





SHOEBOX STORIES // CREATIVE EXPLORATION

AGENDA //



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



STRATEGIC REFRESH



You just need one person to listen. Get your message and pass it on to someone else. And, you've doubled your audience.

-Robert Gerrish

Amplify. The Top 8 Podcasting Quotes That Will Make You Believe in the Medium.

OBJECTIVES //



1

GROW BRAND AWARENESS &
INCREASE LISTENERSHIP

2

PROMOTE SEASON TWO OF
SHOEBOX STORIES



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.



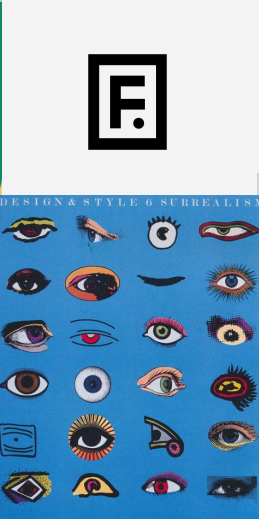
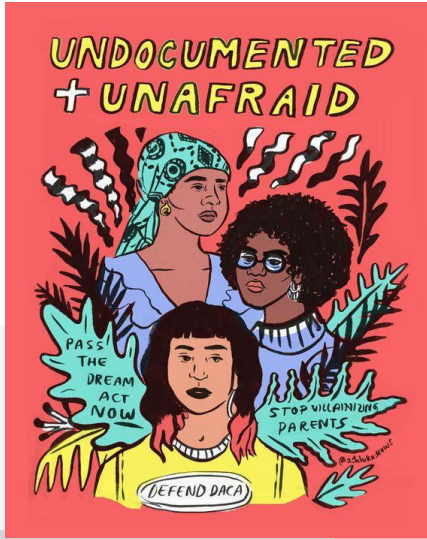
Millennial podcast listeners believe in justice for all.

TAGLINE //



#SavedByStories

MOOD BOARD //





CREATIVE EXPLORATION

BRAND IDENTITY //



PRIMARY B&W LOGO

BRAND IDENTITY //



SECONDARY COLORED LOGO



COPY PRINT



“

AN ENEMY IS SOMEONE
WHOSE STORY YOU
HAVEN'T HEARD.

”



#SAVEDBYSTORIES

// OUT OF HOME PRINT



“

*STORYTELLING IS AT
THE HEART OF WHAT
MAKES US HUMAN.*

”

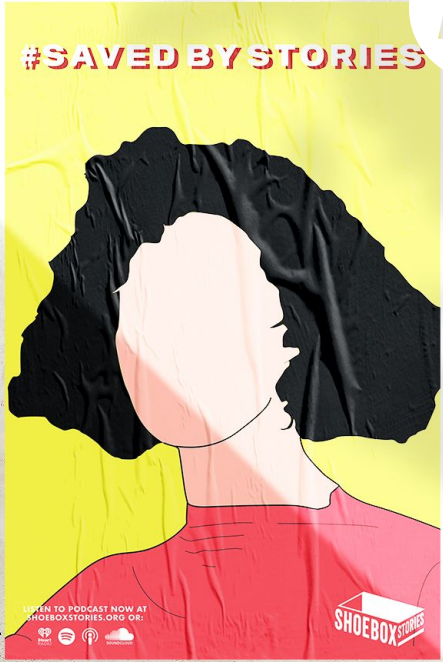


#SAVEDBYSTORIES

// OUT OF HOME PRINT



ILLUSTRATED PRINT





// POSTER S1



**LISTEN TO PODCAST NOW AT
SHOEBXSTORIES.ORG OR:**



// POSTER S1



#SAVED BY STORIES

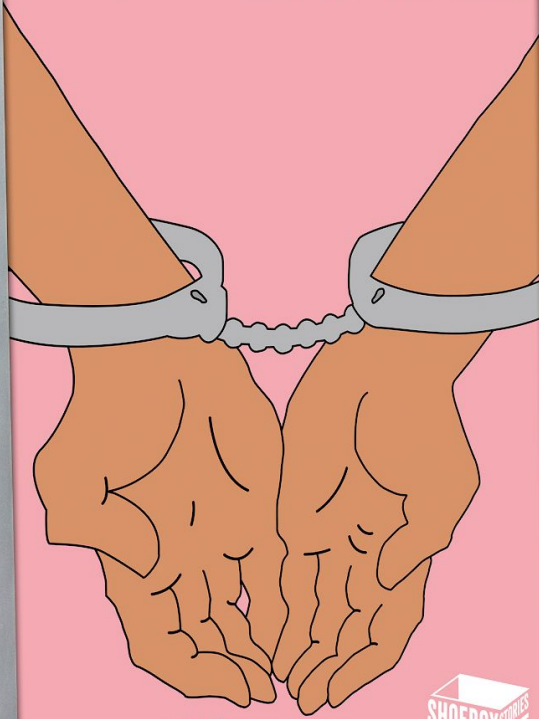


PODCAST COMING THIS OCTOBER
TO SHOEBOX STORIES.GOD.ANS





#**SAVED BY STORIES**



PODCAST COMING THIS OCTOBER
TO [SHOEBXSTORIES.ORG](https://shoebxstories.org) AND:



// POSTER S2



#SAVEDBYSTORIES



// OUTDOOR MURAL



TV SPOT

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



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."

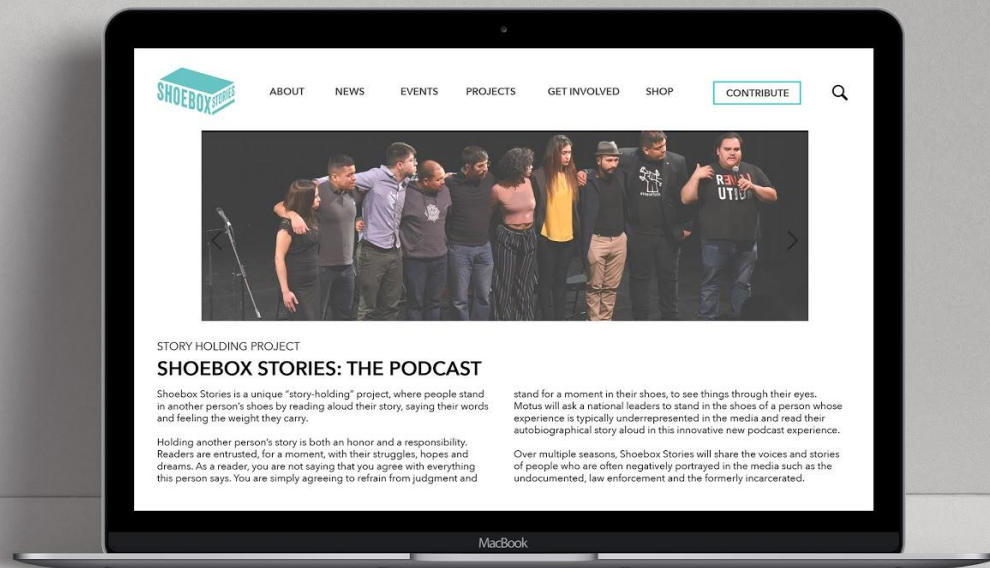
VO: Motus Theater presents The UndocuAmerica series, a part of the Shoebox Stories project. A unique podcast using the power of non-fiction autobiographical narratives of undocumented people to open hearts and minds. It is the first professional podcast series in the country focused on human interest 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 www.shoeboxstories.org for more information and to start listening now

TAGLINE: #SavedbyStories



WEBSITE



// WEBSITE HOMEPAGE



SOCIAL MEDIA EXECUTIONS



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



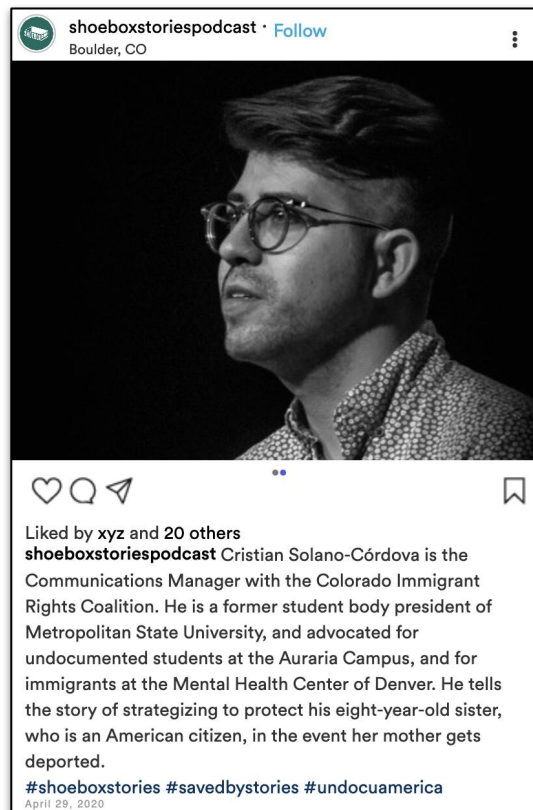
JULIO SALGADO

@juliosalgado83

Artist & Immigration Reform Activist



// INSTAGRAM STORY



// INSTAGRAM POST



shoebboxstoriespodcast

@shoebboxstories



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

← Reply ↻ Retweet ★ Favorite ⋮ More

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

// TWITTER POST



MEDIA OUTREACH

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

THIRD PARTY PARTNERSHIP //



IBRAM X KENDI

Writer for *The Atlantic*

The Antiracist Research and Policy Center

American University

NY Times Bestselling Author



EVENT



Leading minds from around the world sharing and speaking on global issues.

-Aspen Ideas Festival

ASPEN IDEAS FESTIVAL //



**SHOEBOX STORIES
INTRODUCTION**

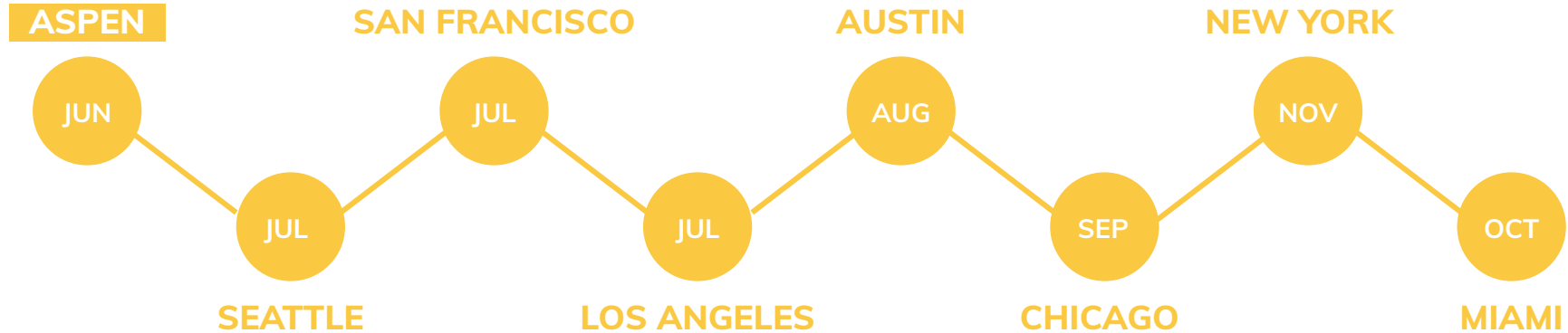


STORYTELLING



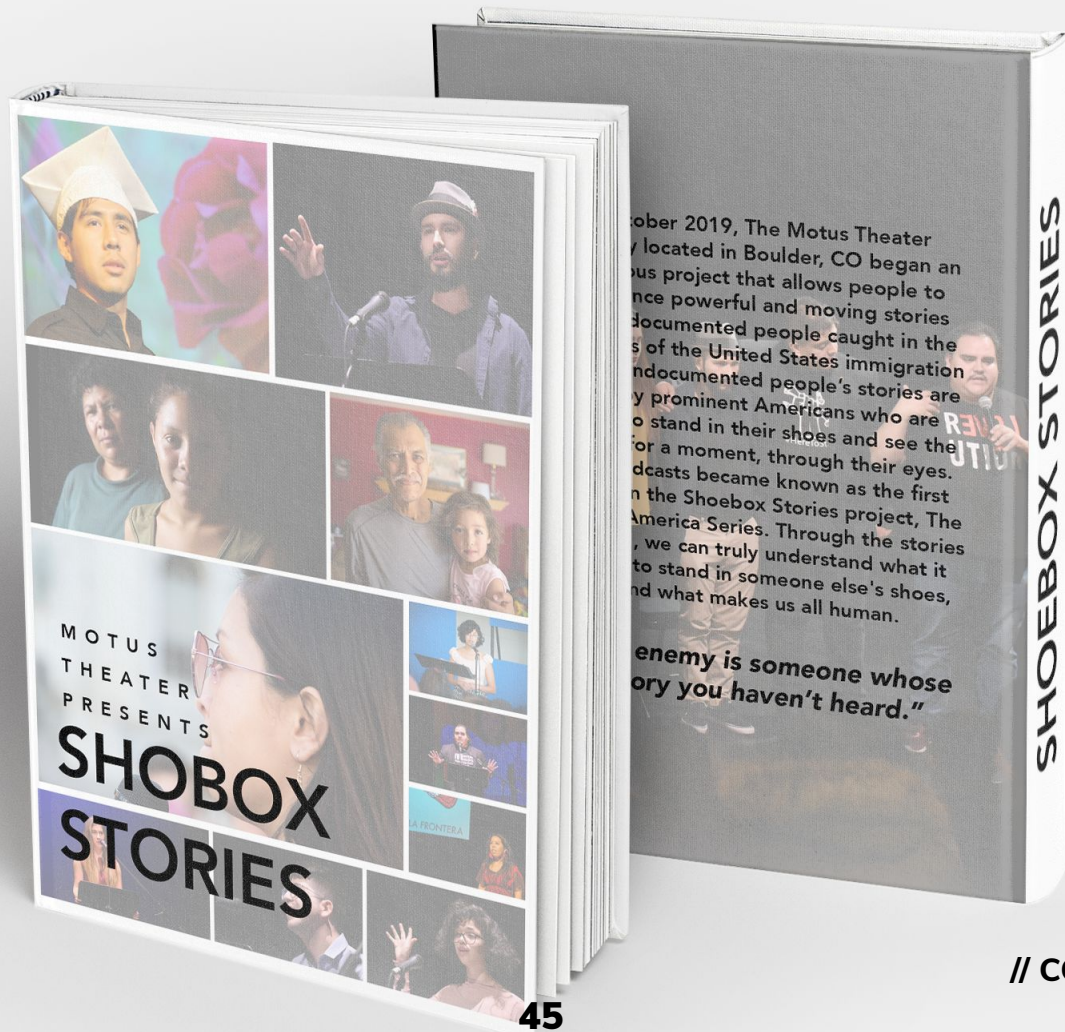
**EXCHANGING
IDEAS**

LIVE PERFORMANCE TOUR //





SWAG



// COFFEE TABLE BOOK



// FLAG



// VINYL COVER



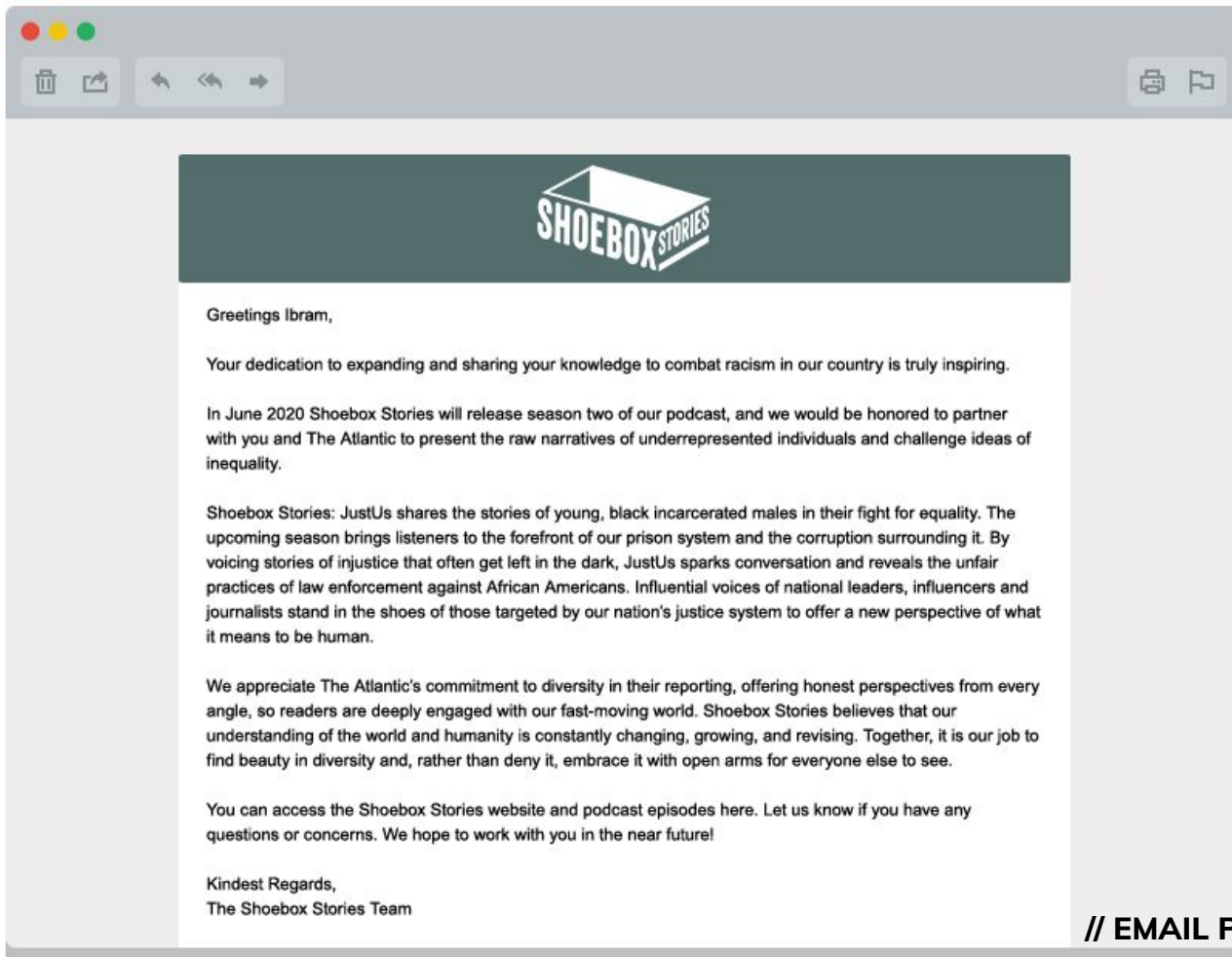
// TOTE BAG



// BODY PIN



APPENDIX



// 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 AUDIENCES ACROSS THE NATION

SAN FRANCISCO, CA - Shoebox Stories will travel to cities across the United States, sharing the eye-opening stories, first heard in their podcast, to live audiences. A group of prominent figures, activists, musicians, and underrepresented individuals put their differences aside and come together through the act of storytelling. They will begin their tour in Aspen, CO at the week-long Aspen Ideas Festival before heading to Seattle, San Francisco, Los Angeles, Austin, Chicago, New York, and Miami.

"If people in this country would listen to stories like this, and really just take a couple of minutes to digest everything you said, it would be a different story...you and your sisters are heroes."
-Jorge Ramos, journalist, author, and activist

In a nation where individuals have the privilege to hold their own beliefs, opinions, and ideologies, Shoebox Stories gives listeners the raw narratives that often get brushed under the rug. Their live performances will travel to major cities to share new perspectives of what it means to be human. Prominent voices will be accompanied by live music as they tell the stories of both undocumented individuals and incarcerated African Americans to spark conversation and bring 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 Shoebox Stories

Shoebx Stories is a Motus Theatre story-holding project that brings justice to the underrepresented individuals that make up our nation. Prominent figures step inside their shoes, read their stories, and get a glimpse of the hardships that all too often get glossed over to the public eye.

About Motus Theatre

Motus Theatre is a nonprofit built on the idea that storytelling is the catalyst to a more inclusive society. Their artistic, multimedia performances use the power of storytelling to expand our knowledge of humanity and bring people closer together.

Follow Shoebox Stories on Facebook, Instagram, LinkedIn, and Twitter.



SHOEBOX STORIES PODCAST LAUNCHES SEASON TWO: JUSTUS

DENVER, CO - In June 2020, Shoebox Stories will release season two of its eye-opening podcast, sharing the powerful narratives of young, black incarcerated males. The upcoming season brings listeners to the forefront of our prison system and the corruption surrounding it. Listen to the influential voices of national leaders, influencers and journalists as they stand in the shoes of individuals targeted by our nation's justice system in Shoebox Stories: JustUs.

"The JustUs: Stories From the Frontlines of the Criminal Justice System project was created by Motus Theater as a way to mobilize discussion and inspire action by sharing stories that illustrate the consequences of incarceration and the injustices within the criminal justice system (both behind bars and beyond)."

In a time where fear, loss, and uncertainty is felt throughout the world, communication and acceptance has brought us hope. 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. Moments of betrayal, hate, courage, and love are shared amongst listeners, storytellers, and story-holders as the truth begins to unveil. Shoebox Stories season two presents a new perspective of what it means to be human through the devastating experiences of young black males and gives listeners a chance to create a more united, equal nation.

Join us in June 2020 on the Shoebox Stories website, Apple Podcasts, iHeart Radio, Soundcloud, Spotify, or Stitcher to hear the true stories of incarcerated African Americans in Shoebox Stories: JustUs.

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// PRESS RELEASE



MAY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	1	2
					Photo/Bio	
					Photo/Bio	
					Quote	
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Illustration	Photo/Bio		Podcast S2		Merchandise	
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	Photo/Bio					
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Illustration	Plessy v. Fergu	Podcast S2	Podcast S2		Photo/Bio	
Illustration	Plessy v. Fergu		Podcast S2		Photo/Bio	
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JUNE

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JULY

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// EDITORIAL CALENDAR