program

- Story Ideas: The ID markers to great stories.
- Writing: The rudder of all great stories.
- Storytelling: Uncover the emotion and heartbeat of a story.
- Narration: The guide and storyteller that connects and unites all elements.
- Camera Choreography: Letting pictures tell the story.
- Sound Acquisition: Bringing the story to life with sound.
- Editing: Stitching the story together.

For More Information:

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