



AGENDA //





MEDIA OUTREACH

OBJECTIVES

PROBLEM / SOLUTION

TARGET

INSIGHT

TAGLINE

MOOD BOARD

BRAND IDENTITY

PRINT

TV SPOT

RADIO SPOT

WEBSITE

SOCIAL MEDIA

PARTNERSHIP

EVENT

TOUR

SWAG

APPENDIX

GET TO KNOW US //





ACCOUNT MANAGER
Paula O'Beirne



STRATEGIC PLANNER
Payton Bieker



ART DIRECTOR
Grace Greiner



ART DIRECTOR
Blair Astrop



COPYWRITER
Valerie Lillo



PUBLIC RELATIONS
Claire Boman



SOCIAL MEDIA Ky Caradonna





OBJECTIVES //





GROW BRAND AWARENESS & INCREASE LISTENERSHIP



PROMOTE SEASON TWO OF SHOEBOX STORIES

PROBLEM //



Not many people know about Shoebox Stories.

SOLVING THE PROBLEM //



Expand Shoebox Stories national listenership through effective storytelling.

Leverage a high profile partner to significantly increase awareness.







Millennials

We are targeting college students & young adults who are in their early stages of being in the real world. They are curious about current issues and are willing to learn more about political ideologies by broadening their cultural views.

INSIGHT //



Millennial podcast listeners believe in justice for all.

10

TAGLINE //



#SavedByStories

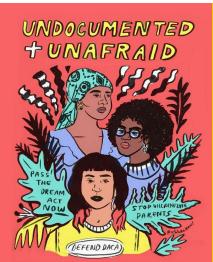
MOOD BOARD //































PRIMARY B&W LOGO















SECONDARY COLORED LOGO













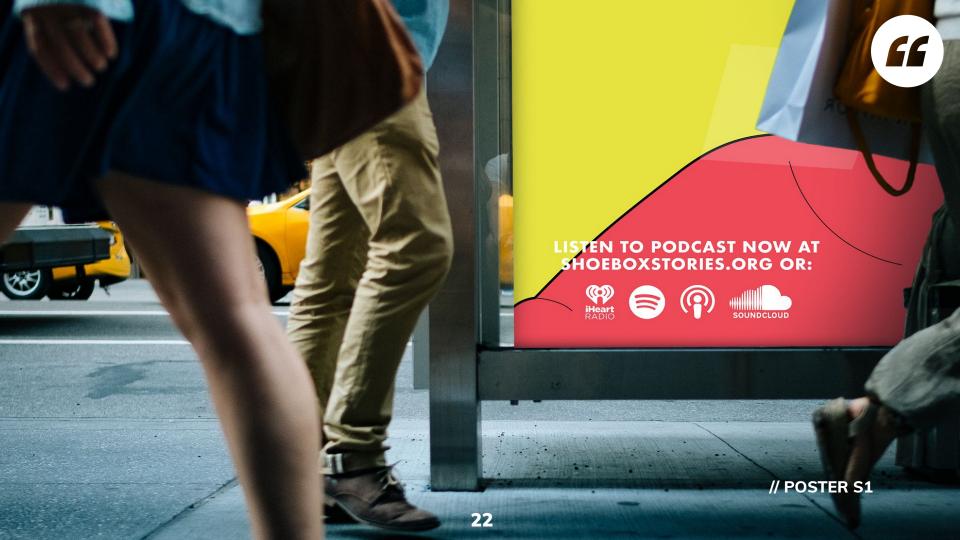






// POSTER S1













TV SPOT //





Description: Camera scans over crowd while VO begins. Emotional instrumental music in background.



Description: Scene shoots to Laura Peniche expressing her troubles as an undocumented person.



Description: Again, new scene shoots to Tania Chairez expressing her troubles as an undocumented person.



Description: Scene shoots to Alejandro Fuentes Mena telling his story, building the momentum to the last scene. This should be a loud and powerful scene of speaker evoking strong emotion (ie. I AM STRONG!)



Description: Scene zooms out to someone who has suffered from not feeling accepted or loved whether that be because he/she is undocumented or incarcerated.



Description: Action message for audience to go check out Shoebox Stories and listen to the podcast.



RADIO SPOT //



:30 RADIO

(VO is a middle-aged Hispanic American speaking)

MUSIC: Musical guests Yo-Yo Ma & Kathryn Stott's piece will play for first 10 seconds accompanied by the quotes

VO: "The real meaning of courage is not to pretend to be immune from fear, but rather to calmly and steadily take action, in spite of it"

VO: "I'm not part of some invading army fighting against America, but like many of you, I am fighting for the American ideals I think we can live up to."

Motus Theater presents The UndocuAmerica series, a part of the Shoebox Stories project. A unique podcast using the power of non-fiction autobiographical narratives of undocumented people to open hearts and minds. It is the first professional podcast series in the country focused on human interest stories, amplifying the voices and struggles of Hispanic American immigrants.

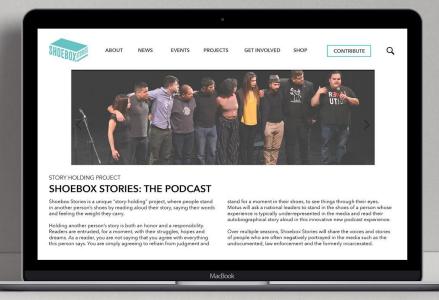
National leaders read their stories, and share their point of view for a powerful and moving experience.

VO: Visit <u>www.shoeboxstories.org</u> for more information and to start listening now

TAGLINE: #SavedbyStories







// WEBSITE HOMEPAGE



POTENTIAL INFLUENCERS //





GAYLE KING

@gayleking

CBS News Broadcast Journalist

Time Mag. 100 Most Influential



AUDREY GELMAN
@audreygelman
CEO of @thewing and female activist



POCHO SANCHEZ
@thepocholiveshow
Photographer & Activist



SHEPARD FAIREY

@gayleking

Artist & Activist



JULIO SALGADO
@juliosalgado83
Artist & Immigration Reform Activist





// INSTAGRAM STORY







// INSTAGRAM POST







Come check out Christian Solano-Cordova, our most recent UndocuAmerica series podcast monologist @ shoeboxstories.org



2:08 PM - 28 Apr 20 · Embed this Tweet

// TWITTER POST



THIRD PARTY PARTNERSHIP //



The Atlantic

Look for the truth above looking for a story

Embrace a diversity of perspectives

Go beyond what happens to what matters

Immerse themselves & audience in the world







IBRAM X KENDI

Writer for The Atlantic

The Antiracist Research and Policy Center

American University

NY Times Bestselling Author





ASPEN IDEAS FESTIVAL //





SHOEBOX STORIES INTRODUCTION



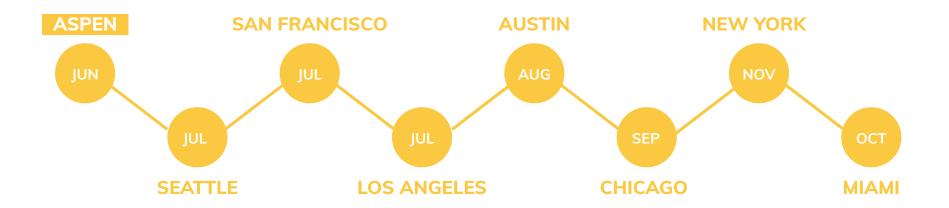
STORYTELLING



EXCHANGING IDEAS

LIVE PERFORMANCE TOUR //











ober 2019, The Motus Theater , located in Boulder, CO began an ous project that allows people to nce powerful and moving stories documented people caught in the s of the United States immigration ndocumented people's stories are y prominent Americans who are R o stand in their shoes and see the or a moment, through their eyes. dcasts became known as the first n the Shoebox Stories project, The America Series. Through the stories , we can truly understand what it to stand in someone else's shoes, nd what makes us all human.

// COFFEE TABLE BOOK

SHOEBOY







// VINYL COVER











// BODY PIN









Greetings Ibram,

Your dedication to expanding and sharing your knowledge to combat racism in our country is truly inspiring.

In June 2020 Shoebox Stories will release season two of our podcast, and we would be honored to partner with you and The Atlantic to present the raw narratives of underrepresented individuals and challenge ideas of inequality.

Shoebox Stories: JustUs shares the stories of young, black incarcerated males in their fight for equality. The upcoming season brings listeners to the forefront of our prison system and the corruption surrounding it. By voicing stories of injustice that often get left in the dark, JustUs sparks conversation and reveals the unfair practices of law enforcement against African Americans. Influential voices of national leaders, influencers and journalists stand in the shoes of those targeted by our nation's justice system to offer a new perspective of what it means to be human.

We appreciate The Atlantic's commitment to diversity in their reporting, offering honest perspectives from every angle, so readers are deeply engaged with our fast-moving world. Shoebox Stories believes that our understanding of the world and humanity is constantly changing, growing, and revising. Together, it is our job to find beauty in diversity and, rather than deny it, embrace it with open arms for everyone else to see.

You can access the Shoebox Stories website and podcast episodes here. Let us know if you have any questions or concerns. We hope to work with you in the near future!

Kindest Regards,

The Shoebox Stories Team

// EMAIL PITCH

BUDGET //

Production \$250,000

Media \$2,000,000

PR \$250,000

TV spot \$100,000 Agency Fees \$100,000

Total \$2,700,000





SHOEBOX STORIES LIVE TOUR BRINGS THE POWER OF STORYTELLING TO AUDI-

SAN FRANCISCO, CA - Shoebox Stories will travel to cities across the United States, sharing one required to the control of the podest, to live audiences. A group of prominent figuse previously storage, and under presented individuals put their differences aside and come uses, activitis, musicians, and underrepresented individuals put their differences aside and come uses, extrace, touton-man, und underspressioned universions past uses constitutes nature and countering the act of storytelling. They will begin their tour in Aspen, CO at the week-long content in the countering the nggang anough ne as of sonytuning, ency win organ mon tour in Aspen, to at the week-to.

Aspen ideas Festival before heading to Seattle, San Francisco, Los Angeles, Austin, Chicago,

"If people in this country would listen to stories like this, and really just take a couple of minutes To people in turn country women insenses asserting into une, and reality just take a couple of main to digest everything you said, it would be a different story...you and your sisters are heroes."

In a nation where individuals have the privilege to hold their own believes, opinions, and ideoloin a nation whem individuals have me privilege to nonlinear own owneves, opinions, and title gies, Shoebox Stories gives listeners the raw narratives that often get brushed under the rug. ges, suscess sense gives usuants use too norther some viren get transiev univer use rug. Their live performances will travel to major cities to share new perspectives of what it means to Institute personances was unaver as major terms to some new perspectatives of whom it institutes to be human. Prominent voices will be accompanied by live music as they tell the stories of both to numan, extensions represent to accompany to the man and the second of recognition to the corruption of our nation's justice system.

Join us in the summer of 2021 for a live storytelling experience in the Shoebox Stories tour.

About Success Suries

Success Suries is a Mons Theatre story-holding project that brings justice to the underreprebuckers a more we now means on r-maning project that unings justice at the underspec-sented individuals that make up our nation. Promittent figures step finishe their shoes, read their senter marvanuas trait make up our traitent. Fromment rigites steep trastice trees steeps and get a glimpse of the hardships that all too often get glossed over to the public eye.

About Monte Theatre

Monte Theatre is a nonprofit built on the idea that storytelling is the catalyst to a more inclusive Moust Beatte as a notificial out on the toes that storywhile to the catalyst to a note toescale. Belt article, multimodal performances use the power of storytelling to expand our society. Belt article, multimodal performances use the power of storytelling to expand our society. After stustic, munimental performances use the p-knowledge of humanity and bring people closer together. Follow Shoebox Stories on Facebook, Instagram, Linkedlin, and Twitter.



SHOEBOX STORIES PODCAST LAUNCHES SEASON TWO: JUSTUS

DENVER, CO - In June 2020, Shoebox Stories will release season two of its eye-opening podest, sharing the powerful narratives of young, black incarcerated males. The upcoming season case, snaring the power nu mattainves or young, orace memorated manes. The upcoming season brings listeners to the forefront of our prison system and the corruption surrounding it. Listen to stage storages to the notation of our preson system and the consupration statement of the influential voices of national leaders, influencers and journalists as they stand in the shoes of me minormat voices on national renders, minicarcers and journalists as they state individuals targeted by our nation's justice system in Shoebox Stories: JustUs.

The hartls: Stories From the Frontlines of the Criminal Justice System project was created by The anties source from the exemutes of the extrainal statice system project was electronic Monta Theater as a way to mobilize discussion and inspire action by sharing stories that illustrate Mons, inducer as a way to moonize assensation and inspire action by snaring stories that intuition are consequences of incirceration and the injustices within the criminal justice system (both be-

In a time where fear, loss, and uncertainty is felt throughout the world, communication and acin a nice vonce, sear, ites, and uncertainty as jen unougnous the worth, communication and ac-ceptance has brought as hope. By voicing stories of injustice that often get left in the dark, Jusexpunce ans transpar to nope. By vorcing mories or injustice that other get ten in the dark, or it's sparks conversation and reveals the unfair practices of law enforcement against African to spins conversation and revents the initial practices of any emorcement against Alticon-Americans, Moments of bethyral, hate, courage, and love are shared amongst listeners, story-Americans, stoments of ocusyat, nate, courage, and rove are sustreal amongst itsienests, soury-gellas, and story-holders as the fruth begins to unveil. Shoebox Stories season two presents a suns, any sury-moment as the tituli organs to univer, success Stories season two presents a new perspective of what it means to be human through the devastating experiences of young new perspective or man is means to be minimal uncought time the variationing experience black males and gives listeners a chance to create a more united, equal nation.

Join is in June 2020 on the Shoebox Stories website. Apple Podcasts. Heart Radio. Soundefoud. som in mue 2020 on me sinceros Stories <u>Wedsite</u>, <u>Appue Protectas</u>, <u>Inicata Raturo</u>, <u>Sommanatorio</u>, Specifi, or Shiekler to hear the true stories of incarcerated African Americans in Shoebox Stories: About Shoebox Stories

About Storbox Stories

About Storbox Stories

Sheeker Stories is a Motus Theatre story-holding project that brings justice to the underrepre-Sheekov Stores is a Motus Theatre story-holding project that brings justice to the underrepre-sented individuals that make up our nation. Prominent figures step inside their shoes, read their scores, and our a national property of the hardships that all two often our discoord over to the variable over sened individuals that make up our nation. Prominent figures step inside their shoes, read them stories, and get a glimpse of the hardships that all too often get glossed over to the public eye. About Motus Theatre

About Motas Theatre

Motas Theatre is a morprofit built on the idea that storytelling is the catalyst to a more inclusive Month Beatte is a nonprofit built on the idea that storytelling is the catalyst to a more incursional performances use the power of storytelling to expand our catalysts and beauty and bea Follow Shoebox Stories on Facebook, Instagram, LinkedIn, and Twitter.

// PRESS RELEASE



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