

ONCE UPON A TOWN

The how and why
of community
storytelling



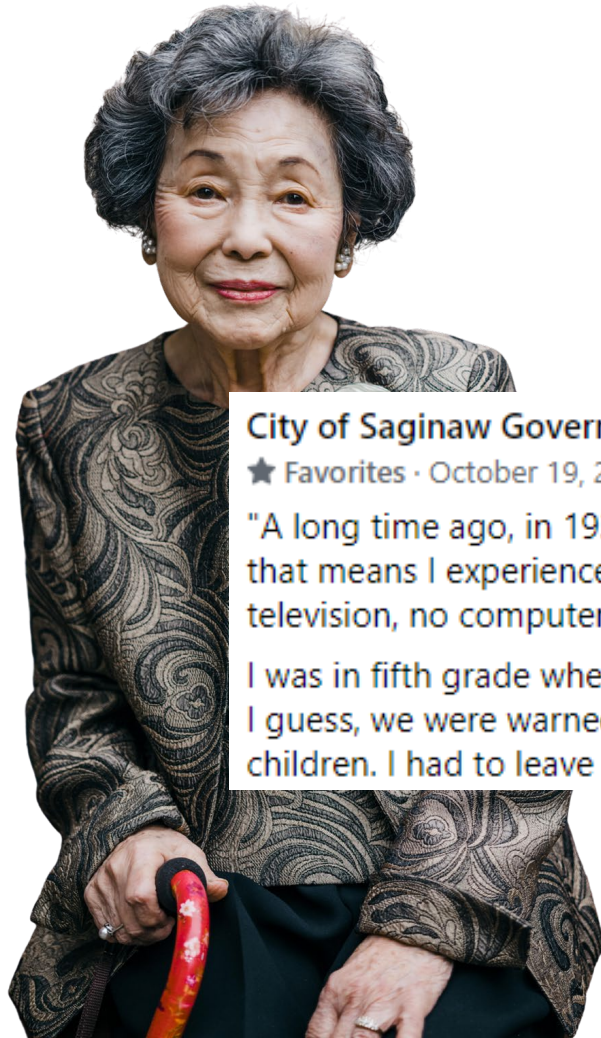
Principle #1: **Humans** are more important than things



shannon & ben

Principle #2: the relationship people have with a place is determined by their perception, knowledge and experience of it





City of Saginaw Government

★ Favorites · October 19, 2020 · 🌐

"A long time ago, in 1933, I was born in Tokyo, Japan. I told you the year I was born because that means I experienced World War II. I was a little girl, but I watched. There was no television, no computer, just radio, and the city was all taken over by the military.

I was in fifth grade when the bombing of Tokyo happened. They knew it was going to be bad, I guess, we were warned, and the Empress ordered us to evacuate all the elementary school children. I had to leave for about one year.

yoko

Principle #3: There are prerequisites for action

Step 1: Capture attention

Step 2: Create a sense of trust

Step 3: Demonstrate value

Step 4: Make a call to action



Principle #4: Nothing can happen without **TRUST**.

- **warmth and competence**
- **Differentiator**
- **Proof of value**
- **Love & Pride...**

Principle #5: Love is the goal

“Instead of merely livable, I think we need to start thinking about how we make our cities more lovable. I don’t mean this in a “kkum bay yah” kind of way, nor am I suggesting it’s as simple as “let’s all just get along.”

Rather I’m advocating for the importance of deepening the relationships that we have with our cities and that our cities have with us.

When we love something, we cherish it; we protect it; we do extraordinary things for it.

If cities begin thinking of themselves as engaged in a relationship with their citizens, and if we as citizens begin to consider our emotional connections with our places, we open up new possibilities in community, social and economic development by including the most powerful of motivators—the human heart—in our toolkit of city-making.”

—Peter Kageyama, *For the Love of Cities*

...so why **storytelling**?

1. Elicits **action** (attention, relationship, value, call to action)
2. **Physiological**: we have an inherent desire for story
3. Demonstrates **humans** are more important than things
4. Creates **trust** by displaying warmth and competence
5. Cultivates the **emotional connections** necessary for successful communities
6. **Effective** in modes of mass communication



RULE #1

**YOUR CITY
ALREADY HAS A
STORY**

maximus

RULE #2

**TELL A GOOD
STORY, DON'T
TRY TO SELL**





RULE #3

**THE LESS "YOU" THE
BETTER**

RULE #4

**BELIEVE YOU HAVE AN INFINITE
NUMBER OF STORIES TO TELL**



RULE #5

**Believe that stories
can change the world**



STORY TELLING


101

(your first story! woohoo!)

adam



Anatomy of a Storyville Story

 **Riverfront Saginaw**
Published by Phil Eich • June 22, 2020

"My first job outside the family business was in sales. I sold shoes and men's wear from Toledo to Saginaw.

One day, I got a call from my father who said he wanted me to join him in a venture. I did, and took a 70% pay cut. But with the anticipated success of that venture, I then would have the capital to start my own business.

That was 1973 in the days of disco. The air was dirty and it was a very unique time. We had a nightclub called The Fortress which is now currently the Panda House restaurant. Then in 1975, I opened my own nightclub in Bay City called The Fortress North.

In 1975, there were seven nightclubs in the area. By 1978, there were 17.

By 1980, there were two, and I wasn't one of them.

When you lose everything, you get a wake-up call...and then you can either be a victim or get up and do something.

I went to work for a remodeler and my job was to sell kitchens and cabinet refacing. I didn't know a doggone thing about kitchens or cabinet refacing, but I had a family to feed. I was a straight commission salesman which is almost like being unemployed, so I decided to venture out on my own.

We started a cabinet shop and it became successful. But then the bottom dropped out again.

Once again, I got a call. My father had a little bar on the South side of Saginaw that was damaged during the demolition of an adjacent building. The city demanded that he be vacated and they were going to give him nothing for his building or his business.

So I negotiated. We didn't get a lot, but greater than they initially offered because we promised we would take that money and reinvest it back into the city.

In my search for properties, I ran across an old fire station on the corner of Bay and Court. We bought it and opened a pub called "Nines".

In the language of the firefighters, they called their building the plural of the station number. So Station #5 was "Fives". This building was Station #9.

It was also the ninth business my father and I had started in the City of Saginaw. The license plate issued to me randomly was "NYN 909". The antique art deco mirrors from the bar that was demolished had nine rays of sun on them. There was only room for nine barstools and the building could fit 69 people.

It was a small place, but extremely successful. I shared in that success with my father and found a new love. I had big dreams.

The building Jake's is in now came up for sale in 2001. I purchased it and then the events of September 11th happened. The world changed. In this business, there's a substantial failure rate and banks don't like restaurants in good times. Those weren't good times. The money wasn't available and we had to pause the project.

I used that time to really think about what I wanted to do. I wanted to respect the historical value of the building, so I started doing research at the Saginaw News and the Historical Society about the buildings, the district and the community.

I kept running across the name "Little Jake".

He was 4-foot-11, 110 pounds. A Jewish immigrant that came from Germany to Detroit, then Flint, then Saginaw where he became very well known. A consummate entrepreneur, a marketing genius.

There was no historical significance to calling it "Paul's", so we called it "Jake's".

- Paul Barrera, Sr., Co-owner [Jake's Old City Grill](#)



27,663
People Reached

6,339
Engagements

Boost Again

Boosted on June 22, 2020
By Phil Eich

Completed

People Reached 15.5K

Post Engagements 1.1K

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👍❤️😄 1.1K

172 Comments 85 Shares

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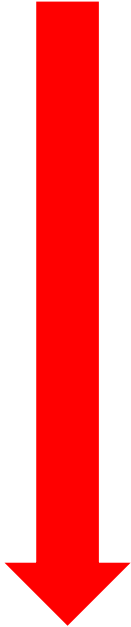
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ANATOMY OF A STORY

QUOTES ONLY



Riverfront Saginaw

Published by Phil Eich · June 22, 2020 ·



"My first job outside the family business was in sales. I sold shoes and men's wear from Toledo to Saginaw.

One day, I got a call from my father who said he wanted me to join him in a venture. I did, and took a 70% pay cut. But with the anticipated success of that venture, I then would have the capital to start my own business.

That was 1973 in the days of disco. The air was dirty and it was a very unique time. We had a nightclub called The Fortress which is now currently the Panda House restaurant. Then in 1975, I opened my own nightclub in Bay City called The Fortress North.

In 1975, there were seven nightclubs in the area. By 1978, there were 17.

By 1980, there were two, and I wasn't one of them.

When you lose everything, you get a wake-up call...and then you can either be a victim or get up and do something.

I went to work for a remodeler and my job was to sell kitchens and cabinet refacing. I didn't know a doggone thing about kitchens or cabinet refacing, but I had a family to feed. I was a straight commission salesman which is almost like being unemployed, so I decided to venture out on my own.

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In my search for properties, I ran across an old fire station on the corner of Bay and Court. We bought it and opened a pub called "Nines".

In the language of the firefighters, they called their building the plural of the station number. So Station #5 was "Fives". This building was Station #9

ANATOMY OF A STORY

lede



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SIMPLE SENTENCES AND SHORT SECTIONS



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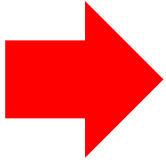
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THE BIG FINISH!

ANATOMY OF A STORY

SINGLE
PORTRAIT
PIC



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City of Saginaw Government

Published by Philip Eich · February 19 at 6:26 AM · 🌐

...

"My original dream was to be the next Steph Curry, but my mom told me just in case that doesn't work out, I needed a Plan B.

Then I thought that maybe I could do something in sports journalism...so I could talk about how good Steph Curry is.

But then I realized there's a lot more than basketball going on in the world and that I have more to talk about than just sports, and that's when I decided to create my own magazine. ... See More



213,337
People Reached

32,970
Engagements

Boost Post

👍❤️😄 3.1K

572 Comments 1.1K Shares



Otter

A Three Step Process for Community Storytelling

storyville.substack.com

bria

Pre-story:

Create a Calendar



- **Determine Content Load**
- **Schedule time-sensitive**
- **Create Story Bank**
- **Make a 12 month schedule**

Step 2: The Photos

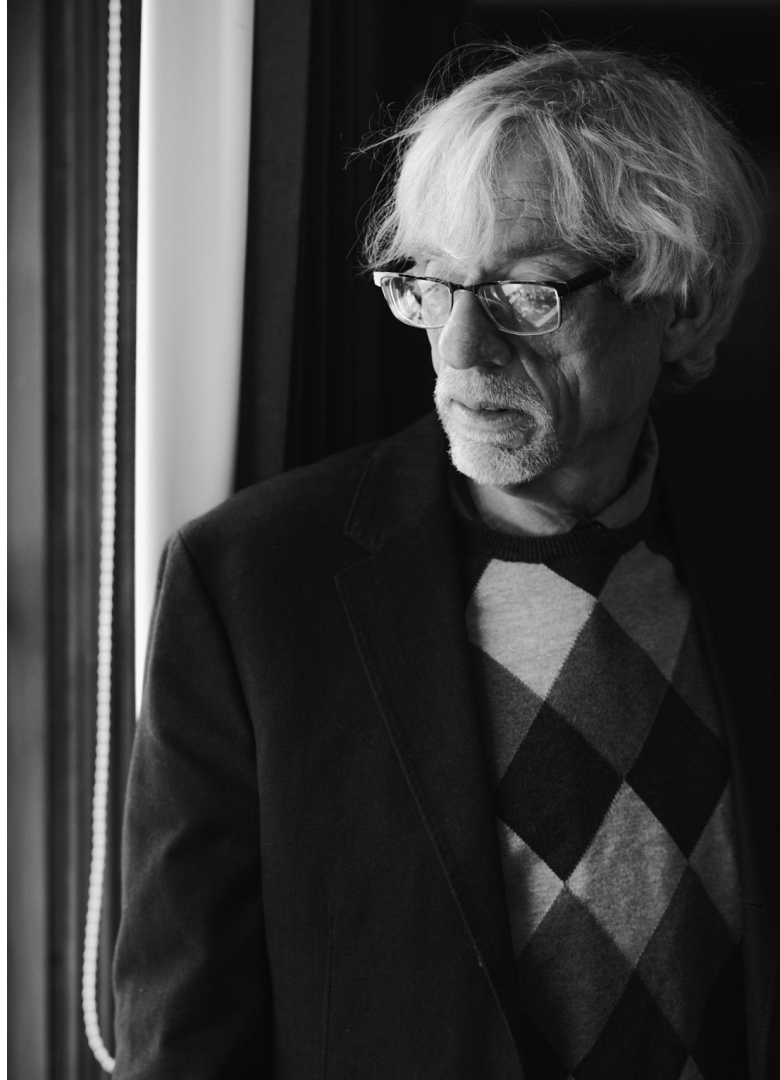
1. LIGHT

2. ENVIRONMENT

3. EMOTION

(4. PRACTICE PRACTICE PRACTICE)







Gottliche Hausregeln
No Glaube da Liebe
No Liebe da Friede
No Friede da Segen
No Segen da Gott
No Gott keine Zeit





















STEP 3: EDIT THE INTERVIEW

kendrick

Add Information

Original: “Nobody has to bring anything, just show up under the bridge ready to clean!”

Edited: “We’re going to hold the cleanup on Friday the 17th, from 6 PM to 8 PM. Nobody has to bring anything, just show up under the Court Street bridge ready to clean!”

Move Around (Organize around a theme or timeline)

Original: “The was never any doubt I was going to start this business. I bought everything I needed over the course of a year, officially opened in July, and the restaurant has been packed ever since. I love this community and to see them love me back and encourage me has been amazing. As a kid, I always loved to cook—my dad couldn’t keep my away from the stove. He was always teaching me little tips on the grill, giving me little jobs to do where I couldn’t hurt myself.”

Edited: As a kid, I always loved to cook—my dad couldn’t keep my away from the stove. He was always teaching me little tips on the grill, giving me little jobs to do where I couldn’t hurt myself.

I officially opened in July, and the restaurant has been packed ever since. I love this community and to have people love me back and encourage me iust like my dad did has been amazing ”

Combine Sentences

Original: “Anyone can make barbeque, but not everyone can make world-class barbeque. If you want really great BBQ, you really have to live and breathe barbeque.”

Edited: “Anyone can make barbeque, but to make world-class barbeque, you’ve got to live and breathe it.”

Eliminate Redundant Thoughts

Original: “There was never any doubt I was going to open a restaurant. I’ve always wanted to, ever since I was a kid, I’ve wanted to open a business just like this one.”

Edited: “Ever since I was a kid, I’ve wanted to open a restaurant like this one.”

Change Word or Phrases that could be misinterpreted or have a negative connotation

Original: “We’re going to clean up the area under the bridge and whitewash some of the graffiti on the buildings.”

Edited: “We’re going to clean up the area under the bridge and remove some of the graffiti on the buildings.”

STEP 4: PUBLISH



emily



WHY SOCIAL MEDIA?

MAKING IT WORK - PT 1

B+ Work forever is
better than A+
work almost never

SPREAD THE LOAD

**COMMIT TO LONG
TERM**

hattie



deshawn



norman



MAKING IT WORK – PT. 2

- Promote & engage
- Start Small
- Build the habit
- Have fun & be human!

hattie



deshawn



norman



Q&A?

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