

## The Story Ladder

Ranked by distance from the storyteller. The less distance between face-to-face telling, the more powerful the experience.

Story Medium	Pluses	Minuses	Suggested Uses
<b>Oral</b>	<ul style="list-style-type: none"> <li>• In person</li> <li>• Immediate connection to audience</li> <li>• Immediate experience of the storyteller</li> <li>• Size of audience does not matter</li> <li>• Directly engages the imagination and all the senses</li> <li>• Non-passive activity</li> <li>• Non-static, change happens in the moment</li> <li>• Minimal expense</li> </ul>	<ul style="list-style-type: none"> <li>• Must be done in person</li> <li>• Difficult to effectively capture in other media</li> <li>• Difficult to disseminate</li> <li>• A one-time event</li> </ul>	<ul style="list-style-type: none"> <li>• When you want a direct connection with people</li> <li>• When you want to shift and change the story to fit the audience and the context in present time</li> <li>• When you want to build authenticity and engagement</li> </ul>
<b>Written</b>	<ul style="list-style-type: none"> <li>• Easier to disseminate</li> <li>• Size of audience does not matter</li> <li>• Length can be short or long</li> <li>• Minimal expense</li> </ul>	<ul style="list-style-type: none"> <li>• Slightly weaker connection to audience</li> <li>• No immediate experience of the storyteller</li> <li>• Static – change happens through editing/rewriting</li> <li>• Requires time and resources to change and republish</li> </ul>	<ul style="list-style-type: none"> <li>• When you need wide dissemination of the story</li> <li>• Newsletters</li> <li>• Web/marketing</li> <li>• Internal communications</li> </ul>
<b>Audio Tape</b>	<ul style="list-style-type: none"> <li>• Easy to duplicate and disseminate</li> </ul>	<ul style="list-style-type: none"> <li>• Weaker connection to audience</li> <li>• Barriers to direct experience of the storyteller</li> <li>• Static – change happens through editing/rewriting/re-recording</li> <li>• Requires time and resources to change and republish</li> <li>• Can be expensive to produce</li> </ul>	<ul style="list-style-type: none"> <li>• When you need wide dissemination of the story</li> <li>• Web/marketing</li> <li>• Internal communication</li> </ul>

## The Story Ladder, con't

Story Medium	Pluses	Minuses	Suggested Uses
<b>Video</b>	<ul style="list-style-type: none"> <li>• Easy to duplicate and disseminate</li> <li>• Photos, film music adds emotional elements</li> </ul>	<ul style="list-style-type: none"> <li>• Weaker connection to audience</li> <li>• Barriers to direct experience of the storyteller</li> <li>• Static – change happens through editing/rewriting/re-recording</li> <li>• Requires time and resources to change and republish</li> </ul>	<ul style="list-style-type: none"> <li>• When you need wide dissemination of the story</li> <li>• Web/marketing</li> <li>• Internal communication</li> </ul>
<b>Poster (Graphic Capture)</b>	<ul style="list-style-type: none"> <li>• A visual representation of the story</li> <li>• Easy to duplicate and disseminate</li> </ul>	<ul style="list-style-type: none"> <li>• Weaker connection to audience</li> <li>• Static – change happens through re-doing the art work</li> <li>• Requires time and resources to change and republish</li> <li>• Requires insider knowledge</li> </ul>	<ul style="list-style-type: none"> <li>• When you want to remind people of a story or story cycle</li> <li>• Web/marketing</li> <li>• Internal communication</li> </ul>
<b>Iconographic</b>	<ul style="list-style-type: none"> <li>• A visual icon of the story</li> <li>• Easy to duplicate and disseminate</li> </ul>	<ul style="list-style-type: none"> <li>• Weaker connection to audience</li> <li>• Static – change happens through re-doing the art work</li> <li>• Requires time and resources to change and republish</li> <li>• Requires insider knowledge</li> </ul>	<ul style="list-style-type: none"> <li>• When you want to remind people of a story or story cycle</li> <li>• Web/marketing</li> <li>• Internal communication</li> </ul>

