

THIS FRIDAY • RSVP TODAY rsvp@aafacadiana.com



ONCE UPON THE MOON

THE NEW GOLDEN AGE OF STORYTELLING

AAF ACADIANA PRESENTS

SARA HEBERT from MOONBOT STUDIOS and ALL Y'ALL

FRIDAY, MARCH 6, 2015 • LUNCHEON • PETROLEUM CLUB • LAFAYETTE



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MOONBOT
studios

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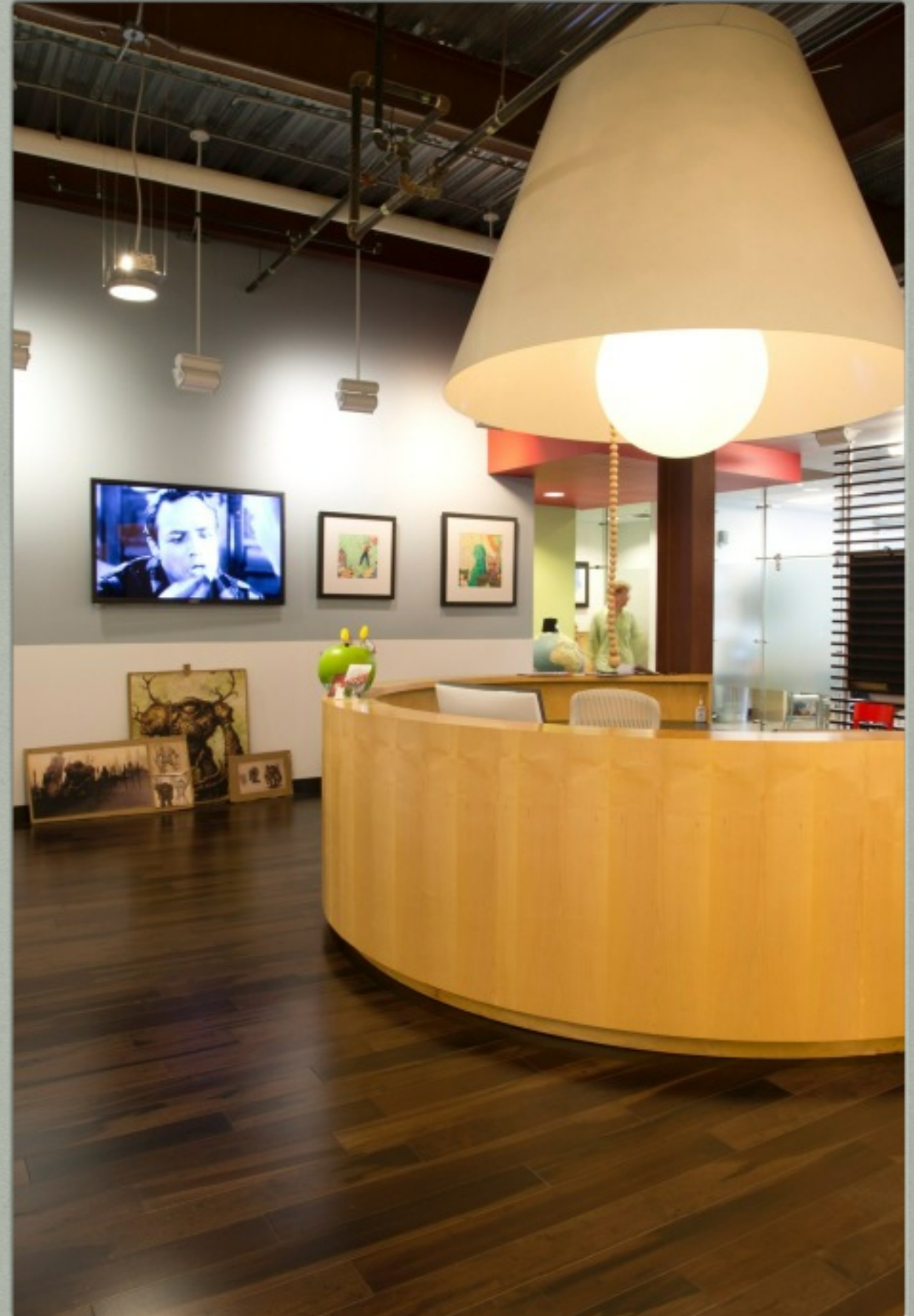
MY NAME IS SARA

I LOVE AUDIO AND STORIES.

"Stories are vicarious life living. And the more lives I can live vicariously, the better the one that I have is gonna be lived."

-Glynn Washington, host of Snap Judgement





MOONBOT studios



ALL Y'ALL

- Podcast
- Live Storytelling in Shreveport
- <http://allyallblog.com>



THE GOLDEN AGE OF STORYTELLING

TWO REASONS

- Story technology is cheap and easy.
- Real human connection/understanding is rare.

RADIOTOPIA

FROM PRX

Radiotopia: A Storytelling Revolution

by PRX, Inc

We are a collective of amazing storytelling radio shows. Let's remake public radio together.

📍 Cambridge, MA

Successfully funded!

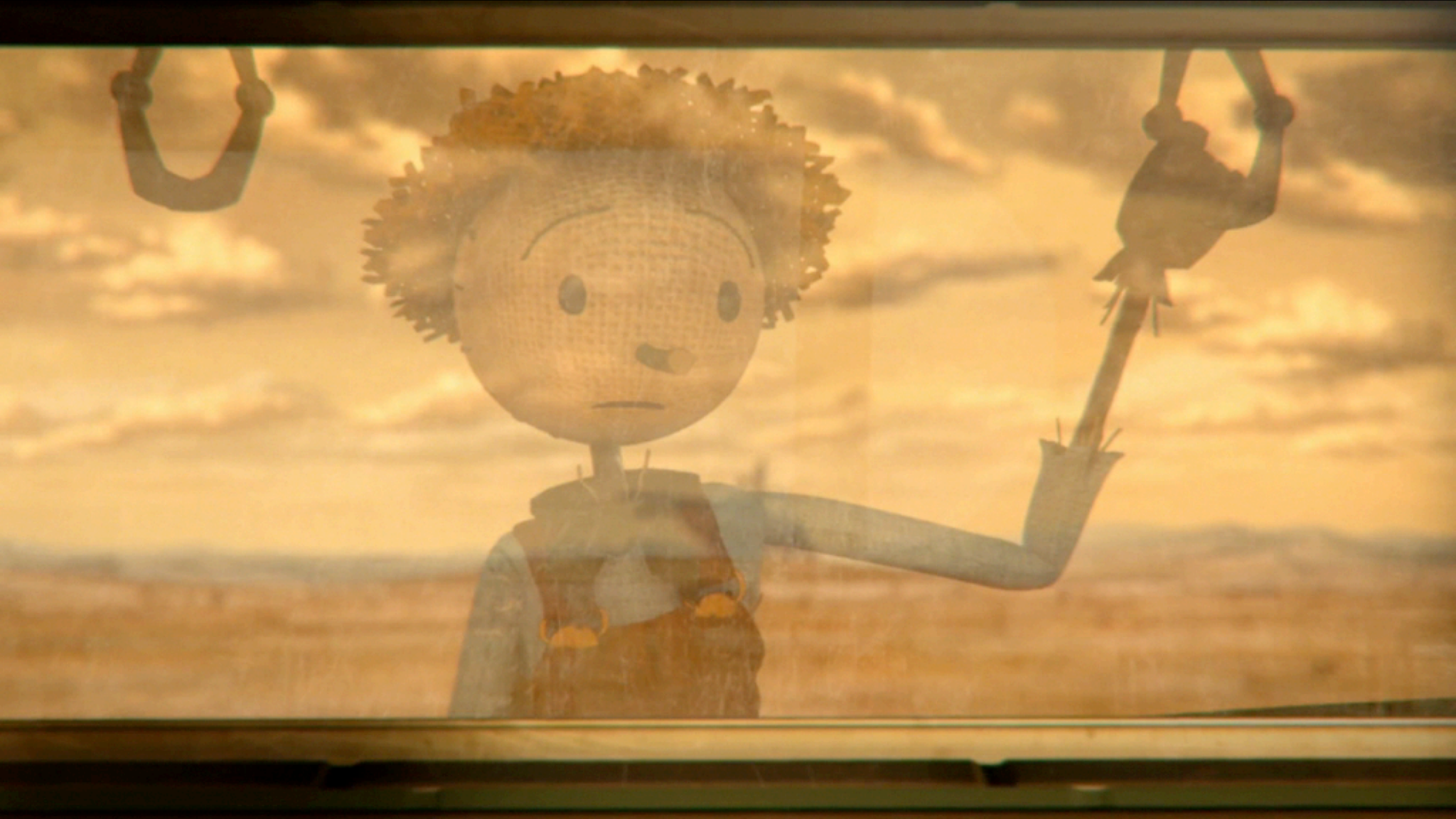
248% **\$620,412** **Funded**
funded pledged Nov 14, 2014



**HOW DO I TELL A GOOD
STORY?**

"WHY TODAY?"

- Everyone at Moonbot ever.





START IN ACTION.

**BRAD
CAMPBELL
"THE REAL DILL"**



upon

a midnight

dreary

KNOW WHERE YOU'LL END.

The logo features the word "Auyall" in a stylized, brown, outlined font. The letter "y" is partially obscured by a green leaf. To the right of the word is a green circle containing the word "LIVE" in a simple, black, outlined font. The entire logo is set against a white background with faint, light green botanical illustrations of leaves and stems. A large red circle is behind the text.

Auyall

LIVE

BRUCE ALLEN "THE DISCOUNT"

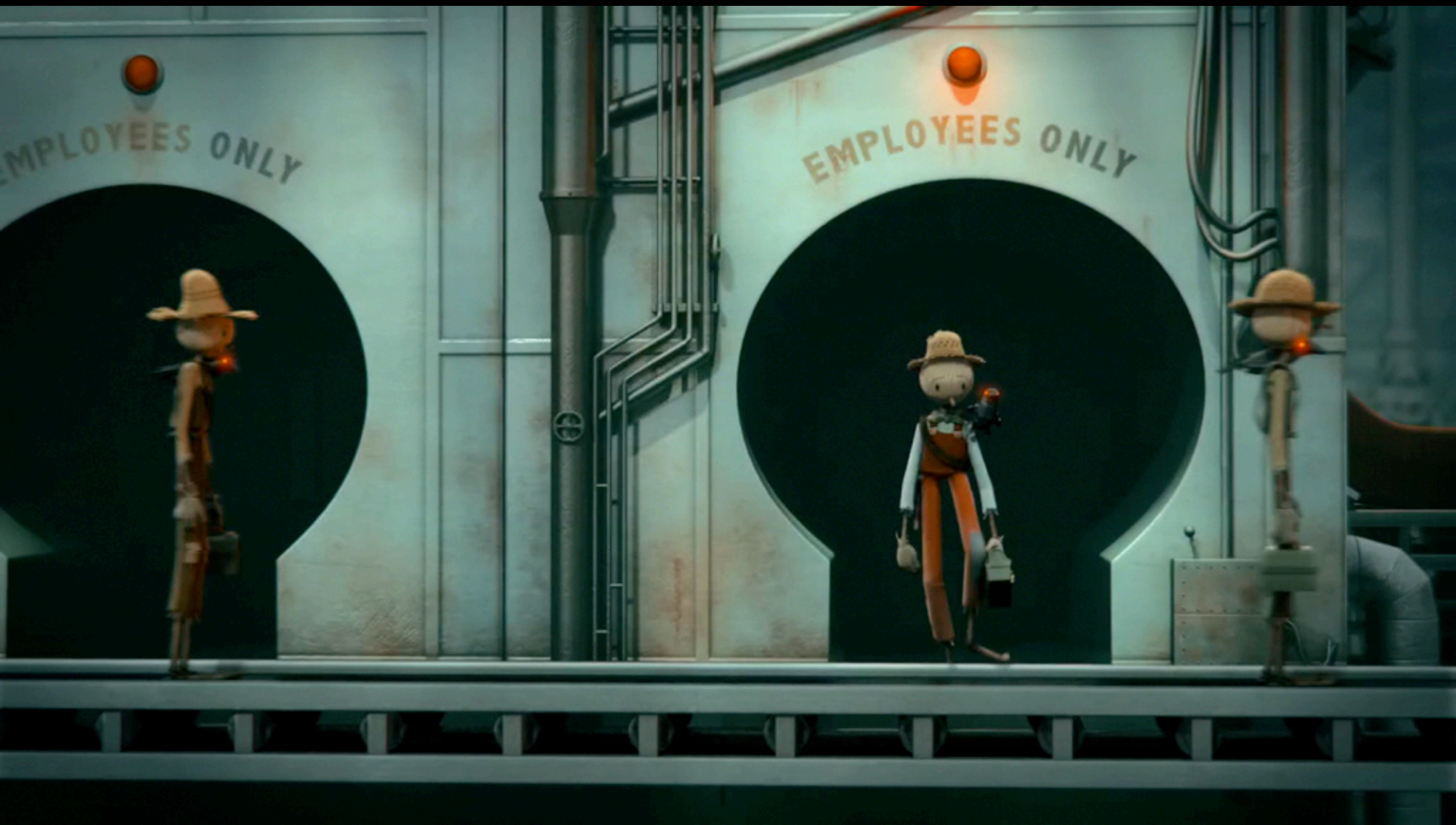


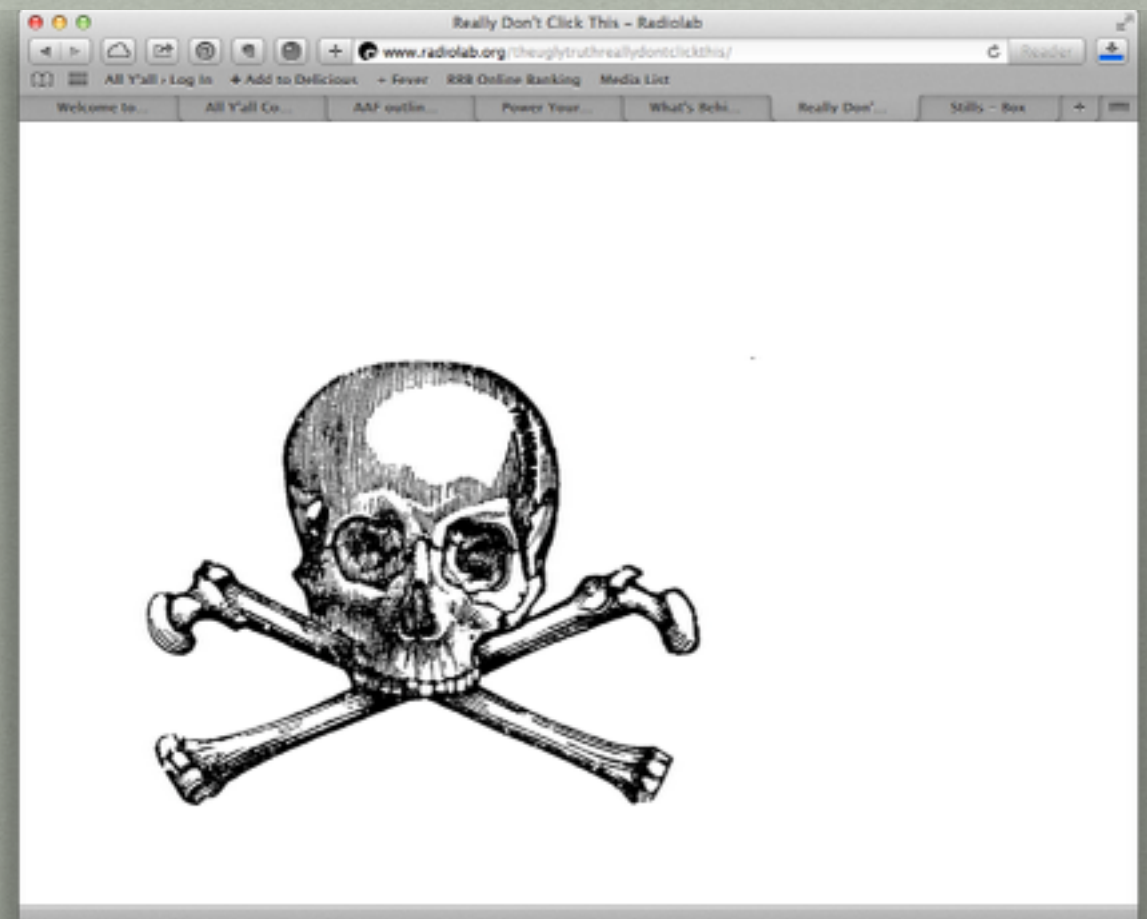
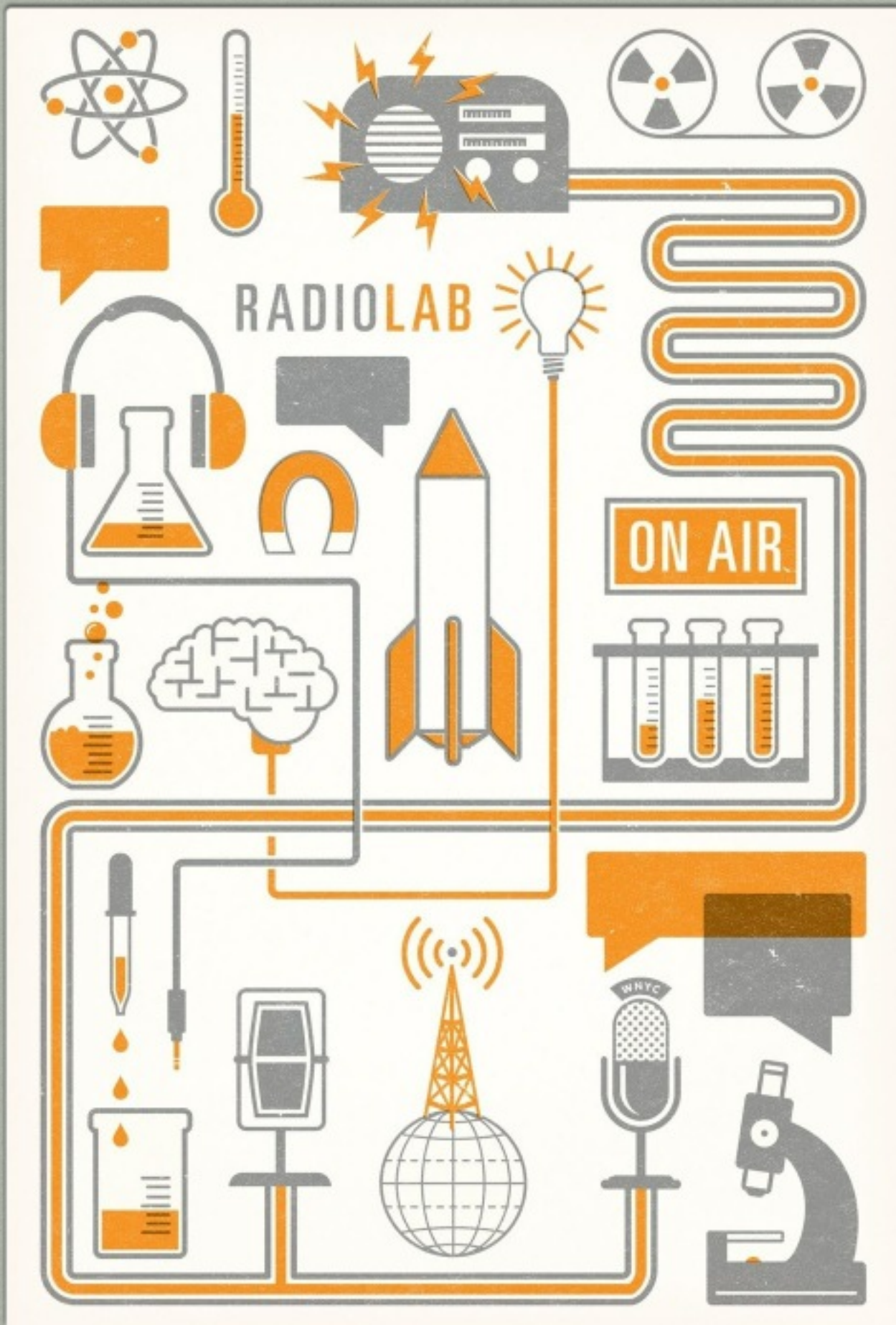


...OR JUST SAY YOU FOUND FIVE DOLLARS.

**HAVE HIGH
STAKES.**









HOLY MOLY

THERESA ANDERSSON'S STORY. HIGH STAKES RIGHT THERE.

DON'T EXPLAIN THE MORAL.

JOHN DURBIN "FROM THE GROUND UP"



ALEX BLOOMBERG'S FORMULA

I'M DOING A STORY ABOUT **X**.

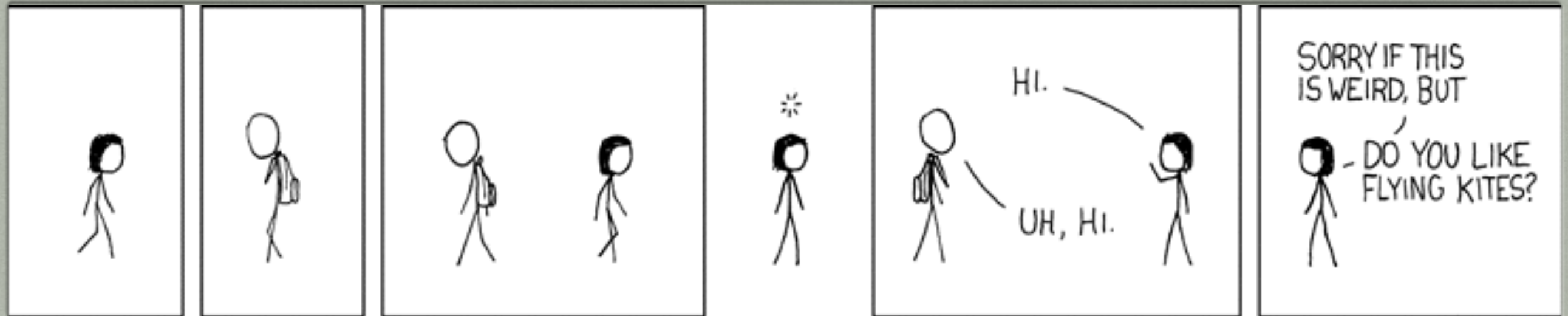
AND WHAT'S INTERESTING ABOUT IT IS **Y**.

ALEX BLOOMBERG'S FORMULA

I'M DOING A STORY ABOUT **THE POWER OF BOOKS.**

AND WHAT'S INTERESTING ABOUT IT IS **IT'S SET DURING HURRICANE KATRINA.**





LISTEN AND LOOK AS MUCH AS POSSIBLE
RADIO. PODCASTS. FRIENDS. STRANGERS.

HOW TO MEET STRANGERS

- Hang out in public: coffee shops, libraries, book stores, restaurants, public events.
- Ask a friend of a friend of a friend.
- Craigslist, Reddit, Social Media, Private Messaging.
- Be nice. Don't expect anything.
- Ask questions. Don't talk about yourself.
 - What was that like?
 - How did you feel about that?
 - How'd you end up here?

LISTEN/LOOK

ONLINE AT ALLYALLBLOG.COM/AAF-PRESO/

- Radiolab: You Are The Judge <http://www.radiolab.org/story/you-are-judge/>
- Emily's Oz <http://www.comcast.com/emilysoz/>
- Reply All: Jennicam <http://gimletmedia.com/episode/5-the-jennicam/>
- Snap Judgement: J Dilla's Lost Scrolls <http://snapjudgment.org/j-dilla's-lost-scrolls>
- Dolby Presents: Silent <http://www.dolby.com/us/en/dolby/silent-video.html>
- HBO's The Jinx <http://www.hbo.com/the-jinx-the-life-and-deaths-of-robert-durst>
- Finding Vivian Maier <http://www.findingvivianmaier.com>
- 99% Invisible: Young Ruin <http://99percentinvisible.org/episode/young-ruin/>

THANKS!

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